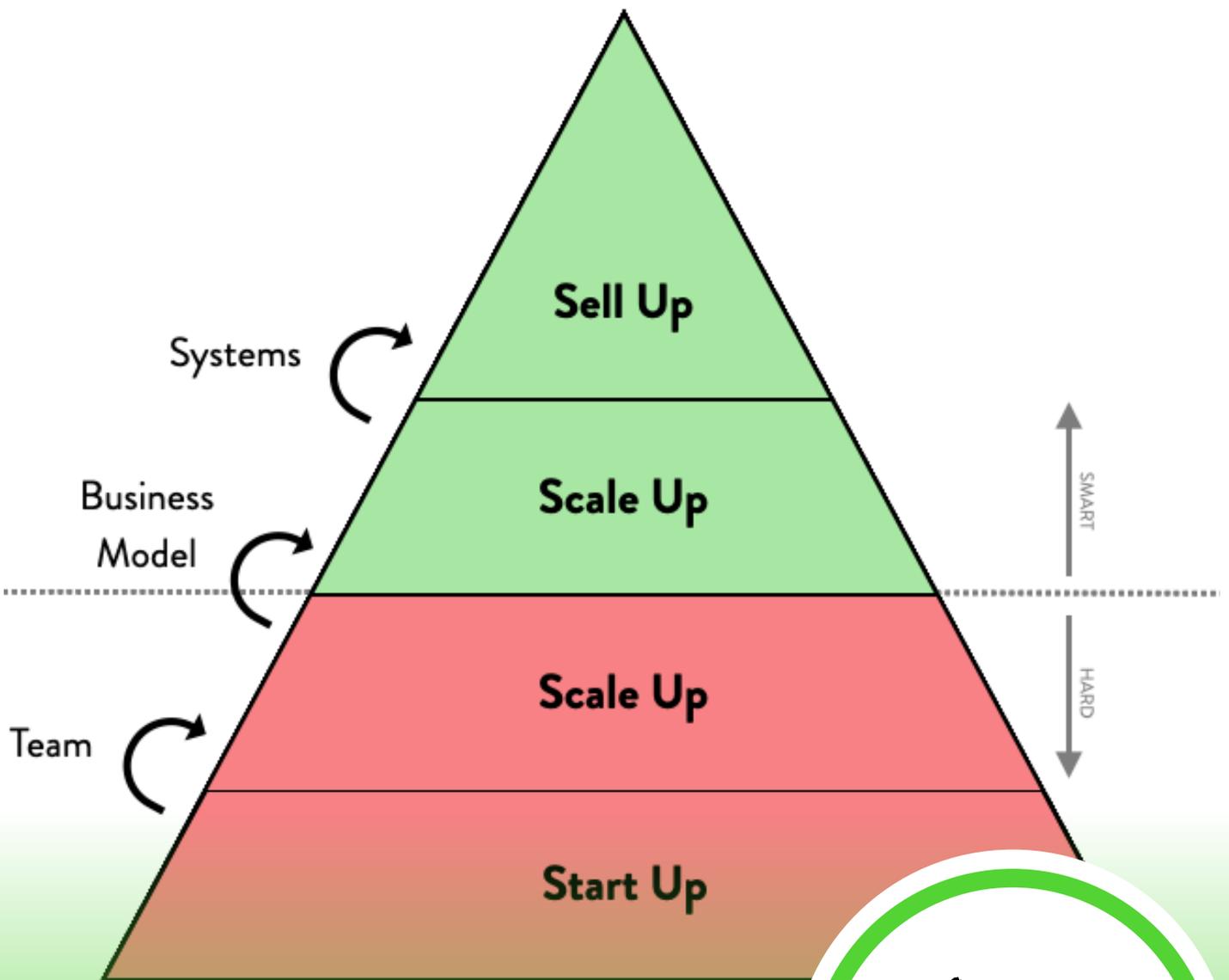


Start Up, Scale Up, Sell Up?



