



**LET'S BUILD A
BETTER BUSINESS**



DECORATORS
GROWTH CLUB

DECORATORSGROWTHCLUB.CO.UK



WHY DID YOU BECOME A DECORATOR?

Probably for the same reason as me!
I am bloody good at it!

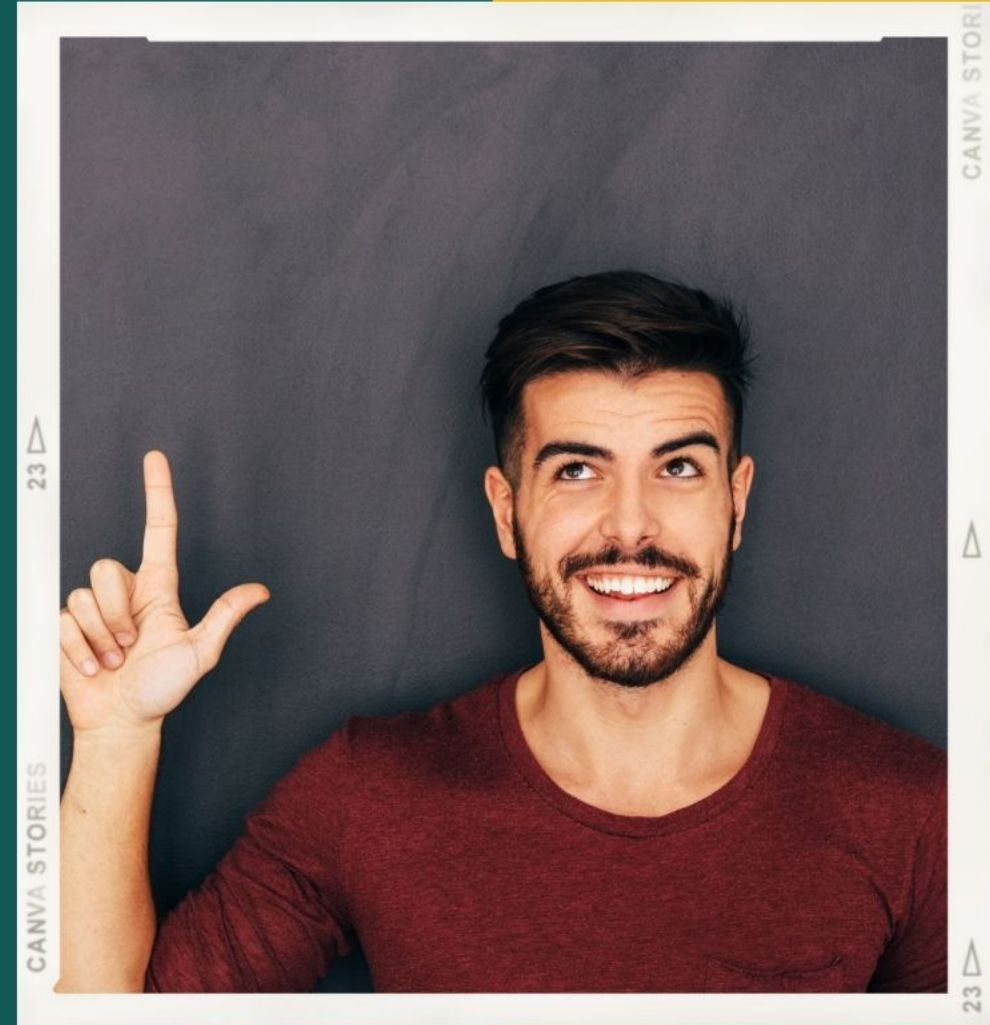
But you're business is growing so you
have no choice but to grow with it -
IT'S YOUR OBLIGATION.



WHAT ARE YOU BEST AT?

- Brilliant Decorator
- Dealing with clients
- Delivering a great job
- Getting a fantastic finish
- Professional service
- Drinking coffee - this one I am good at!

- What else?





WHAT DO YOU HATE DOING MOST?

- Admin
- Getting quotes done
- Doing invoices
- Marketing/Social Media
- Getting organised
- Dealing with staff
- Doing accounts

- Anything else?





Let's look at
your business
plan



What are the
goals for
next year



Do you want to
grow the
business more

WHAT DOES 2023 LOOK LIKE?

FAILING TO PLAN is PLANNING TO FAIL - BENJAMIN FRANKLIN



How are you going to get there?



Is there a plan written down?



How easy will it be to execute?

LET'S GET BUSY READY FOR NEXT YEAR..



Let's look at a **Simple 10 Step Plan**





STEP ONE

Let's get ourselves

ORGANISED

- Do you feel overwhelmed
- Are you spinning plates
- Are you letting clients down
- Do quotes/invoices go out on time

- Plan your week on Monday morning
- Use your phone apps better
- Focus on priority tasks first
- Build a project management system



STEP TWO

Getting the right

CLIENTS

- **Tyre Kickers**
- **Bad payers**
- **Snagging from hell**
- **Travelling too far**

- **Stop working for anyone**
- **We need to charge more**
- **Get more premier jobs**
- **Be consistent with marketing**



STEP THREE

Maximise on whats

WORKING WELL

- **How many jobs did you do last year**
- **How profitable were they**
- **Did they complete on time**
- **Which were the best jobs - why?**

- **Get clients to sell you better**
- **Work for better clients more often**
- **Focus on the project data**
- **Take control of word of mouth**



STEP FOUR

Watch out for the

STRESS LEVELS

- **What keeps you awake at night**
- **Always second guessing yourself**
- **Hate chasing money**
- **Stress will put you in hospital**

- **Raise the respect, raise the rate**
- **Being in control is powerful**
- **Work with likeminded businesses**
- **A problem shares is a problem halved**



STEP FIVE

What is your

DAY RATE

- What is the golden number
- Why let clients get involved
- We lost out to toshers
- profit over security

- Let's earn more, not always charge more
- Pricing questions only work in a group with trust
- Learn to negotiate better
- Paying for the result not the process



STEP SIX

Sales is the lifeblood

OF BUSINESS

- **Who is your sales team**
- **Do you want to get quotes out quicker**
- **How many times do you follow up on quotes**
- **Do you discount for cash**

- **How do you reward clients**
- **Build a sales pipeline that converts**
- **Focus on offering getter options - PPP**
- **A healthy pipeline solves all problems**



STEP SEVEN

What's the easiest way

TO MAKE MONEY

- How long have you been decorating
- Do jobs run over time & budget
- Do you have a clear written system
- Could your projects be slicker

- Stop assuming you always have to do something
- Remove a process equals more profit
- Test your system & products - really know your s**t
- We are here for 5 days so the paints last 5 years



STEP EIGHT

Can't get the right

STAFF

- **The youth of today - my old man said the same**
- **Can't get a decent apprentice**
- **Subbies suck - tools in a shopping bag**
- **How do we attract good staff**

- **You can't grow by yourself**
- **How Mcdonald's do it right**
- **Build a training program that works**
- **Get paid to get them qualified**



STEP NINE

What is your

EXIT PLAN

- **I can't afford to retire**
- **I can't do this forever, my knees and back are shot**
- **Have you thought about an exit plan**

- **Make your business profitable on paper**
- **Get paid as a consultant**
- **Let's sell our business for a tidy profit**



STEP TEN

Join the

DGC PRO MEMBERS

- **Join the Decorators Growth Cub Pro Members Group**
- **Let's work together**
- **Strength in numbers**
- **Stop servicing your business, your business should service you**

The only place in the UK for decorators who want to focus on growing and building a business that works.

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