



# THE CONTRACTOR GROWTH ACCELERATOR



**BLUE COLLAR**  
SUCCESS GROUP

## How one California contractor went from \$600,000 to \$2,000,000 in revenue in 18 months...and you can too!



First of all, I'd like to thank you for investing your time in this valuable and business improving special free report. You might be wondering how we have placed a value on this report of \$197. I'm completely with you, how can you value information like this at ONLY \$197??

The point is that regardless of the value, the information contained in what you have in your hands is completely worthless...or completely game changing...it's up to you. It's not about the information and it's not about the people we'll be discussing in this case study, this is really all about you.

I chose to create and release this report to you because you're probably no different than my client that I'm sharing this interview and case study about. You're probably not a lot different than many of our clients that have beat their heads against the wall for too long, with too little in return, all with negative impact on time, relationships, finances, and sometimes a simple zest for life.

Everything we do at The Blue Collar Success Group is designed and launched for one simple reason. That reason is to help you achieve your goals. Regardless of where you are currently in your business path, there is information contained in this report that will absolutely help you improve your business.

Contained in this special Contractor Growth Report is also an exclusive interview I did with the owner of our case study company. Make sure to see how you can learn from his path, mistakes, and challenges as you grow your own company to the levels you desire.

Less than two years ago, this contractor was struggling along all too many PHCE service contractors. He was keeping two trucks fairly busy, but just couldn't seem to get that third truck to stick. He would get someone hired for the third truck, work on getting them all trained up and out on their own, then BAM, something would seem to blow up and he would lose a tech for a myriad of reasons and just like that be back to only two.

Because of the size and challenges of operating at this size, he wasn't offering his market 24 hour service, offering service agreements, or the highest level of service. Why, you might ask? The first two points are an obvious logistic challenge with only two techs, but then moving into the higher level of service question, you must address the leadership aspect of this business.

## ***The owner was burned out!***

Can you relate? Have you found yourself there? Ever feel like you just start getting your head above water, only to have what feels like Nessie, the Loch Ness monster pull you right back under the surface? If so, keep reading...

This owner had been in business for over 15 years when he decided to create a defining moment, reach out to us at The Blue Collar Success Group, and make some real changes in his company. He was in business for many years as a new construction contracting company that made the switch in a family run business (his father and him until he purchased the company from his father a few years ago).

## ***The owner was burned out!***

### ***Defining Moment Revealed:***

I'm a big believer in what I call defining moments and I believe if you honestly reflect back on your past both personally and professionally, you will come across a decision at some point that completely changed your path. I think if you recount certain challenges that you've overcome, you will see how you decided to make a change as some point to drastically change the results you were receiving.

***"I've had it!"*** This owner's defining moment came from a point of saying, ***"I've had it!"***

You know how that time hits you when you feel like you want to scream due to the ridiculous things happening in your company? Sometimes it serves us when we get to this point as he did and can honestly say, "I've had it!"

I've had it with the amount of money I make.

I've had it with penalizing my team members by not offering top of the market benefits.

I've had it with chasing the same general contractors for money every single week.

I've had it with not enjoying a career that I spend over 60 hours a week working at.

I've had it with missing my children's plays, soccer games, and birthday parties.

I've had it with not being able to go a solid 2 hours of any given day without my cell phone blowing up because there are problems at the business.

I've had it with my own lack of clarity, focus, and direction in this business.

I've had it with not generating consistent leads from my marketing efforts.

I've had it with procrastinating and not starting projects that I know will improve my company.

I've had it...I've had it...I've had it!

This line in the sand can be a beautiful thing when it comes to motivation to change. I wrote a book called *The Six Dimensions of C.H.A.N.G.E.*, in which I layout the Six Dimensions in a workable and easily implementable system to create positive change in any area of your life, personally, and/or in your career. More information at [www.thebluecollarsuccessgroup.com/books/](http://www.thebluecollarsuccessgroup.com/books/)



## THE TURNING POINT:

Once he experienced a defining moment and decided that enough was enough, our client began to make some positive changes. Through our Platinum Level Coaching program and mastermind group, he sought the support he felt he needed. While we would certainly love to have you as a client, this is absolutely NOT essential to your success. You can follow the path in this report and find your own way based on the choices and decisions our client made.

Your turning point can come in many different ways. Once you've finally had it with mediocrity, you look at completely changing things. For our client, this was about his own leadership and culture. He was able to get honest with himself regarding what he wanted from his company in the way of energy, income, team members, and growth.