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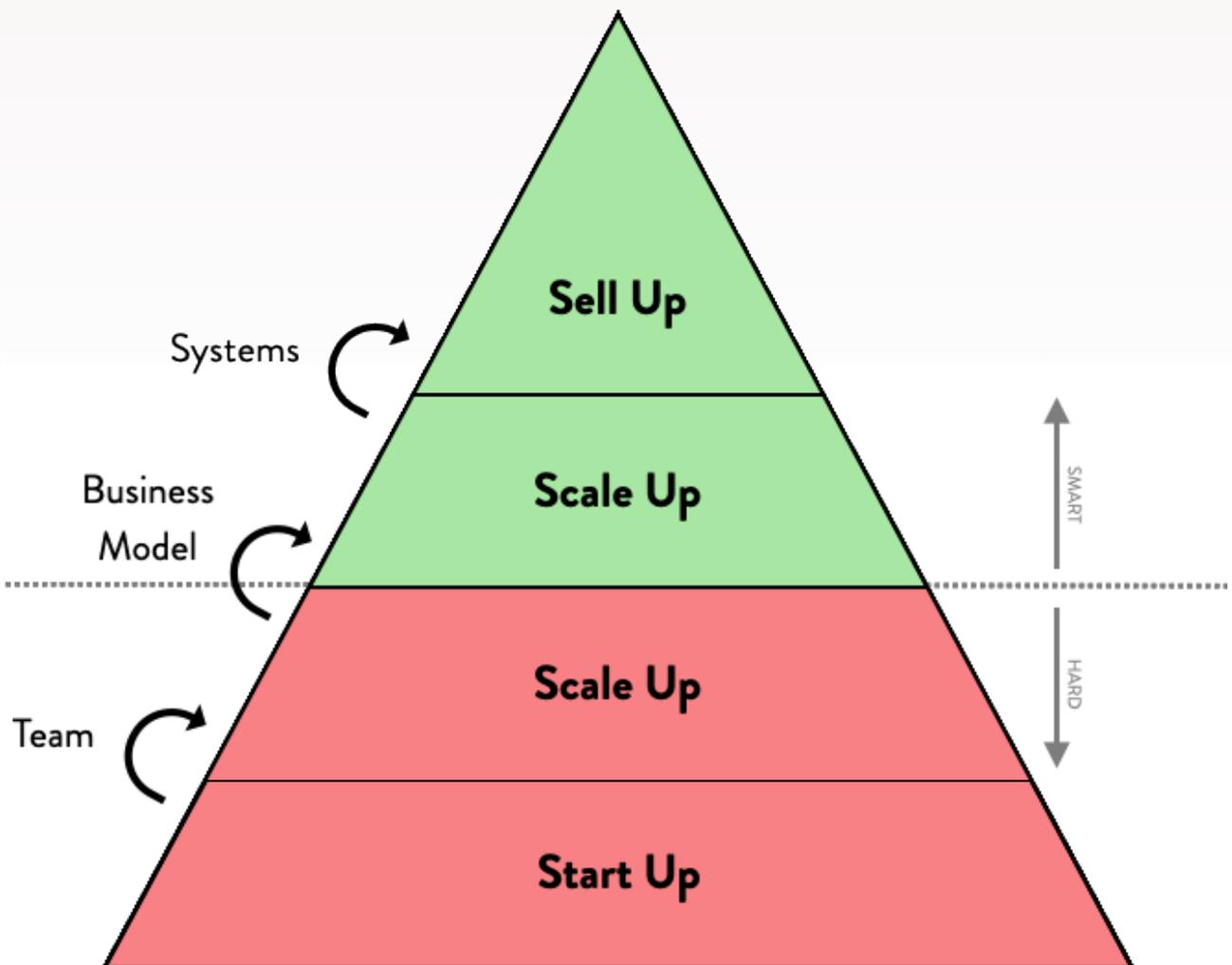
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NOTE: The following guide provides suggestions only. Please consult a professional accountant or bookkeeper, if required.

This Start Up, Scale Up, Sell Up Model is about you and your trade business journey.

It'll highlight the key challenges you're facing, why you're facing them and how you can make a breakthrough.

Each journey starts with learning to work smarter, not harder.



Start Up

Your business foundations will dictate the strength of everything.

You're a bloody good tradie who wants to build an empire.

- ✓ Be your own boss.
- ✓ Call the shots.
- ✓ Make more money.

You've been working for a boss who has become complacent and hasn't kept up with the constant changes in the trade industry. It's doing your head in. Your mates are telling you to start your own trade business. Your family reckons you should start your own business.

You want to start your own business.

