

THE TRADESPERSON'S

Buyer Guide

How to find, attract, and win more customers for your trade business without spending a fortune on advertising.

82%

of homeowners research
tradespeople online first

67%

of leads are lost because
tradespeople don't follow up

3.2x

more enquiries from
businesses with reviews

"Most tradespeople are brilliant at their craft but struggle with one thing: getting the right customers through the door consistently. This guide fixes that."

A free resource from **FindMyBuyer** — the AI-powered marketing platform built specifically for UK tradespeople.

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1. Why Most Tradespeople Struggle to Find Customers

Here's the uncomfortable truth: the tradespeople who get the most work aren't always the best at their trade. They're the best at being found.

Think about how your customers find you today. Word of mouth? That's great, but it's unpredictable. You can't control when someone recommends you, and you can't scale it. One quiet month can wipe out the profits from three good ones.

The tradespeople who consistently win work have figured out something simple: they've made themselves easy to find, easy to trust, and easy to hire. That's what this guide teaches you.

***The Visibility Gap:** 82% of UK homeowners now search online before hiring a tradesperson. If you're not showing up in those searches, you're invisible to 4 out of 5 potential customers.*

The Three Things Holding You Back

- **No consistent marketing system** — You rely on word of mouth and hope. When it dries up, you scramble.
- **No online presence (or a weak one)** — Your competitors have Google reviews, a professional website, and active social media. You have a phone number.
- **No follow-up process** — Enquiries come in, you give a quote, and then... silence. No chase, no nurture, no system.

2. The 5 Buyer Types Every Tradesperson Needs to Know

Not all customers are created equal. Understanding who's actually looking for your services changes everything about how you market yourself.

The Emergency Buyer

Burst pipe. Broken boiler. Smashed window. They need someone NOW. They'll pay premium prices and won't shop around much. Your job: be the first name they find.

Pro Tip: Be findable 24/7. Google Business Profile is critical.

The Planner

They're renovating the kitchen next spring. They've got time, they're comparing three quotes, and they're reading every review. Your job: look professional and trustworthy.

Pro Tip: Portfolio photos and detailed reviews win these customers.

The Referral

Their mate Dave recommended you. They're already warm. Your job: don't mess it up with a slow response.

Pro Tip: Respond within 2 hours. Dave's reputation is on the line too.

The Scroller

They're browsing Facebook or Instagram, see your work, and think 'I need that done.' They didn't know they needed you until they saw your content.

Pro Tip: Regular social posts showing your best work create these buyers.

The Researcher

They've been on Checkatrade, MyBuilder, and Google. They've read 20 reviews and compared 5 websites. Your job: have the best online presence in your area.

Pro Tip: Invest in your website and Google reviews.

3. Your Online Presence: The Non-Negotiable Basics

You don't need to become a digital marketing expert. But you do need these four things in place. Think of them as the foundation of your customer acquisition system.

Google Business Profile (Free)

This is the single most important thing you can do for your business online. When someone searches 'plumber near me' or 'roofer in Manchester,' Google shows Business Profiles first. If you don't have one, you're invisible in local search.

- Claim and verify your profile at business.google.com
- Add your real business hours, phone number, and service area
- Upload at least 10 photos of your actual work (not stock images)
- Ask every happy customer for a Google review

A Professional Website

Your website doesn't need to be fancy. It needs to be fast, mobile-friendly, and answer three questions: what do you do, where do you work, and how do I contact you?

- Include your phone number on every page (clickable on mobile)
- Show photos of real completed jobs with before/after shots
- List your specific services — not just "general builder"
- Add testimonials from real customers with their first name and area

Facebook Business Page

Facebook is still where most UK homeowners hang out. A Business Page costs nothing and gives you a platform to post your work, collect reviews, and be found in local groups.

Consistent Contact Details

Your business name, phone number, and address must be identical everywhere: Google, Facebook, your website, Yell, Checkatrade. Inconsistencies confuse Google and hurt your search ranking.

4. Social Media That Actually Works for Trades

You don't need to be on every platform. You don't need to post every day. You need to be on the right platform, posting the right content, consistently.

What to Post (The 4-Type Content Mix)

- **Before & After shots** — The highest-performing content for trades. Side-by-side photos of your work. Take a "before" photo of every job.
- **Work-in-progress videos** — 15-30 second clips of you actually working. People love watching skilled hands at work. No editing needed.
- **Tips and advice** — "3 signs your boiler needs replacing" or "How to spot damp before it gets expensive." Shows expertise, builds trust.
- **Customer stories** — A photo of the finished job with a brief story: what the customer needed, what you did, how they reacted. Social proof at its best.

The 3-2-1 Rule: Each week, post 3 pieces of your work, 2 tips or advice posts, and 1 customer story or testimonial. That's 6 posts per week and takes about 30 minutes total.

Where to Post

- **Facebook** — Best for local reach. Post in local community groups (with permission). Most UK homeowners aged 30-60 are here daily.
- **Instagram** — Best for visual trades (kitchens, bathrooms, landscaping, painting). Use hashtags like #[YourTown]Builder #KitchenRenovation.
- **TikTok** — Surprisingly effective for trades. Short work videos go viral regularly. Younger homeowners (25-40) are increasingly here.