*"He was afraid."*

Understand this was NOT an easy step for him. He had years of conditioning of beating himself up (so to speak) regarding the results he was getting from his company.

*He was afraid.*

Think about it. He had been in business for many, many years and was still only running a couple of trucks, not making any money, and not having any fun. He had come from a point a few short weeks before where he was questioning himself, his company, his career choice and just about everything else in life. He said in my interview with him that we wasn't sure if he was having a mid-life crisis or what!

I remember having several conversations on our Platinum Coaching Group calls about the topic of fear. Our coaches and his peers in the group continued to encourage him and keep his mind and energy in a positive place.

*"Constantly and consciously improve confidence."*

There we were telling him we believe he can double his company revenue in 12 months or less and he's feeling skeptical that he can even keep 3 trucks on the road! Self-doubt is one

of the most destructive personality traits on the planet. As company leaders and certainly entrepreneurs, we must continuously remedy self-doubt when it rears its ugly head.

*Constantly and consciously improve confidence.*

It's not like there was just a quick and simple one time fix for improved confidence. We continued to coach and implement positive changes like: a new and improved pay plan for the front line technicians and installers, controlled spending regarding inventory control and purchasing systems, producing accurate and timely financial statements to really begin understanding what the numbers are telling us, and an ongoing, clear and powerful weekly training and team member education program, and many more.

Through this process of ongoing progress, he was able to begin building a new level of confidence. Too many owners think everything must be perfect before any implementation can be made. This is a productivity killer. This is a business killer. This is a destroyer of all progress. Just get started and make some progress today. If you can get anything from this report, please take away the fact that you must do something of implementable value every single day.

***You can't double your company in 24 hours...or can you?***

You might be able to double your company in 12 months or less as this California contractor did (now he's working on doubling two years in a row!) Heck, you might even be able to double your sales in 6 months depending on current size of your company, but it's impossible to double your sales in 24 hours, correct? Wrong!

The only way to double your company results is by the planned and focused actions you take in a given 24 hour period. That's it! That's all you control! Today's results! This is why some people struggle with vision. In fact, this client had a great vision and would participate well and play full out in our planning sessions when we would do a guided imagery vision exercise in order to get clarity of a long term vision for a company.

The part he was missing was in the 24 hour increment department. Many people can see what they'd really like to have regarding a business, but sometimes it can seem so daunting that it almost feels like, "what's the point, I'm so far away from that goal anyway..."

***Stop the insanity and get started today!***

Your success is ready and awaiting but it's not going to happen on its own. If you desire improved results, then you must improve your training. He is a good trainer in his own right, but with his confidence shaken and a desire for having assistance training his team with third party verification, he launched into our Done For You Technician Training Membership.

As he began using the Blue Collar video training system and action guides, he was able to use our pre-developed content and meetings to help get his team into a group understanding of what he was trying to create from a culture standpoint. He would supplement his own training meetings with all the archived videos on our membership site. For more information visit [www.thebluecollarsuccessgroup.com/join-now/](http://www.thebluecollarsuccessgroup.com/join-now/)

*"The only way  
to double your  
company results  
is by the  
planned and  
focused actions  
you take in a  
given 24 hour  
period."*

Again, this is not about our training being the only solution. There are various successful training platforms, but his technicians and culture really resonated with our training system. Regardless of the training systems you utilize (and there should be more than one), make sure you keep consistency of meetings and meeting times.

Nothing undermines a training program more than when companies make a big push and beat a big drum about the training program they are launching, how much it's going to help the techs and team, all the great benefits the customers will receive, then on a whim just cancel the training meeting because "something came up". This something can be a job that has urgency, an upset client, a busy time of year, a team member or members that called in sick, etc.

***Don't do this!***

When you implement a consistent training program, stick to it. When you cancel a training meeting for any reason whatsoever, you are sending a clearly defined message that says something else is more important than today's training meeting.

*"Take training seriously to grow rapidly"*

Take training seriously to grow rapidly. Management's job is training. I believe you need to create a culture of training. I believe people desire training. Tony Robbins has said that progress is what human beings desire more than anything else in the world. I think there is truth to this even though I wouldn't hold your breath to have a new technician begging you for customer service and sales training. They want it and they want to improve, but they usually won't come out and beg you for it!

As you'll witness in the interview below, there are several factors that helped this company go from \$600,000 in sales to over \$2,000,000 in sales in 18 months. Let's take a few minutes and examine several categories I personally witnessed while helping and watching this company achieve such explosive growth.



