

Be found. Win the call. Get booked. Get referred.

There is a whole funnel between a local search and a booked job, and most trade businesses only work one small piece of it. More homeowners find you in Google and AI apps like ChatGPT. More of them trust the site they land on. More of them call and book. And a finished job turns into a review, a repeat customer and a referral to the next one. This playbook walks you up all five layers.

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THE ONE THING EVERY JOB COMES DOWN TO

The job does not go to the best tradie. It goes to the first one they trust.

It is 11pm on a Sunday and a pipe bursts. Water is moving across the floor. A homeowner stands there, phone in hand, stressed, wanting one thing: someone who will come fix it now. They are not comparing five quotes. They are not reading reviews for an hour. They call the first name that feels safe.

Right now, that name is a tradie who simply showed up. Not someone with better skills than you. Not cheaper. Just there, at the exact moment it mattered.

That moment happens in your suburb, with your trade in it, more often than you think. This playbook puts your name in it.

THE HONEST TRUTH

You are not losing jobs to tradies who are better than you. You are losing them to tradies who show up when it counts. Fix the showing up, and the phone does the rest.

The whole funnel between a search and a booked job

Most trade businesses work one layer and wonder why the phone stays quiet. Every layer here feeds the next. Nail all five and the jobs pour in, and the loop keeps turning.

1 Be found

More homeowners see you when they search your trade, in Google and in AI apps like ChatGPT.

Local SEO, suburb pages, Google Business setup

2 Impress

More of them trust the site they land on and choose you over the next name.

Custom website, reviews on page one, before and after gallery, licence and trust signals

3 Convert to callers

More of them call, book or send an enquiry, without any friction.

Tap to call, online booking, emergency and SMS forms, lead capture

4 Convert to jobs

More of those enquiries become booked work, because none get dropped and follow up is automatic.

One job inbox (lead capture CRM), email automation

5 Repeat and refer

A finished job turns into a review, a repeat customer, and a referral to the next one.

Review management, one step referral system

Why it matters

**Found, trusted, asked, booked, repeated and referred.
Miss one layer and the whole funnel leaks. That is what
we build and run for you.**

Be found first

You cannot win a call you were never in. These four decide whether you are even part of the race.

01 If you do not show up, you are not in the race

A homeowner searches emergency plumber and your suburb, and the answer on that screen decides who gets the call. Miss that screen and you are invisible at the exact moment it matters.

Do this: Search your own trade plus your suburb. See where you actually land.

02 Pin your profile to where you really work

A Google Business Profile pointing at one town tells the homeowner two suburbs over that you are not close enough to bother. Cover the area you actually service.

Do this: Add every suburb you genuinely cover to your service area.

03 Make the number impossible to miss

A stressed person with a leak does not hunt for a phone number. One tap, on the first screen, and it becomes the easiest thing they do all night.

Do this: Put your number above the fold, one tap to call.

04 Be where the locals actually look

Suburb pages that name the streets and councils you cover tell a neighbour you will genuinely come. That is what turns a viewer into a caller.

Do this: Add a page for each suburb you service.

Win the call

Finding you is step one. Making a nervous homeowner feel it is safe to call you is what actually rings the phone.

01 Say who you are and where, in one breath

Emergency plumber in Chatswood, 24/7, in the first line. If they cannot tell in two seconds who you are and where you work, they swipe past you.

Do this: Open every page with trade, area, and 24/7 where it is true.

02 Show your licence, loudly

People verify before they call. A licence number in plain sight takes the gamble out of dialling you.

Do this: Put your licence or trade number on page one.

03 Let your past customers argue for you

Stars and reviews are the only words people trust completely, because they are not yours. Put them where a stranger decides.

Do this: Surface your reviews and rating near the top.

04 Show the work, not the promises

A before and after of a real job near them convinces faster than any slogan you can write.

Do this: Add a gallery of before and after, from their area.

Take the after hours job

Your best calls land when you are not at the desk. Set up to catch them, or the one that rings is the competition.

01 Take the job while you are asleep

A form that texts you the address means the 11pm leak wakes you up with work instead of with disappointment.

Do this: Add a job form that pings your phone by SMS.

02 Win the race on a slow connection

A page that crawls loses to one that loads. The nervous homeowner does not wait around.

Do this: Test how fast your site loads on a 4G phone.

03 Make it embarrassingly easy to say yes

One tap to call and a clear ask for a callback. A frantic customer does not want a form to fill in and a wait.

Do this: Add tap to call plus a one field callback.

04 Show the process so they are not scared

A short, clear how it works tells them they are not walking into a price trap. That is what gets the yes.

Do this: Add a plain how it works section.

Turn one customer into five

One good job is the cheapest marketing you will ever buy, if you set it up to repeat itself.

01 Ask for the review while it is warm

Same day, when they are happy, the ask works. A week later the moment has gone cold.