5. The Follow-Up Formula

This is where most tradespeople leave money on the table. You get an enquiry, send a quote, and then wait. Meanwhile, the customer has already hired someone else because they responded faster.

***The Speed Stat:** 78% of customers hire the first tradesperson who responds to their enquiry. Not the cheapest. Not the most experienced. The first one who picks up the phone.*

The 2-Hour Rule

Respond to every enquiry within 2 hours during working hours. If you can't take the call, send a text: 'Hi, thanks for your enquiry. I'm on a job right now but I'll call you back by [time]. Looking forward to helping.' That simple message puts you ahead of 90% of your competition.

After the Quote

- **Day 1:** Send the quote with a friendly message. Include a photo of similar work you've done.
- **Day 3:** Follow up. "Hi [name], just checking you got my quote. Happy to pop round and talk it through if helpful."
- **Day 7:** Final follow-up. "Hi [name], my schedule is filling up for [month]. If you'd like to go ahead, I can book you in. No pressure either way."

6. Pricing: How to Stop Leaving Money on the Table

Most tradespeople price based on gut feeling or what their mate charges. That's leaving thousands on the table every year.

Know Your Real Costs

Before you can price properly, you need to know what every job actually costs you. Not just materials — everything: fuel to get there, wear on your tools, your time quoting, insurance, van costs, tax. Most tradespeople undercharge by 15-25% because they forget these hidden costs.

The Three-Tier Quote

Instead of one flat quote, give three options. This is a psychological technique called anchoring, and it works brilliantly:

- **Good:** The basic job. Standard materials, gets the work done properly.
- **Better:** Upgraded materials or additional features. This is where most customers land.
- **Best:** Premium option. Top materials, extras, the full works. Even if nobody picks this, it makes "Better" look like great value.

***The Pricing Test:** If you're winning more than 70% of your quotes, you're too cheap. The sweet spot is 40-60%. If you're below 30%, your online presence or follow-up needs work, not your prices.*

7. Reviews and Reputation: Your Secret Weapon

Reviews are the single most powerful marketing tool available to tradespeople. A business with 50 Google reviews at 4.8 stars will get more enquiries than a business with zero reviews and a website that cost ten times more.

How to Get More Reviews

- **Ask at the right moment:** When the customer is standing there admiring your finished work and saying "that looks amazing" — that's when you ask. Not a week later by text.
- **Make it easy:** Send them a direct link to your Google review page. Don't make them search for you. One tap, write a few words, done.
- **Follow up once:** If they haven't left a review in 3 days, send a polite reminder. "Hi [name], if you're happy with the work, a quick Google review would really help my business. Here's the link: [link]"

Handling Bad Reviews

Bad reviews happen to everyone. How you respond matters more than the review itself. Always respond publicly, professionally, and promptly. Acknowledge the concern, explain what happened (briefly), and offer to make it right. Potential customers reading your response will judge you on how you handle problems, not on the problem itself.

8. Your 30-Day Action Plan

Everything in this guide, broken down into a simple week-by-week plan. Do one thing each day and you'll be ahead of 90% of your local competition within a month.

Week 1: Foundation

- Day 1: Claim your Google Business Profile (or update it)
- Day 2: Upload 10 photos of your best work to Google
- Day 3: Ask your 3 most recent happy customers for a Google review
- Day 4: Set up a Facebook Business Page (or update it)
- Day 5: Post your first before/after photo on Facebook

Week 2: Content

- Day 6: Take a "before" photo of every job this week
- Day 7: Post 2 work photos and 1 tip to Facebook
- Day 8: Join 3 local Facebook community groups
- Day 9: Record a 15-second work video for your first Reel/TikTok
- Day 10: Ask 2 more customers for reviews

Week 3: Systems

- Day 11: Set up a quote follow-up reminder system (phone alarm works)
- Day 12: Create a saved text message template for quick enquiry responses
- Day 13: Calculate your true hourly cost (fuel, insurance, tools, tax)
- Day 14: Try a three-tier quote on your next job
- Day 15: Post 3 pieces of content this week

Week 4: Growth

- Day 16: Check your Google Business Profile insights — what searches found you?
- Day 17: Reply to every Google and Facebook review you've received
- Day 18: Post a customer story with their permission
- Day 19: Share a tip post that answers a common customer question
- Day 20: Review your win rate — are you pricing right?

That's it. 20 small actions over 30 days. No expensive courses, no agency fees, no complicated funnels. Just consistent visibility and a professional approach. Do this and watch your enquiries grow.

Want This Done For You?

FindMyBuyer is the AI-powered marketing platform built specifically for UK tradespeople. We handle your content, your social media, and your online presence — so you can focus on what you do best.

- AI-generated social media content tailored to your trade and location
- Automated publishing to Facebook, Instagram, TikTok, and LinkedIn
- Professional website built and managed for you via LaunchPad
- Buyer intelligence reports showing exactly who's looking for your services
- Content calendar with posts you can review, edit, and approve
- Weekly content refresh — always fresh, always relevant

Start free. Generate your first Buyer Discovery Report at no cost. See who your ideal customers are and how to reach them.

findingmybuyers.com

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