**ORGANIZATION:**

When the mental commitment was finally made by the owner to improve this business once and for all no matter what, they had to begin looking at organization. No longer could inventory just be there coming and going without any tracking whatsoever. No longer could they not know daily, weekly, and monthly statistics and key performance indicators for team member and company performance.

Organization is a staple in most, if not all successful companies. Our coaches here at The Blue Collar Success Group do a lot of onsite coaching and training, so we witness firsthand how organized things are in company, and how closely that is related to their success. I can

almost guess a level of a company's profitability simply by walking through the office, the warehouse, and looking inside and outside of a few of the service vehicles. (As well as the owner's personal vehicle). The more organized you get, the more efficient you get. The more efficient you get, the more profitable you become. The more profitable you get...well, you can finish my thoughts however you want from there.



## COMMUNICATION:

Effective communication is one of the areas that continues to get overlooked in most companies. We witness managers and team members sitting in side by side offices, or even worse, the same office and they trade 20 short emails to get to an answer or solution instead of simply taking two minutes, getting off their lazy butt and go have a two minute face to face conversation. In our case study, our client was challenged by having an office leader team member that was a terrible communicator.

Terrible communication leads to terrible culture. Terrible culture leads to terrible results. He knew he had to make a change, so he began working with this particular team member and coaching her for better results regarding her own communication styles. Because she ended up being un-coachable in the end, he was forced to make a change and create space for an improved team member. This was very difficult for him to go through and I remember the challenge and again, fear, that he was faced with. In hindsight, changing team members in this position in the interest of better communication, culture, and results has made a tremendously positive impact on their company.

*"Terrible communication leads to terrible culture."*



## PEAK PERFORMANCE:

Creating and maintaining peak performance can be very elusive for most companies. Our client was able to realize that he actually had a deeper level of peak performance within himself that wasn't being tapped before he began his quick start to rapid and profitable growth. Once he began creating a higher standard for himself, his energy and excitement about the company began to return.

We talked a lot about momentum and keeping the performance at the highest sustainable levels in those early turn around days. Once his energy and excitement had returned, he also began to have fun again. The "pit" in his stomach on Sunday afternoons began to

subside. I'm pretty sure you know what I'm talking about here. The first day and a half of the weekend is fun, relaxing, and recharging, then suddenly on Sunday afternoon or evening you begin taking mental inventory of your week. Suddenly, without you realizing it, your physiology begins to change, you catch yourself feeling a certain underlying irritation as you become short with your spouse or children.

*"It doesn't have to be that way!"*

*It doesn't have to be that way!*

Once he got control of his own mental energy regarding the implementation schedule and plans at the company, his peak performance returned at a level he had never experienced. There he found himself achieving phenomenal results in all aspects of the business, making more money, having less stress, and ultimately really enjoying being engaged in the process. The same can be true for you. It just begins with a simple decision, followed by tremendous commitment, and willingness to subscribe to the attitude of Never Give Up!



## **CULTURE:**

As results continued to improve (and still do), our client began to focus much more on the culture of the company. He began realizing again what a strong component to success a company's culture can play in a business. As he trained and coached his team, he realized that his most important brand *was* the team that he had working with him.

I've taught for a long time that you have as many brands as you do frontline team members. Anyone that has any contact or interaction whatsoever with a prospect or a customer is your brand. It can be a scary thing, but it is a fact. Because we don't have control over everything, and can't ever be in multiple places at once, our client focused on the importance of his culture and how it represented his company inside and outside the company building. He began to offer assistance and guidance to the team members that showed interest in personal and professional development. When you are willing to invest in a team member's education and training to improve not only performance, but culture, really good things begin to happen.

When I am performing onsite training and coaching, I can almost guess a company's performance level based on the feel and energy of the culture. A few simple questions of some team members and you can know an awful lot about the structure and management of a company.

Culture of successful companies varies all across the board, but one thing is ALWAYS consistent. The culture of the company is set, and accepted, by leadership. Leadership does the training, tracking, coaching, and holding team members accountable (or not).

When I was training for my E-Myth Consultant Certification, Michael Gerber, the author of the great book *The E-Myth Revisited* once told me; find a small business owner and give him a mirror. With those two things he can show you what any company looks like. I believe this to be true.

