

The Tradie Profit Checklist

57 steps to plug the leaks, boost your margins & take control of your business

HOW TO USE THIS CHECKLIST

Work through each section honestly. Tick what you have in place. Any unticked box is a profit leak.

Most tradies fix 5–10 items and see results within 30 days.

■ PRICING & QUOTING

- I know my true hourly cost rate**
Materials + labour + overhead + profit margin
- Every quote includes all 5 cost components**
Labour, materials, equipment, overhead, margin
- I add a 10–15% labour contingency buffer**
Covers delays, rework & unforeseen variations
- I include explicit exclusions on every quote**
Prevents scope creep eating into profit
- I follow up every quote within 48 hours**
80% of sales require 5+ follow-up touchpoints
- Quotes are numbered & professionally formatted**
Builds trust before you start work
- I track my quote conversion rate monthly**
Target: 30–40% on qualified leads

PRO TIP: Tradies who track conversion rate win 22% more jobs on average.

■ CASH FLOW CONTROL

- I require 30–50% deposits on jobs over \$1k**
Eliminates cash shortfalls mid-project
- Invoice is sent same day work is completed**
Cuts average debtor days from 45 to <21
- Payment terms are clearly stated: 14 days**
Reduces disputes & chasing
- I use automated payment reminders**
Frees up \$40k+ in tied cash at \$600k revenue
- I set aside 25–30% for tax every week**
Prevents tax-time panic & ATO penalties
- I maintain 6–8 weeks of fixed cost reserves**
Covers slow periods without stress
- I review my cash position every week**
Takes 15 minutes — saves thousands

PRO TIP: Sending invoices same-day frees up \$46,000 cash at \$600k turnover.

■ LEAD GENERATION

- Google Business Profile is fully optimised**
Photos, services, reviews & regular posts
- I actively ask every client for a Google review**
More reviews = more free leads
- I have a structured referral programme**
Referred clients close 4x easier
- I respond to all enquiries within 1 hour**
Speed to lead wins the job
- All leads are tracked in a CRM or spreadsheet**
Knowing your pipeline = predictable revenue
- I run at least one targeted Google Ad campaign**
Highest ROI channel for tradies
- My website shows reviews, photos & clear CTA**
Converts visitors to enquiries

PRO TIP: Google Business Profile alone generates 60% of tradie leads nationally.

■ BUSINESS SYSTEMS

- Every job has a written scope & job brief**
Prevents disputes, delays & cost blowouts
- Client onboarding takes less than 30 minutes**
Confirmation, deposit, CRM, schedule, materials
- I track gross margin per job (not just revenue)**
Revenue hides; margin reveals the truth
- Supplier accounts give me 30-day payment terms**
Improve cash flow without more work
- I review financial KPIs weekly (30–60 min)**
Cash, debtors, margins, conversion rate
- Repeat client follow-up is automated or scheduled**
Repeat clients cost 5x less than new leads

The Tradie Profit Checklist — continued

PEOPLE & COMPLIANCE

- Employees vs subcontractors correctly classified**
ATO misclassification = back-pay & penalties
- All workers have signed contracts/agreements**
Protects you legally if disputes arise
- Onboarding checklist used for every new hire**
Sets standards and reduces early turnover
- SWMS completed before each job/site**
WHS Act compliance — fines up to \$3M
- Incident reporting process is documented**
Required for notifiable incidents under WHS
- Regular performance check-ins scheduled**
Reduces poor performance and team friction
- Super, PAYG & workers comp are up to date**
Non-compliance triggers ATO audits

PRO TIP: WHS fines for PCBUs can reach \$3M. A 20-min SWMS prevents it.

PRICING MINDSET

- I charge for travel time & call-out fees**
Your time has a dollar value — charge it
- I review and increase rates at least annually**
Inflation erodes margin silently
- I decline or re-price low-margin clients**
Not every job is worth taking
- I offer tiered quote options (good/better/best)**
Upsell 30% of clients to premium option
- I add variation charges in writing, immediately**
Verbal variations never get paid

GROWTH & STRATEGY

- I know which services have the highest margin**
Double down on profit, ditch the rest
- I have a 90-day growth plan written down**
Goals without plans are wishes
- Revenue is not dependent solely on me**
If you stop, money stops = a job, not a business
- I review profit & loss monthly, not just revenue**
Turnover is vanity; profit is sanity
- I know my Stage on the growth roadmap**
Solo → Small Crew → Multi-Crew → Scale
- I have at least one passive/recurring income stream**
Service contracts, maintenance plans etc.
- I've set a clear revenue target for next 12 months**
Specific targets outperform vague goals 3:1

PRO TIP: Tradies with a written 90-day plan grow 2.4x faster than those without.

YOUR SCORE — HOW DID YOU GO?

50–57

You're running a tight ship. Focus on scaling.

35–49

Solid foundations. Target your gaps for big gains.

20–34

Quick wins available. Start with Cash Flow & Quoting.

0–19

High urgency. Plug these leaks before they sink you.

Ready to fix every gap on this list — fast?

The Complete Tradie Business Toolkit (275 one-time) includes templates, calculators & systems for every item above. Visit: tradiegrowthstrategy.com/pricing