Do this: Ask for the review the day of the job.

02 Put the referral in their hand

A link they can forward or a card they can pass on. If it is not one step, it does not happen.

Do this: Give every customer a one step way to pass you on.

03 Never lose a lead to forgetfulness

The one who says not now this week is a job next month, if you kept their details and followed up.

Do this: Log every enquiry, even the ones that say no.

Every point in this playbook, built and run for you

Every layer of this funnel is a job you could do by hand. TradesPro runs them as one system. Here is how each layer maps to a piece of it.

THIS PLAYBOOK ASKS	THE TRADESPRO FEATURE
Show up for your trade and suburb	Local SEO · suburb pages · Google Business setup
Tap to call, first screen	Custom website · mobile responsive design
Reviews on page one	Review management
Before and after gallery	Before and after gallery
After hours SMS job form	SMS notifications · online booking · emergency CTA
Fast on any phone	Cloudflare CDN speed
Automatic review and follow up emails	Review management · email automation
One step referrals	Referral system
Capture and track every lead	Lead capture CRM · analytics dashboard
Built and running in 48 hours	Done for you

That is the difference between a to do list and a working system. You stay on the tools. The system catches every enquiry, form, SMS, booking or call, and follows it up so none get dropped.

THE ONLY NUMBER THAT MATTERS

One price. One outcome. More jobs.

Here is the offer, plainly. And here is what you get out of it.

THE OFFER

TradesPro builds you a trade website that does all fifteen points in this playbook.

Built live in 48 hours, hosted and run for you. You stay on the tools.

What you get out of it

- 01 More homeowners find you in Google and in AI apps like ChatGPT.
- 02 More of them call and book, and no enquiry gets dropped.
- 03 Finished jobs turn into reviews, repeat customers and referrals.

That is what the price pays for. All of it. Built, hosted and managed.

\$30 / month

No per lead fees. No auctions. One flat monthly price for the whole system. An average emergency callout runs a few hundred dollars, so one extra enquiry a month covers it. All it takes is one or two more enquiries a month coming in instead of being missed.

The point

You are chasing the one or two jobs you lose right now, to the tradie who simply showed up first. TradesPro catches those.

What happens when a trade business gets found

CASE STUDY • ELECTRICIAN, MELBOURNE

From zero online presence to 8 jobs a month

A Melbourne electrician opened her business six months ago with no website, no Google listing and only word of mouth. TradesPro built her entire online presence from scratch.

0 to 8

jobs a month

+\$6k

extra revenue a month

8 to 10

leads a month from the site

12

Google reviews, was 0

Source: TradesPro case study library, tradespro.productquant.dev/case-studies/electrician

The work did not change. The showing up changed, and the calls followed.

WHO IS BEHIND THIS

A founder who actually picks up the phone



Jake McMahon

FOUNDER, TRADESPRO

We started TradesPro because we were tired of watching good tradies lose jobs to tradies who simply showed up online. We built the system we wanted for every hard working trade business in Australia.

So before you sign up, talk to a real person. Call the number on the site and a human picks up. This is a small company that answers.

The 30 day money back guarantee

If your site is not what we said it would be within 30 days, you get every dollar back. No risk in trying it. That is how sure we are that showing up works.

Rent leads, build it yourself, or get a system that does it for you

There are three ways to chase the calls this playbook is about. Here is what each one actually delivers.

	LEAD MARKETPLACES	DIY BUILDERS	TRADESPRO
Cost	~\$9,600/yr renting leads	\$17-\$159/mo, or thousands to set up WordPress	\$360/yr flat
Who owns the lead	The platform	You, if it ever ranks	You
Gets you found	Sells you per lead	You are on your own for SEO	Local SEO and suburb pages, done for you
The 11pm job	Shared with 3 to 5 other tradies	Missed, unless you build a form	SMS job form pings your phone
Reviews and referrals	Not included	You chase them by hand	Review and referral system built in
Built and run for you	No	No	Yes, live in 48 hours

The numbers side by side

\$9,600 vs \$360

Renting leads from a marketplace can run around \$9,600 a year, and you still race other tradies for every job. TradesPro is a flat \$360. Same goal of more work, very different numbers, and you own the customers at the end.

Based on publicly listed marketplace subscription and credit rates. Actual spend varies by trade and area.

Be the first call, not the second.

JobFlow Starter

The web presence system: a 5-page site, 24/7 booking, reviews and a follow-up sequence. Live in 48 hours. \$30/mo locked intro (was \$49).

JobFlow 90-Day Lead Launch

The 90-day lead-generation system plus monthly growth: suburb pages, citations, content and reviews, run for you. A \$23K agency year for about \$2,200.

Start at tradespro.productquant.dev, or book a free 15 minute call and we will tell you, honestly, which one fits.