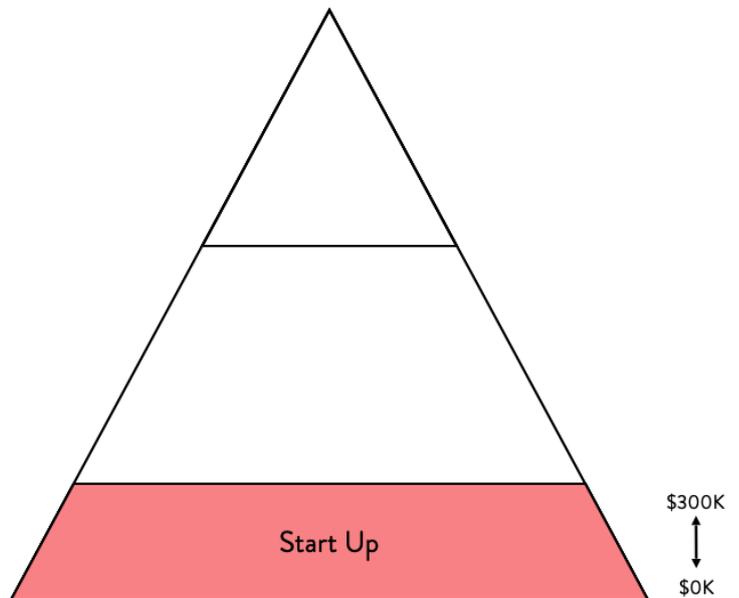
You're confident you can be a better trade business owner than your boss – and that guy is raking it in! You've got heaps of energy, everyone thinks you're a good operator, so why not?

Well, you're right about starting your own business. The problem is you've never been shown how to run a systemised trade business.

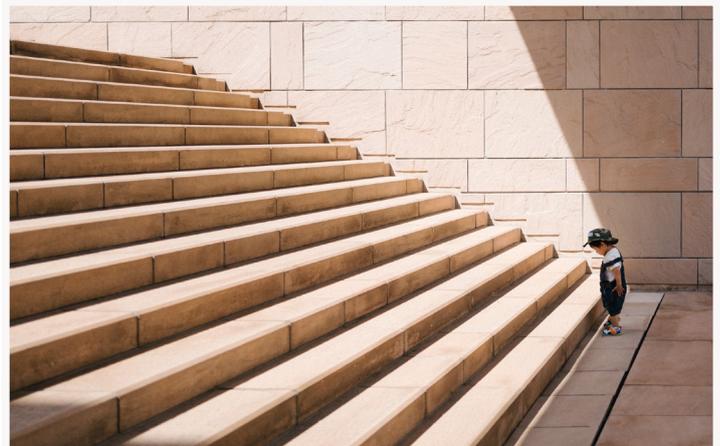
You're ready and firing on all cylinders

You're clued up on the fact cash flow (or lack thereof) is one of the leading causes of small business failure.

The hard-earned money you've saved has been ear-marked to pay for your new vehicle, signwriting, a new uniform and some stock. You look the part and have a toolkit ready to complete the work. You're feeling great and ready to fire on all cylinders.



As a Start Up, you're in the red zone of the Start Up, Scale Up, Sell Up, Model. On average, you're turning over between \$0 to \$300k per year and have no staff. Business is tough.



You're switched on when it comes to technology. You've set yourself up with a job management system, cloud accounting package and a way to collect money. It's not 100 per cent perfect but you did it yourself and for the most part, it works.

The first work you take on is for 'Sarah', who lives next door to your parents. There's nothing more exhilarating than completing your first job! For the first three months you have enough work thanks to your friends' parents, your parents' friends and one real estate agent.

Life's good.

But your days are getting longer

Your day starts on-site at 7am and ends at 5pm. You meet your mates at the gym. Then you come home for dinner and settle in to sort out the admin side of the business — the next day's schedule, follow up phone calls, invoicing, quoting.

You know how this goes.

- ✗ Late nights.
- ✗ Long days.
- ✗ Prickly customers.

When you're busy, it's great. Each day is full and you feel on top of the world. But this doesn't allow for any time spent drumming up new business to keep up the momentum.

Inevitably, work dries up. You experience times where you have no work and you're wondering where your next job is going to come from. Your bank account takes a huge hit on these days and it feels like you're losing control.

