THE DECORATORS
GROWTH
CLUB
Pro Members
IF YOU WANT TO GO FAST, GO ALONE.
IF YOU WANT TO GO FAR, GO TOGETHER!

Make More Profit

With the Decorators

Business Blueprint

- Did you make enough profit?
- How did constantly rising prices hit you?
- How many customers keep pushing back?
- How did you cope with cash flow?
- Do you say, “Need to get focused on the business”?
- Do you feel that you're constantly Sacrificing family and personal time?

How was 2023?

We have 20 minutes to sow some seeds for 2024

What needs to change for 2024

- Firstly we must increase our prices
- We have to become mega-efficient
- Let's go find far better clients
- Build payment systems to get paid quickly
- Get organised, build a clear, workable strategy and stay focused
- Plan and structure your year for less stress and more family time

Make a list of your WANTS - not needs

What do you want from 2024?

- More holidays
- New car
- Move house
- More free time to relax
- Play more golf
- Spend time with the family

Wants are far more powerful than needs

Stop servicing your business

MAKE YOUR BUSINESS SERVE YOU

Where do you get your work?

- Who gets most jobs from ‘Word of Mouth’
- WOM - what’s the Pros and cons

What’s your lead time ?

- 4-6 weeks
- 3-6 months
- Most of 2024

Step 1

PUT YOUR PRICES UP

An easy way to make more profit

- Simply stop doing something
- You’re sanding way too much
- How much of the job do you hoover

What could you stop doing in 2024

Step 2

BECOME EFFICIENT

Efficiency is the ability to remove a process without detriment to the end result

How many quotes do you win out of 10?

- 9
- 7
- 5
- 3

So who makes the most profit?

To increase prices you need more quotes than jobs

Step 3

WINNING LESS JOBS

Do you ask for deposits, how much?

- 5%
- 10%
- 15%
- 20%

Do your customers ask for a discount?

Never discounts instead offer the ‘Give & Get system’

Step 4

HOSTAGE NEGOTIATOR

Do you have to chase invoices?

- Usually, about a week
- Sometimes, a couple of weeks
- 30-day payments
- Cash flow kills my business

We get paid in 24hrs of sending the invoice

Offer the Client our P.P.P

Who is afraid of going over the VAT ?

Step 5

CASH FLOW IS KING

How many jobs can you do in 2024?

- You have 48 working weeks in a year
- How long does an average job take
- How much do you charge per day

So how much more could we charge if need less jobs

Plan your year for increased profit

Step 6

HOW MANY JOBS DO YOU NEED?

How many kitchens we completed in 2023

- We average 1 kitchen per week = 48
- Let's say we charge £1000 per kitchen
- £48,000 per year

We are on target for completing 64 in 2023

We charge £2300 on average

Step 7

HOW MANY JOBS HAVE WE COMPLETED?

There are many sectors in decorating

- Traditional Brush & roller
- Wallpapering
- Kitchen spraying
- Venetian plaster
- Resin worktops

What could you add to your current business

Which sector generates the highest profits

Step 8

WHAT SHOULD I FOCUS ON?

The Decorator Profit Sectors

	Day rate	8 hrs / per hr	Extra per hour	Extra per day	Percentage increase
Traditional Painting & Decorating	**£175.00**	**£21.88**			
Residential Spraying	**£275.00**	£34.38	£12.50	£100.00	**57%**
Wallpaper	**£300.00**	£37.50	£15.63	£125.00	**71%**
Spraying UPVC	**£335.00**	£41.88	£20.00	£160.00	**91%**
Commercial Spraying	**£400.00**	£50.00	£28.13	£225.00	**129%**
Venetian Plaster	**£425.00**	£53.13	£31.25	£250.00	**143%**
One-Piece Murals	**£450.00**	£56.25	£34.38	£275.00	**157%**
Spraying Kitchens	**£480.00**	£60.00	£38.13	£305.00	**174%**
Spray Granite	**£500.00**	£62.50	£40.63	£325.00	**186%**
Epoxy Resin Worktops	**£600.00**	£75.00	£53.13	£425.00	**243%**

Business Blueprint

1. How many weeks do you WANT to work in 2024?
2. How many jobs will you need to fill those weeks?
3. How many enquiries would you need to fill the jobs?
4. How many new leads do you need to be able to increase your prices?
5. How much more profit can you add to your prices to bring your conversion rate DOWN?
6. How can you negotiate better to win better jobs?
7. How can you speed up your cash flow?
8. What can you stop doing the job to save time, which makes more profit?
9. Which sectors should I focus on within my current business model?

What changes are you prepared to make to achieve your WANTS for 2024

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