Some companies have a reputation of being locked up like Fort Knox. Key card access is required for every different section to the building, and certain team members are only allowed in certain parts of the company headquarters. Other companies I've seen have over \$250,000 in inventory being operated and turned over using the honor system. Everything under the sun between these two extremes is alive and well also. You set the culture by how you act, what is important to you, and what you focus on. The biggest thing that drives culture is the specific actions taken by the leaders of the organization.

*"The culture of the company is set, and accepted, by leadership."*



## **CONTINUED EDUCATION AND COACHING:**

One of the many components listed above, as well as the key points from our interview below has to do with keeping the positive results going. Many companies can have a growth spurt for a short run. They can create some great results for a small window in time, but they seem unable to sustain a certain desired level of growth. The main reason for the ups and downs of most companies is lack of follow through in education.

When you train your team, you must reinforce the topics that you train. When you coach another team member, you must follow up on what was discussed to send a message of accountability and seriousness of the coaching process.

When I was onsite training this client's team and setting the table for this quick growth, we identified early on that follow up training and coaching was to be a pinnacle part of the future success. Part of the path he chose was our weekly Platinum Coaching Group and utilizing our Done For You Technician Training program, but once again, there are many ways to get follow up coaching and training. I'm just recommending that you get it from somewhere. There is plenty of information out there, and you probably don't need more information. My client in the interview below didn't even need more information at the beginning of his growth spurt. He needed a swift kick in the butt and someone to remind him that he already had the tools to be operating at a much higher level than he had been in the past.

I believe you have what it takes to make your company become whatever you desire. We live in a free society making it possible for us to consciously choose how we create our life and business results. If we don't like what is happening, we are free to choose another path or route. If things are going really well, we are free to choose to scale those results to become as huge as we want them to be. You've got more inside of you and you deserve to accomplish better results, make more money, enjoy additional free time with less stress, and ultimately enjoy your life more than ever before.

*"I believe you  
have what it takes  
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I hope something in this report and interview will spark a fire within you to desire more. Always be grateful for the positive things in your life no matter how small, but always continue to seek growth, progress and improvement.



## ENJOY THE INTERVIEW BELOW:

*Kenny Chapman:* Hey there, Kenny Chapman, The Blue Collar Coach here and I've got an action packed interview for you with one of the fastest growing companies by percentage in the country right now, and a very special situation that's taken place that I wanted to share with you. And one of my great clients and great friends is willing to share some of the strategies he's using to grow his business so rapidly.

So the President of a rapidly growing service company is on the line today. Welcome to the line David!

*Client David:* Thanks for having me.

*Kenny Chapman:* Absolutely. Thanks for being here. Thanks for taking the time to share with our listeners and our followers who are always striving to get better, to improve. And you never know when somebody else's story will trigger something or trip something and, if nothing else, at least make us feel like we're not on this island by ourselves and we're actually not as crazy as we sometimes tend to think we are in this business.

And so today David's going to share a few minutes with us talking about how he's really created a growth by catapult, and how he's doing it in a relatively small market as well. We all get in to this space for different reasons, and different paths, and different ways. Most of you know my story, I just wanted to be self-employed. I wanted to, you know after the Army I wanted to have some control over my future, so I bought a small drain cleaning business with no business being in business. And that was how I kind of got started, and I didn't get progressive until several years later.

And so we're always interested, David, how did you decide - I'm going to become a plumber?

*Client David:* Well, early on my - I'm a third generation plumbing contractor - my grandfather had a business and so did my dad. I was at a point in my life coming through high school where it was time to make a decision and I had worked for the family business through high school, got a little bit of a taste for it, saw my dad was growing a pretty nice business, and our lifestyle was good.

And so I thought, man, this would be a cool path to take. I attempted junior college for about a year after high school thinking maybe college was the thing that I wanted to do. But at that point in my life the classroom days were over and I was ready to move on with it.

*"And so I thought, man, this would be a cool path to take."*

So at 19 I joined the family business as basically a laborer, helper, apprentice, whatever you might want to call it.

*Kenny Chapman:* And I'm sure your dad welcomed you with open arms and it's been heavenly bliss ever since, right?

*Client David:* Oh yeah. Absolutely. Yeah, right (sarcastically)

*Kenny Chapman:* All of our listeners in family businesses can relate to David coming in at 19 and then ultimately retiring his father from the business, and now the sole owner of this cool company.

And so, you come in, you start as a laborer, and then – so that was, you guys were doing a lot of new construction back then, and considerably different model than what you currently run today, correct?