This yo-yo effect is weighing you down

You start working longer hours, six days a week to fit everything in. This new commitment keeps the money coming in the door. The trade off is tough. You skip your 5pm gym sessions with your mates and work around-the-clock to stay on top of everything.

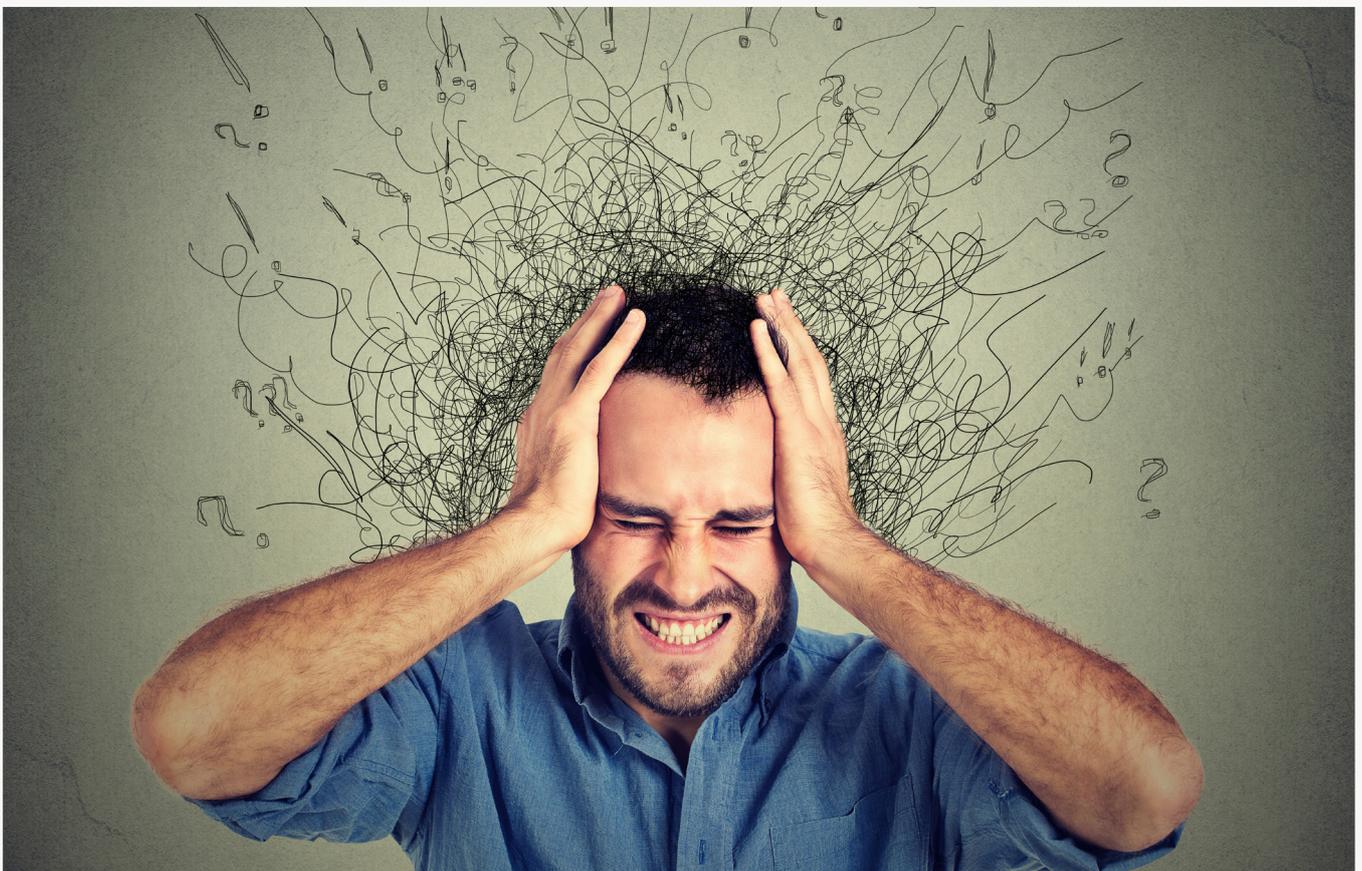
Don't want to work harder?

