



The 5-step blueprint that helped a Tradie triple his revenue

How Aidan Went from Overworked & Underpaid to Running a Profitable Business—Without Staying on the Tools

Introduction: Why This Blueprint Works

If you're a tradie who feels stuck working long hours, struggling with cash flow, and wondering how to scale, you're not alone.

Aidan Hafey, the owner of Bathroom Genius, was in the same boat. He spent years grinding on the tools, trying to manage jobs, invoices, and clients—all while his cash flow and stress levels were out of control.

But in just 18 months, Aidan tripled his revenue, increased his income by 30%, and transitioned into a true business owner.

How? He followed our 5 key steps to restructure his business, fix his finances, and step away from the daily grind.

Here's how you can do the same.



business coaching
SITE TO SUCCESS
Where tradies become business leaders

m: (+61) 0406 906 256
e: hello@sitetosuccess.com.au

1 Fix your pricing and cashflow

The Problem:

Aidan was underpricing his work, leading to tight profit margins and constant cash flow stress.

The Fix:

- Set a minimum pricing threshold to ensure every job is profitable.
- Implement a deposit-first policy (50% upfront, 50% on completion).
- Create a cash flow tracker to monitor income, expenses, and overdue invoices.

2 Stop doing it all yourself

The Problem:

Aidan was spending 60+ hours a week juggling everything—quotes, admin, invoicing, and on-site work. He had no time to grow the business.

The Fix:

- Identify low-value tasks (e.g., admin, material pickups) and delegate them.
- Hire subcontractors for on-site work so he could focus on quoting and business development.
- Use job management software to automate scheduling and client follow-up.



I felt like I was always chasing my tail—now, my business runs without me being on the tools every day.

Aidan, Bathroom Genius, Canberra



Quick Win:

Start charging deposits for every job this week. No more chasing unpaid invoices!



Quick Win:

Perform a 1-week time audit to see where your hours are going—then delegate one task immediately.

m: (+61) 0406 906 256
e: hello@sitetosuccess.com.au

3

Create a business that runs without you

The Problem:

Aidan **was** the business—if he didn't work, everything stopped.

The Fix:

- Shift from a subcontractor to a full-service renovation company.
- Systematise operations (quoting, scheduling, customer communication).
- Introduce standard operating procedures (SOPs) so team members could take over tasks.

4

Build a steady pipeline of clients

The Problem:

Aidan relied on word-of-mouth, meaning some months were booming, while others were dry.

The Fix:

- Create a portfolio of past projects (before-and-after photos, testimonials).
- Actively ask for referrals from happy clients.
- Use a simple marketing strategy (Google reviews, Facebook groups, supplier networks).

5

Shift your mindset from Tradie to Business Owner

The Problem:

Aidan used to think, "I need to work harder to make more money." The truth? He needed to work smarter.

The Fix:

- Set business growth goals (instead of just working job-to-job).
- Invest in coaching to fast-track the transition from worker to leader.
- Make strategic decisions that move the business forward—not just react to problems.



Quick Win:

Block out two hours this week to step away from the tools and work **ON** your business, not just **IN** it.

Ready to transform
your business?

Book a call now to learn
how we can help you!

m: (+61) 0406 906 256

 *business coaching*
SITE TO SUCCESS
Where tradies become business leaders

A business that depends entirely on
you isn't a business—it's a trap.
Let's fix that.