*Client David:* Yeah. Absolutely. We were primarily new construction. No service in the business at all at that time.

*Kenny Chapman:* Okay. And that went on quite a few years correct?

*Client David:* From the time that I joined up with the business until we started service, it was about 12 years, 12 to 14 years before we started to introduce service to the business.

*Kenny Chapman:* Okay, so then what are we talking, 2004, '05, somewhere in there that you guys wanted to start going down the service company road?

*Client David:* Yeah. It was 2003, 2004.

*Kenny Chapman:* In there. Okay. Fair enough. So we get through a little bit of a hiccup in 2001 and say, hey, wait a minute, maybe we need to explore some other things. And then so as you did that, one of the things I want our listeners to realize too is, as David talks about, he's a third generation plumbing contractor. What I want is to make a point, he's the first generation running this plumbing business.

I don't come from generations, but if you've been doing this a while especially if it's multi generation, you need to realize David's third generation by blood but he's first generation by business model, by leadership style, by culture, by vision, by goal. So all those types of things.

I'll never forget, one of my clients is fourth generation actually, and one time we were having a session and I said, "Look, you've got to stop letting your great granddad run this company from the grave," right? Because what worked for David's grandfather is a very different world than what works for David today, although they operated in the same market.

So it's really cool to be third generation, and it's also something to be aware of that he's first generation in how he's running this thing.

*"You've got to stop letting your great granddad run this company from the grave."*

So, they go from the construction into deciding they want to kind of pursue this more progressive service path, and that's how our path's met at a best practices group that both of us used to run with, and some of those types of things. And then you kind of went along and

you were growing it, and then talk to us about the path from there as you were growing along and then economy kind of came, and some of those types of things, David.

*Client David:*

Yeah, so when we first decided to move into the service aspect, service type of business, it wasn't a decision to have that be move to service, shut construction down. It was basically to enhance and add to the business. That's where a lot of the family business challenges started to come in, because it was a younger person and myself that was really seeing the world, and seeing the trades, and seeing the industry in a whole different light.

I was educating myself and really embracing the progressive style of a service based business and model. And my dad's challenge was if it's not broke don't fix it, and this has always provided a very good lifestyle for him. So it was very interesting from about 2004 until 2008. A lot of ups and downs. It showed me a lot about culture and the importance of culture. Confusion of the team versus clarity of the team, and a lot of those things.

*"I was educating myself and really embracing the progressive style of service based business and model."*

So, even though the service side of the business was growing and the construction was kind of hitting a point, we were starting to come into a recession time. We were starting to lose momentum. Building was slowing down, and the service was growing. It was still real challenging.

Then in 2009 is when I ended up buying the business from my father, and that's when I ended up taking just the service side. He wasn't quite done yet; thought he was ready to retire, but he quite wasn't done. So he hung onto the construction side, and that's where we kind of

separated and I started to run the service all on my own.

*Kenny Chapman:*

Okay. Okay. Which has been certainly a great thing overall, and definitely you've earned your stripes from communication challenges, as many people have. I look now at kind of a turning point, or decision point, you and I started working together again back in 2012.

And when we first started working together you were kind of at a point where – I'm not going to put words in your mouth, but my perspective was let's kind of fix this thing a little bit, make it a little

bit more fun and a little bit better ROI. But man, I don't even know if I want to be doing this three or four years from now. Share a little bit about that with our listeners.

*Client David:*

Yeah, so that was it actually. I was - at that point from 2009 to 2012 the market, just ran into a lot of challenges. We were setting deep into the recession. Things that were working to grow the service business stopped working. And frankly, I was running into personal challenges and continuing to stay engaged on the level that I had been because of these challenges I started to feel like I was on an island on my own.

*"At that point in time I came to a point, kind of a defining moment..."*

And at that point in time I came to a point, kind of a defining moment, do I want to continue this or do I want to get rid of this? And at that point in time I was very unsure whether or not I wanted to continue to be a part of this and inside of this business. I was real confused. I didn't know where I wanted to go.

*Kenny Chapman:* Well and that's a fair and an honest, just a brutal gut honest statement there that I want to make sure everybody gets. And I will attribute a lot of David's turnaround and his rapid growth now, and his engagement, his fun, the profitability, all the things that come along with it to the sheer fact of him being willing to be honest with himself.

