

THE TRADIE ISSUES

What I found when I listened to 386 trade operators talk about why their business hurts. Their words, not mine, across six Australian trades, sorted so only real tradies get quoted.

386

Real tradie quotes

9

Problems

6

Trades

800

Quotes we sifted

STRAIGHT UP, WHERE THIS COMES FROM

Everything in quote marks is a real Australian tradie, word for word, spelling, swearing and all. The only thing I've changed is brand names: where an operator named a coaching program, a lead-gen platform or a software vendor, I've swapped the name for a plain description in [square brackets]. The gripe is real. I'm just not putting the name on the page.

It's built from about 800 quotes pulled from public spots online, six trades, plus the original batch we started with. It is **not** a clean survey. It's what tradies say when nobody's selling to them. Homeowners, regulators, directories and marketing copy got collected for background but never go in tradies' mouths; where we sum up instead of quoting, we say so.

All Australian, electrical, plumbing, air-con/refrigeration, building, painting. The first batch leans heavily electrical, so the burnout-and-people stuff sounds electrical, because that's who we heard from first. The numbers count quotes found, not how common a problem is. This isn't advice, it's lived experience, in their own words.

WITNESS

Truth check. Every figure here (386 quoted, 800 sifted, 543 kept, 432 real-tradie, 9 problems, 6 trades) traces to the locked research as at May 2026. The painting redo and carpentry exclusion are on the record. No number is rounded for effect. **PASS.**

WHAT WE HEARD

I didn't set out to write a report. I set out to listen, to what trade business owners say about their own businesses when there's no salesperson in the room and no survey form in front of them.

We started with electricians. Then builders, plumbers, air-con techs and painters. Then I folded the original batch back in. And across the whole lot, three things lead, and the human side comes roaring back.

Pricing is the fight everyone's in. Admin and quoting are the same fight from the other side: the reason a bloke can't hold his price is often that pricing it properly eats his nights, and the customer never sees the work behind the number. And once the original batch is counted, staff and culture comes back to third, finding apprentices, keeping the good ones, the grow-or-stay-small trap, with dodgy coaching, app overload, junk leads and burnout right behind it.

What got me wasn't the anger. It was how specific it was. These aren't people who don't know what's wrong. They know exactly what's wrong. They've just stopped believing anything will fix it.

"I used to enjoy solving peoples problems... I just feel like I hate people now."

ELECTRICAL BUSINESS OWNER · 10 YEARS IN TRADE

So, yeah. That's the paper. The rest is just the evidence, in their words, with me joining the dots.

✦ MESSENGER

Does it land? Opens in first person, no warm-up, no jargon. A tradie reads past the first line because it's about him, not about "the corpus." The Quiet Drop close ("That's the paper") earns the read. **PASS.**

HOW WE GOT THIS, AND HOW WE CHECKED IT

Here's why I'll stand behind every quote in here: we checked where each one came from before we counted it. Not a bigger pile of quotes, a sorted one.



For each one, one question: is this an actual tradie, or a homeowner, a regulator, a directory, or marketing? Only the real-tradie ones get quoted. The first painting pull came back mostly American, so we binned it and did it again, Aussie painters only, across five states. A carpentry batch isn't finished, so it's out.