Don't want to work longer?

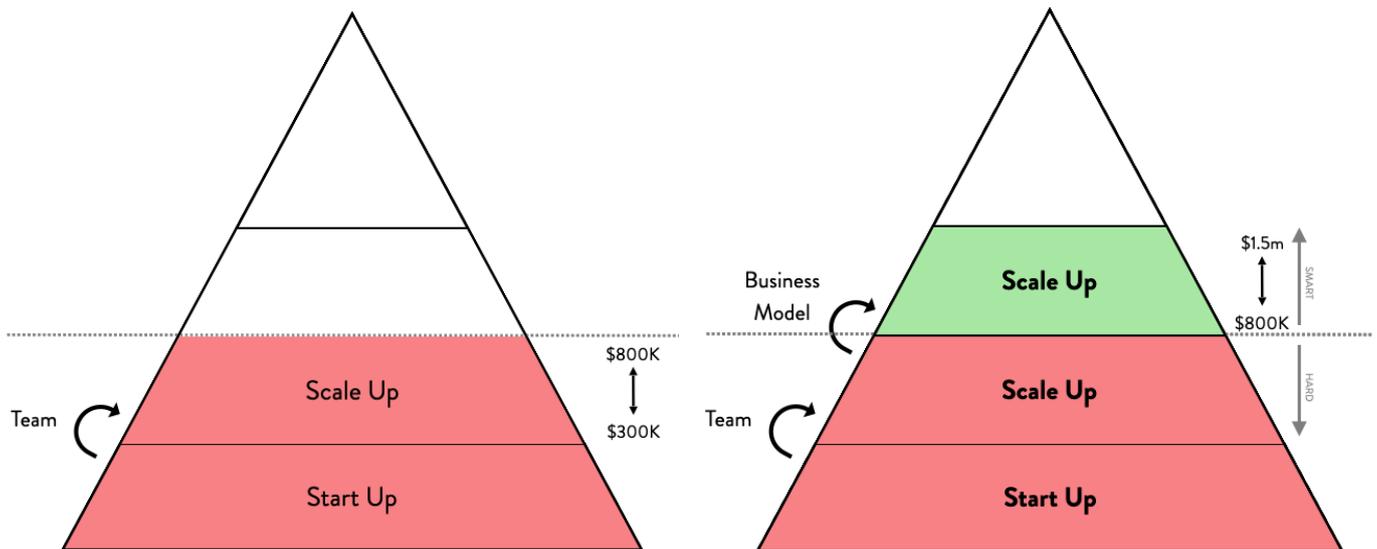
Scaling up is the only way to solve the situation.

Here's how to start:

- Stop.
- Get your business model right first.
- **Use our Lifestyle Tradie Business Model to do this.**



Scale Up



There are two phases to the Scale Up process. The **first phase** is in the red zone. You've just started hiring your first employee/s and are turning over \$300K to \$800k per year. The **second phase** is in the green zone. You're starting to work smarter, not harder. You've implemented the Lifestyle Tradie Business Model and are turning over between \$800k to \$1.5m per year.

You're in the Scale Up red zone

You're getting tired. You feel like you're chasing your tail. You are chasing your tail. You're going around and around in circles. Your head is spinning. You're not a solo-operator anymore. You've hired tradesmen. You have the responsibility of paying wages and sourcing work.

- ✗ Balls have been dropped.
- ✗ Customers are cranky.
- ✗ Issues have multiplied.

More tradesmen means double everything. Double the work. Double the customers. Double the paperwork. Double the invoicing. Double the follow up. Double the decisions. Double the responsibility. Double the training. Double the time. Double the headaches.

With you being on the tools, the balancing act of working on the business versus in the business is pulling you from pillar to post. You've created a beast. Your family is relying on you, your tradies are relying on you, your customers are relying on you.

You're about to break.



You can't take a break

Your mind rarely stops thinking about your business... The extra pressure is driving you to work more, do more, be more. You're surviving on fewer hours' sleep. This trade business gig was about living the dream. Now, all you want to do is sleep.

With a young family to support and your wife stepping into the business, leaving behind her own career, you're both stretched, often seething, always exhausted. The fact she's up all hours of the night invoicing and doing the books is taking its toll in other ways.