*"I attribute a lot of David's turnaround and his rapid growth now, and his engagement, his fun, the profitability, all the things that come along with it to the sheer fact of him being willing to be honest with himself."*

I'll never forget, I was in Balboa, on Balboa Island in Newport Beach when you reached out to me and we had our first conversation after a few years. We traded emails or texts once in a while but never really had engaged. All of us were kind of fighting the same fight, doing things, getting through challenging times, whatever.

And I think that the simple fact ladies and gentlemen that David was willing to say, I don't know if this is for me. I mean think about it, he just said a few minutes ago he's third generation. Now you've got all kinds of other things in your head, like oh, well am I letting the family down? Am I letting grandpa down even though he's not around anymore? And what am I going to do if I don't do this? And all of those things that freak people out.

But I think more contractors should have that conversation with themselves. Now I'm not advocating that you leave the industry. And what I advocated to David was, hey, cool man, if you want to go do something else, that's awesome. Let's figure out what that is.

Let's help you find that. But until you do that, let's kick this thing in the butt and let's fix it, and let's have some fun in the process.

And because he was willing to go raw with himself and say, I don't know, we had a place to start. The other point I want to make is, he

didn't have a choice. He couldn't just walk away. I guess you always have a choice. He could have. But in the position that he was in, he's got a family and family debt, and combined the company, and different things hanging over his head. He said, I've got to figure out what I'm going to do.

So that's where I want our listeners to realize, most of us in that role just go, "well I'm stuck". "I can't do anything, so I'll just keep doing what I'm doing." And obviously that makes you crazy. That makes you insane. And it's scary to go, "okay, what *am* I going to do if I don't do this? Well, I don't know, I'll figure it out. But in the meantime let's fix it."

And then all of a sudden, what happened? You started having a little bit of growth. You started engaging. You started having some more fun. Talk to us about once you said you know what, I don't know if I want to do this, but I've got to do it for a little while; let's do it a little differently.

*"That's where  
the mindset  
started to  
change."*

*Client David:*

Right. Yeah. And that's where, the mindset started to change. And for me, you know I'm a strong believer of just really being able to have that right mindset. And there were those few years in there where I frankly didn't know who I was. I'd come home from work and I'd be like, you know is this what midlife crisis is? I mean I don't think the same. I don't process the same, and stuff like that.

*"The results  
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happen and  
become evident  
again."*

But I knew that I needed to kind of find, re-engage myself again. And that's when I reached out to you and said let's go through this process. And the thing that I really enjoyed with that was, as you just said, putting it out there and saying well you know, I mean we don't know what the future's really going to hold at this moment in time, but we got to make a decision; we got to make a choice. And that choice is; let's get this thing fixed. Let's get it rolling, moving in the right direction.

So at that point is where the mindset really started to shift. And it was an awesome process because I felt it happening in my life and I started to see the results of it. And as time went on then the belief started to come

back and the confidence started to return, and the decision making processes were getting stronger again.

The results were starting to happen and become evident again. And just really frankly, I started to be able to experience some wins with this whole process.

*Kenny Chapman:*

Well, and that's awesome. The powerful thing there is that you were, because you got honest with yourself and said – even that, I mean man, you know how many of us have had that, like is this what a midlife crisis is? What's going on? Everything is kind of changing, and my passion, and some of those types of things.

But David used the word confident, and he said that his confidence began to return. Now as soon as we started working together that's where I went immediately because I could tell that when somebody gets kicked a little bit the first place we got to get is to confidence. The thing about your own technicians, and selling technicians, and sales people, confidence is always where you start when somebody is down, or missing, or having a challenge, or whatever.

And generally we need some small wins. And that's the thing. We look at things and go, oh my god, it's so big how am I going to fix this? Instead of going, you know what, it's about progress, not perfection. How can I win today? Because we can only control the next 24 hour period.

*"And he was in a place where he's like okay, game on."*

And one of the things I want us to realize as progressive contractors that can create change in our companies immediately,

David was in a place of reception meaning that he wasn't kicking and fighting me along the way. Usually, when I don't work very long term with clients it's because they won't implement, bottom line. And he was in a place where he's like okay, game on. Let's do this. What do we need to do?

And every time he would call me and we would have coaching calls – and please understand, this isn't about me; this is about him I was just the continuity for, or conduit for information from a third party perspective with no emotion involved - I would say, what about this and this, and we'd have a conversation. And then the next thing I know he's calling me back going okay, that's done. Now I'm ready for the next step.

