

## PODCAST 2

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Welcome back

I'm Annette Welsford – serial marketer and champion of hardworking quality tradies. My passion is to help you build a successful trade business.

In today's episode of the tradie success podcast, I'm going to continue on to the next step with getting the foundations right and that is your brand.

But in case you've forgotten, or haven't listened to the first episode yet, we touched on the 5 key things you need to focus on to build your trade business.

These key foundations were:

1. **Your mindset** – if you don't believe that you're worthy of success you'll blame everything and everyone except yourself. So believe in yourself and the great opportunities that are there – every day.
2. **Your time management** - to build a business, you need to allocate time to working on the important things first. This includes allocating time to work on the business. If you just keep working in it, nothing will change.
3. **Your customer management** - stand out, be different, find out what your customers want, stay in touch, earn their love and loyalty. Don't be a clone. Be delightful.
4. **Your staff** – make sure they're happy and engaged. You want them to represent your company professionally and provide sensational customer service. So listen and help.
5. **Your systems** – be organised and introduce systems to ensure things are done properly and consistently, time after time.

Okay – onto your brand.

Branding relates to the impression that people have of your company. What you stand for, what you do.

It's also your positioning in a crowded marketplace. Where do you fit it in? How are you different?

Let's take a look at the components of a brand and some examples. And I want you to think about your business as we go through to see how it stacks up.

The first step in defining your brand is really to define what your company is all about. People can get themselves all tied up in knots trying to develop a mission statement, but it doesn't need to be that hard.

The first thing to remember is that you can't be all things to all people. That's a sure recipe for failure. So have a go at answering these questions:

1. What niche of your industry do you want to focus on?

Plumber	<ul style="list-style-type: none"> <li>• Residential maintenance and emergency service in your 10km radius?</li> <li>• The king of drains – installing and unblocking</li> <li>• Commercial plumbing on new builds only?</li> </ul>
Landscaper	<ul style="list-style-type: none"> <li>• Residential new builds</li> <li>• Commercial / Industrial</li> <li>• Waterwise gardens</li> <li>• Edible landscapes</li> <li>• Pool scapes</li> </ul>

2. What do you want to be known for – what's your position in your market sector?

- Highest quality?
- Knock your socks off delightful service?
- Professionalism?
- Lowest prices?
- Family values

3. What are your core values?

The Franchise Platinum Electrics list their core values on their website as:

- Create WOW through customer service
- Uphold honesty and integrity above everything else
- Have a healthy work / life balance
- Commitment to excellence in everything we do
- Pursue personal growth and learning
- Have fun and smile
- Communication that builds relationship
- Be generous and help others in need
- Have a go, make the call
- Be humble

4. What does your ideal customer look like?

**Residential:**

- How old are they? Male, female, both?
- Where do they live ?
- What sort of salary do they earn?
- Are they single, couple, families, retired?

**Business:**

- Any specific types of business? – Councils, developers, shopping centres
- Where are they located?
- How big – turnover, no of employees etc

5. How would you describe the Voice of your company?

Friendly, hip, ritzy, formal?

6. What colour is your company?

- Red – fiery, pro-active, powerful
- Blue – calm, corporate, aquatic
- Green – environmental, rural,
- Silver – glamorous, high quality,

Now that you have a better idea about your brand – who you are, what you stand for and what your point of difference is, it's time to see if that if your actual branding is congruent.

**What do I mean?**

If you're positioning your trade business at the top end of the market – eg: you only build quality homes in ritzy suburbs – then does your logo, tagline, website, invoices, vehicles, shirts and customer communications reflect this?

If we lined up the logos, taglines and websites of you and 3 of your competitors – would people be able to tell you apart? Could we identify what you stand for, and how you're different from the other 3?

If we called your company and requested a quote and then awarded you the work – would there be consistency with your brand message?

For example – we recently received a flyer in the letterbox from a well known tree lopping company. Their brochure and website has these exact words: As a professional and experienced tree felling company, we are dedicated to providing 5 star customer service and competitive prices.

We rang and requested a quote. The guy was ½ hour late and did not apologise. He didn't answer my questions about options for a particular gum tree. He was in a terrible mood, was wearing grubby torn clothing, and scribbled a price on the back of a business card. He parked his heavy truck on our nature strip and left deep tracks when he left. He was in and out within 7 minutes.

I was so taken aback by his rudeness that I put the question out on Facebook – could anyone in Brisbane recommend a tree lopping service. I did get a couple of recommendations and called these companies.

The company I chose was a smaller 2 man band, a husband and wife team who were very professional in their advice and provided an itemised quote. The bonus was they were 35% cheaper than the first company.

The first company rang me 4 weeks later to see when they could book the job in. I was astounded.

This is what I mean by congruent. Their service delivery does not match the promise made in their marketing. Everyone in your company needs to be true to your brand.

So now that you have your “brand” defined – here’s the next steps.

1. **Get a professional logo designed** – or have your existing one updated if it doesn’t match the brand position that you’ve defined. Make sure the colours and fonts are defined for you and you receive the logo in several formats so you can easily provide it to suppliers for use on all your marketing materials and it will be consistently reproduced.
2. **Develop a tagline.** Write a meaningful and concise statement that captures the essence of your brand. The best taglines are simple and memorable, but they’re also something else: functional. A tagline should explain your product or service to potential customers or capture what it is that makes your business different than your competitors' businesses. Examples of great taglines include:

- Broad vision. Careful thought. Hand-crafted design.
- Build Right.
- Building it better in concrete.
- Building the future. Restoring the past.
- Building your visions. Creating reality.
- Come home to quality.
- Committed to superior quality and results.
- Creating a sustainable future through building preservation, green architecture, and smart design.
- Masters of Consistency and Quality.
- No job too big. No job too small.
- Our goal then and now is to provide quality on time projects.
- Quality construction. Honest service. Great value.
- Small enough to Listen. Big enough to deliver.
- The residential remodeling experts.
- Trust is just one of the things we build well.
- We build tomorrow.
- Whatever it takes.

3. **Be true to your brand.** Customers won't return to you--or refer you to someone else--if you don't deliver on your brand promise. Get your team involved in defining your brand and how they can all ensure that the promise made is consistently delivered.

I hope that this has given you a little insight into how brands are developed and why it is an important thing to get right. Once you have defined your brand, then it's much easier to create all your marketing. It's a big topic branding – and one that we go into in a lot more detail with our clients when we help them with defining and creating or updating their brand.

So to quickly sum up - here's the key take aways from today's episode.

1. The first thing to remember is that you can't be all things to all people. That's a sure recipe for failure. Instead, decide on a niche within your industry. This could be a service niche, or a location niche, or a target market niche.
2. Define your values – what you stand for and what you want to be known for.
3. Define the colour and voice of your company
4. Create a tagline which explains your product or service to potential customers or captures what it is that makes your business different than your competitors' businesses
5. Implement your brand in every aspect of your business and stay true to it.

Well that's it folks for this episode. Maybe you can take a fresh look at your branding and see if it's delivering the right message about you? You'll soon see that it's not if people get the wrong impression about your business.

And if you'd like help with refining or refreshing your brand – that's a service we provide at Commonsense Marketing . Simply shoot us an email on the contact page here at [tradiesuccess](http://tradiesuccess.com.au) or at [commonsensemktng](http://commonsensemktng.com.au) or pick up the phone – 1300 554 495 to find out more.

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I'm Annette Welsford and I'm dedicated to helping you make your trade business an overwhelming success.



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