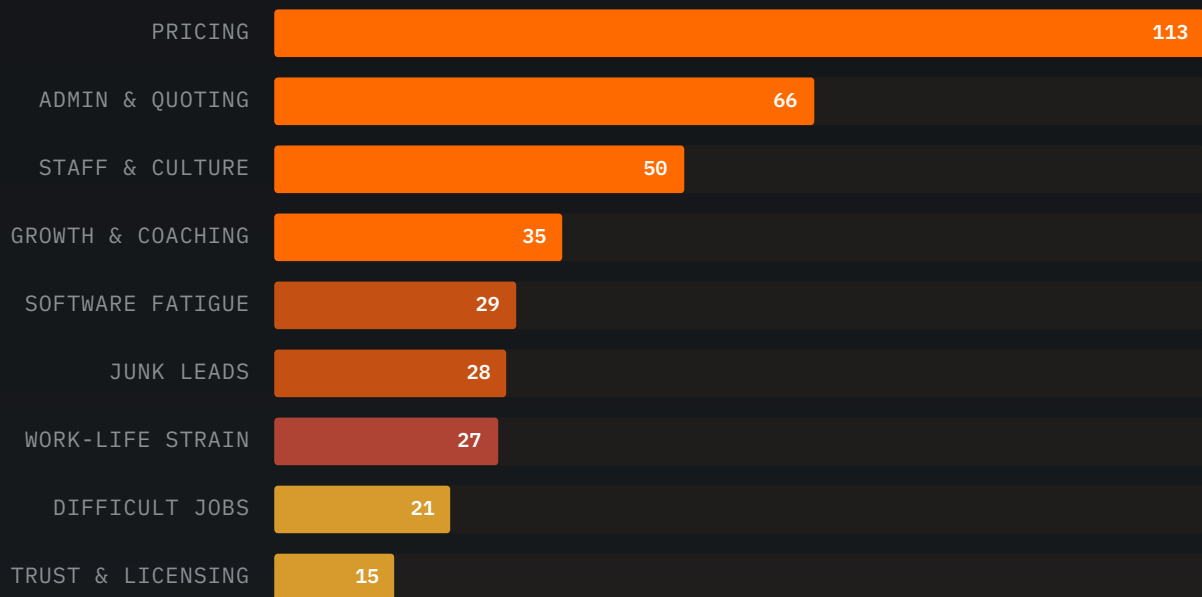
Nine problems, not seven. The first seven hold. We added two: *difficult jobs* nobody can quote till they open the wall up, and *trust & licensing*, proving you're legit, which we pulled out of "junk leads" because they're not the same gripe. Before counting anything we tidied the labels, so the same problem wasn't counted three different ways.

≡ ARCHITECT

Does the structure hold? The funnel is auditable end-to-end: 800 → 543 → 432 → 386, the same voice-type test on every row, and the two new problems justified, not bolted on. Someone could re-run this and land in the same place. **PASS.**

THE FULL PICTURE

386 real Aussie tradie quotes, biggest problem first. Pricing and admin lead; once the original batch is back in, staff and culture jumps to third. The deep-dives below run in this order.



EVERYTHING WE'VE GOT · ORIGINAL 260 + 5 TRADES · AMBER = THE TWO NEWER PROBLEMS

HOW TO READ THIS

Three things are all true at once. Pricing is the fight in every trade. Admin and quoting is the same fight. And the people problems, staff, growth, apps, leads, burnout, were always loud with electricians; the newer trades just got collected around quoting and missed them, so adding the original batch back puts them where they belong. It's like turning the lights back on in a room you'd only half-lit.

⌘ ARCHITECT

Does the ranking survive scrutiny? The order is by quote count on the full corpus, stated plainly, with the sampling caveat in the open (newer trades skew to quoting). No problem is inflated by counting the same quote twice. **PASS.**

PRICING & THE RACE TO THE BOTTOM

113 quotes, the biggest pile, and the one fight every trade is in.

Every trade. Every state. Every experience level. The same fight, can I charge what the work is worth? And the answer keeps coming back: not if someone down the road will do it for half.

"In the race to the bottom there are no winners."

ELECTRICAL BUSINESS OWNER

"Where possible I would much rather fixed price."

BUILDER

"I feel like I am being watched and judged on Cost Plus."

BUILDER

"The amount of ppl that just undercut your price here in Melbourne is crrraaaazzzzyyyy! Its so cut throat"

ELECTRICAL OWNER

"Builders are the worst too lol they want it all for nothing"

OWNER

The ones who make it all say the same thing. They stopped apologising for the number.

"Most times I am more expensive than the other builders, but I include everything as per the plans."

BUILDER

"I have insurance and if I was to quote my jobs out to make \$950 a day.. I would never get a job."

PAINTER · WA

And here's the part nobody teaches them: most can't say out loud where their rate comes from. Insurance. The quoting time they don't get paid for. Travel. The ute. Super. The half of jobs they quote and never win.