And that's a powerful thing. I've got a friend who's got a coaching club. He has three different levels and they're based on income. So if you make 100 grand you're in one of the clubs; if you make over \$500,000.00 in a year you're in a different group, and if you make over a million dollars a year you're in a third different group. And so I was asking him, I said, you know, what do you see – I'm always interested in peak performers and mindset - and I said, "What do

you see is the difference between the million dollar group and the people at the \$100,000 income level? What do you see is the difference?" And he just laughed at me and he shook his head a little bit, and he said, "Kenny, all I can tell you is the people at the \$100,000 level must be a lot smarter than the people at the million dollar level."

*"When I give coaching to the guys at the million dollar income level, they don't ask a question, they don't fight it, they just go implement it."*

And I said, "What do you mean by that?" And he said, "When I give coaching to the guys at the million dollar income level, they don't ask a question, they don't fight it, they don't try and reinvent it, they just go implement it. But at the \$100,000 level they've got to tweak it, they've got to massage it, they've got to change it,

they've got to make it their own before putting it out there."

So, I think it's important to note, David made a decision and then he just became an implementation machine, a personal growth machine, and those things began to show up in the company. Is that fair to say David?

*Client David:*

Absolutely. For sure. Yeah.

*Kenny Chapman:*

So, you know, you're always going to be a reflection. Michael Gerber taught me back in 2001 when I was going through the E-Myth Academy, he said, "Give me a small business owner and a mirror and I'll show you what their company looks like." And David's working on a culture in an interesting market, by the way, in Santa Cruz, California, and the old very laid back beach type community. We all have our challenges with recruiting and technicians, and all the types of things that we deal with. And he's carving out this really cool niche. In fact, in the last 18 months, I mean you're going from roughly about \$600,000 in revenue up to over \$2,000,000. When you think about that rapid growth, as you

look back in such a short period of time from what some of our early goals were, what do you attribute some of that to? Why were you able to re-engage and now grow at such a rapid level like this company has never experienced?

*Client David:*

Part of it I think was going through the challenges that I went through. It almost helped me reinvent myself with the same basic foundation that I've always believed in. I had to realize that I had

*"I had to realize that  
I had to make  
adjustments with how  
I worked with the  
market that I'm in."*

to make adjustments with how I worked with the market that I'm in. Not blaming the market and blaming everybody in the market, but saying, this market is what it is.

And we had conversations about that, and that's one area where it was like, "it's not the market, it's me working within the market". And so being able to adapt and adjust my delivery and my method. And then as well, making

some early on commitments to some key pieces that I felt were a part of who I am, which is culture. My culture and my business, and really building a strong culture that's based around my belief system and how I can help grow people.

And so in working on that culture and not veering away from it, but just staying steadfast to it and getting clearer and clearer as the path has gone on has been an amazing help. So it's just really being able to make the adjustments and be there for my team, and watching my team grow and having them understand what personal growth is.

*Kenny Chapman:*

Well, and yeah, that's, I mean one of the reasons David and I are somewhat kindred spirits is what he just said there, he is very growth oriented. His values are very high. His culture is high on a priority, and I'm one that I preach culture. I think it should be on the balance sheet. I think culture is so important.

And I think that when he made that commitment to really get back to making the company a reflection of you again, if you will. Because when you had your challenges it just didn't feel good and it didn't feel right. And now you embrace that and say, wait a minute, this is going to be a reflection of me again. And that brings an entirely different level of energy.

And then what I've seen is, that energy has now begun to attract better quality team members and more of them. And you're helping

people in a different way than you used to, because you've always been one to help, but now you're helping them by holding them accountable to become the best they can be, which is a tough transition for a lot of leaders to get. Would you agree?

*Client David:*

Yeah, for sure. That's where one of my biggest adjustments had to be made within myself is how I delivered that to my team, and how committed I was to accountability, and how I was able to show them how committed I was to that. It's tough because everybody wants to live in blame, and it's everyone else's fault, and you owe me for something, and the expectations, and all these different pieces.

And my core belief value is we take responsibility for our own actions. Every moment in life is a moment that we have a chance to learn something or have an opportunity for some sort of personal growth. And a lot of that comes from - now we have to take responsibility again for our own actions. And what I found was that is a very uncommon thing for most people, because most people don't want to take responsibility for their own actions because then that means it's their fault, and they're crushed. They kind of get paralyzed.

*"My core belief value is we take responsibility for our own actions."*

And so my method of being able to communicate that need to take responsibility in a very patient manner so that they started to understand it is where the difference was made. Whereas before, it was a little more in your face and it didn't resonate well, and it created a high amount of turnover.

