

## New Clients for the New Year

*(10-Week Case Study Group for Custom Builders — capped at 10, starts 11 Nov 2025, closes Nov 10 or when full)*

Here's what I'm doing with a small group of Central Coast builders this November. It's called New Clients for the New Year, and the goal is simple: Secure your first tender invitation in the next six weeks — and line up consistent new building project opportunities by January 2026.

I built an award-winning building company to \$10M turnover in three years. Now I'm showing other builders how to do the same — without 80-hour weeks or chaos on site.

### The model's simple

Phase 1 — Nail Your Marketing (Weeks 1–4)

Create a brand that everyone can see and understand — the kind people talk about and refer to.

You'll learn how to reach out and connect with the people running the projects you actually want, so you stand out and start winning tenders fast.

Phase 2 — Build Systems That Serve You (Weeks 5–8)

Systemise your business with money and time management tools, delegation frameworks, and quoting systems so you can work on your business, not in it. Free up your time while increasing your capacity to handle more projects smoothly.

Phase 3 — Grow a Team People Love Working With (Weeks 9–10 + holiday pause)

Shape a high-performing team culture where everyone knows what's expected, feels part of something that matters, and takes pride in their work.

We'll pause for two weeks over Christmas (Dec 22 – Jan 5) so you can enjoy a proper break, then finish strong in January.

### Here's how it works

- Brand & Visibility Workshop — so you stand out as the builder everyone remembers and refers.
- Client Attraction System — so you consistently connect with homeowners and architects running the kind of projects you want.
- Time & Team Mastery Tools — so you stop working in your business and start leading it with structure and calm.
- Delegation Framework — so your crew knows what's on them, jobs stay on track, and you're not chasing everyone.
- Culture & Hiring Blueprint — so you build a team that performs and stays, giving you the freedom to grow.

You'll also have weekly touchpoints and one-on-one guidance to keep your strategy on track and your momentum high.

### You'll also get these bonuses

- One-on-One Support (Pilot Only) — personal help implementing your plan so you make fast progress and never get stuck.
- Done-For-You Templates & One-Page How-To Hacks — ready-to-use tools for every skill you learn in the workshops.
- DISC Leadership Profile — understand your natural leadership style and how to motivate your team better.

### Your investment

It's a 10-week pilot, starting Tuesday 11 November 2025, designed to get results fast.

The Case Study Group is \$1,997 or 3 payments of \$735.

**Special Founder Offer: The first 5 builders to pay in full get a 50% discount — just \$998.**

If you'd like more hands-on guidance, the 1:1 Accelerated Coaching option includes everything above plus a private one-hour session with me each month for deeper strategy and accountability.

That's \$3,995 up front or 3 payments of \$1,465.

And it's completely risk-free with our Love It or Leave It 30-Day Guarantee — if you're not thrilled, you can bow out and get a full refund, no questions asked.

### A few quick facts

- 10-week program starts Tuesday, 11 November 2025 via Teams
- Pauses for holidays 22 Dec – 5 Jan
- Capped at 10 builders only
- Applications close Nov 10 or when full
- First 5 paid in full receive 50% off
- Small group, hands-on support — first come, first served

### Who this is for

You're a custom builder on the Central Coast, running a small crew, ready to take on multiple projects without losing control.

You've been in business less than five years and you're still doing too much yourself — quoting, chasing, managing.

You're proud of your work and want a business that grows with you, not around you.

Bonus points if you still wear the toolbelt but secretly want to hang it up.

### What to do next

Step 1. Reply “**Let's Go**” and I will shoot over a few onboarding questions

Step 2. If we are a fit – you will get an introduction package and we are away.

P.S. As soon as you're accepted, you'll get instant access to the marketing templates so you can start standing out before the first workshop begins.

Spots close November 10 or once the 10 builders are in — whichever comes first.

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Steve Mudge  
Coach & Mentor