You've lost the love for the business

Maybe it's time to get out? ... Maybe it's time to be a wage slave again? Maybe it's time to give your body a break. Your back is giving you grief. Your knees are dodgy. You wrestle with all the options. Tradies are tough. You're tough. Why do you feel more and more isolated?

It doesn't have to be this way.

Discover how using our Lifestyle Tradie Business Model.

You're in the Scale Up green zone

You've turned the corner to love business again.

When you move from the first phrase in the red zone through to the second phase in the green zone, you're feeling in control. You're feeling in control having implemented the Lifestyle Tradie Business Model. You're making profit, you're spending more time with your family, and you're confident in making decisions. You're feeling good about your trade business.

You've now got better quality problems

This level of business comes with a new higher level of thinking:

- ? Management of more tradies and a bigger team
- ? Leadership and how to strengthen your skills
- ? Culture and ways to bring your team together
- ? Marketing and how to attract A-grade, quality leads

Your business is operating much better, and is in a good position for growth. You're no longer a slave to the business, thanks to the Lifestyle Tradie Business Model and your commitment to making changes.



Sell Up

This is what life looks like for you.

The time has come to hang your hat. Whether you're a few years in or have paved a long road behind you over years of dedication, you've implemented systems in your business and are ready to move on. It's time to step aside and let someone else hold the reins, call the shots, and take responsibility. You're done.

It started as a tiny seed of an idea to be your own boss. You've ended up supporting a team of tradesmen and their families, helping thousands of customers and building relationships over years and years of service.

Every hour. Every minute. It's no wonder you're done.

As the owner, can you walk away and still have a business that operates profitably without you? If you were the buyer, would you be excited about the opportunity this business provides? Have you been speaking with your accountant to get your financials in shape?

What's your business worth?

If you're like many tradies, the only thing of value is the database you've been building over the years and the relationship you've formed with each and every one of your customers. That's value.

Or maybe you haven't done that at all. You've realised too late you should have been more diligent.

Is this your story?

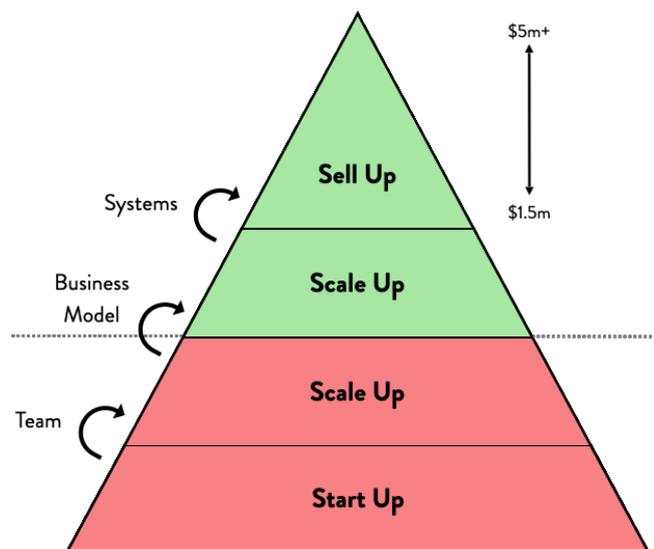
Is this your legacy?

If you've prepared the right way, selling your business will be an exciting prospect. You know you'll be able to sell it for what it's worth. The business operates profitably without your involvement. Your customers are loyal. Your systems could be improved, more streamlined.

Are you in this position?

This could be you.

By using our Lifestyle Tradie Business Model.



The final stage, is Sell Up. In this phase, you've implemented systems and your business runs like a well-oiled machine. You're turning over between \$1.5m to \$5m+ and are ready to walk away from the business whether that means stepping off the tools, or selling.

What's next?

You're the one wearing the heavy load of responsibility — and suffering major stress.

Ready to change it?



Join our Facebook group,
Kick-Ass Tradies

Where you can gain access to trade-specific tips and resources, PLUS join the conversation with a community of like-minded tradies.

[facebook.com/groups/kickasstradies](https://www.facebook.com/groups/kickasstradies)



Jump on a Game
Plan Call with Andy

Register now for a 15-minute call with Andy to smash out what you need to do right now, to provide you with clarity and direction in your trade business.

Head here to book it now

www.lifestyletradie.com.au/game-plan