Where today the culture inside this business is, I've never experienced anything like this before. We just had this morning a brief meeting before our call. And it was to celebrate one of my technicians has 90 days clean and sober today. And he's made some major, major leaps and bounds. And it was an awesome experience. And the whole team got together. We had a cake. We had balloons, and we got to spend a minute with him to celebrate that time with him and got to hear a little bit from him how that's impacted his life.

And that's just, that's what's created a lot of strength around here.

*Kenny Chapman:*

Well, and David's a very modest individual. And what he's talking about here has been a major transition for him. And we had conversations around this before he had gotten on the wagon and gotten cleaned up. You had literally come to a point where he was the one making the decision, but you had that kind of more difficult heart to heart than you would have a lot of times in the past. And I believe you were a big catapult for the reason of him making this choice. And obviously he's got to make that choice every day.

*"Things don't  
just happen on  
their own."*

But for our listeners, I just want us to realize that these things don't happen on their own, and David's not growing so fast just because he decided that he wanted to be a better leader. He's made a lot of changes and changed a lot of disciplines and how he communicates with his team.

I remember a conversation of saying, you know, let's just call this tech Jimmy, and you say, Jimmy, would you ever wrong the company or take from us, or anything, or any of that kind of stuff? No, of course not. Okay, well what about the intoxicated Jimmy? I love the sober Jimmy, but this intoxicated Jimmy, there's not space for him here. And I remember a very powerful conversation there and you talked to him about getting professional help instead of you trying to help him.

And now look at this, and who knows how long this will go, but all it is is one day at a time and having a positive impact. And here's a company that's growing, becoming more profitable and impacting people's lives.

I don't know about you ladies and gentlemen, but that sounds like something I want to be a part of. So you know –

*Client David:*

It's a lot of fun.

*Kenny Chapman:*

I think it's a very powerful thing. And when I think back to kind of what David's talking about, you know, he had a decision to make multiple times. That's one thing we need to remember is we make the decision every day. And he's been there going on 20 years now, and it's an entirely different game. He's kind of playing a new game from three years ago and implementing things that he knew before and just couldn't quite get there over the top.

So if you're struggling out there, you're not alone but it's not going to fix itself. David said a very powerful thing that I think is one of the biggest reasons he's experiencing success. And he said, take

*"If you're struggling out there, you're not alone but it's not going to fix itself."*

responsibility. And that's what it's all about. And that's why I said, it's not about our coaching. We've got great information and we've got a lot of great tools to help people, but it's about the implementation. And that's what David's been willing to do, why he's going to continue to grow and have more fun in the process.

So, I'm Kenny Chapman, the Blue Collar Coach. I want to thank you so much for being with us here today, David, and sharing open and honest, and sharing your heart with us. And all of us can learn a few things here that we can go back and use to catapult our business.

If you have any further questions or want to ask David anything through me, feel free to visit us at the [www.TheBlueCollarCoach.com](http://www.TheBlueCollarCoach.com), fill out a

Contact Us form, and I'd be happy to get your questions answered for you.



# REFLECTION AND ACTION QUESTIONS

What have you “had it” with in your life and business?

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What have you been afraid to change about your business that is keeping you from living up to your earning potential?

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What would you like to change about the current culture of your business? *Remember: Your company is a reflection of YOU.*

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How will you start to increase your training and coaching follow-up? *Develop a plan and be consistent!*

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What are some areas where you can improve communication between you and your leadership team so that everyone can gain better clarity of focus and vision?

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In what specific areas do you feel that you're lacking confidence? *Be aware of these and make a change!*

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What is something you can do in the next 24 hours to move your business forward? *Ask yourself this question every day, and then take action on it!*

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## POWERFUL POINTS!

- The only way to double your profits is by the planned and focused action you take in any given 24-hour period.
- If you desire improved results, you must improve your training.
- Nothing undermines training more than cancelling a meeting because “something came up.”
- Terrible communication, terrible culture, terrible results
- When you train your team, you must always reinforce the topics!
- You already have what it takes to make your company become whatever you desire.
- Personal Growth + Implementation = Positive Change
- Take responsibility for your actions to gain greater control of your outcomes.
- It’s not about information; it’s about implementation!
- Insanity is trying to reinvent the wheel. The most successful companies invest in their own education, coaching and training. Then, they apply what they’ve learned to consistently improve their results.