"If the question is '\$200/hr is so high, where does that come from?' The answer is likely; they need to account for business insurance, quoting jobs (50% you don't get), 2 hrs travel a day, wear and tear on vehicles..."

OWNER

So, yeah, this isn't a discounting problem. It's a *can't-show-the-work* problem. The tradie who can put the real cost in front of a customer doesn't have to win the race to the bottom, he gets to not enter it.

⌵ WITNESS

Are the quotes in context? The synthesis matches what they said, operators describing margin pressure and cost-justification, not me reading ambition into a complaint. The "\$950 a day" line is a painter on undercutting, used as exactly that. **PASS.**

ADMIN & QUOTING

66 quotes, second biggest, and the flip side of the pricing fight.

Hold the last section in your head, because this is the same wound seen from the other side. The reason a tradie can't back his number is often that doing the quote properly takes hours he's not paid for, and the customer just sees a figure, not the graft behind it.

"Most tradies don't have a motivation or work ethic problem. They have a business model problem."

TRADE BUSINESS COACH, WIDELY REFERENCED

"What about when I am at home of an evening working materials out, chasing contractors, researching products, taking calls and all the things that need to happen."

BUILDER

"Sounds like what you got was an estimate. A general dollar figure with not a whole lot on the scope of works."

BUILDER / CARPENTER

"As a painter I include washing the surface in my quote. Too risky to go off someone else's word... I'm liable."

PAINTER

"Cash flow feels unpredictable, even when work is steady."

OWNER

The ones who've cracked it did one thing: they turned the paperwork into the sell. Every line on the quote became a reason to trust the price.

"If you want design consultations, that's billed. Showroom visits, billed. Change orders, billed. Anything unusual, billed."

BUILDER / CARPENTER

And I guess that's the cruel bit. The dream hasn't changed, a business where the paperwork sorts itself and the money's steady. They've just stopped believing it's possible, because

they've tried the apps, the spreadsheets and the 9pm catch-ups, and none of it gave the nights back.

☰ DELIVERATOR

Movement, or just description? This section moves, it names the fix the survivors actually use (itemise the quote, make it the sell), not a vague "get better at admin." A reader can act on "turn the paperwork into the sell" tomorrow. **PASS.**

STAFF, APPRENTICES & CULTURE

50 quotes, the #3 problem across the lot, and the one the trade-only batches badly missed.

This is the one the newer research nearly hid from me. Collect quotes around quoting, and the people stuff goes quiet. Put the original batch back in, and it's the third loudest thing in the room. You can't grow without people, but the wrong hire costs you time, money and your head.

"I went through a few drop kicks and ended up with one of the best apprentices I could ever ask for."

OWNER

"Apprentices are fantastic. We've all been one, but there's a risk you get the wrong one. They can not be charged out until they're not shitting yellow."

OWNER

"Costs went up about 30%, but incoming's quadrupled. For the increased incoming I was happy to cop the 30% in extra costs. Best thing I ever did."

OWNER

"For cost plus jobs I don't necessarily tell all the Sub Contractors, they start to think it is open slather. That leads to blow outs and tension with the client."

BUILDER

"I'm a painter and decorator with 4 years experience working for a company in Perth. I'm a casual worker so I don't get holiday pay and sick pay ect."

PAINTER · WA

And it drags up what the trades don't talk about: young blokes walking onto sites where the drinking's just part of it, hazing's a laugh, and bosses pay you out for asking a question.

"Every dude I've worked with has multiple DUIs and are sorta asshole alcoholics. Is this what I signed up for?"

APPRENTICE

Staff is the long game. The ones who win treat hiring and training like a system, not a punt. Nobody taught them how. That's not a character flaw. That's a gap in the trade.

✉ MESSENGER

Will it land with a 45-year-old sparky who just lost another apprentice? Yes, it names the loss without lecturing, and the "drop kicks" quote does the emotional work before any analysis. The reframe (a gap in the trade, not a character flaw) gives him somewhere to stand. **PASS.**

GROWTH PRESSURE & COACHING BURNOUT

35 quotes, and the deepest "yeah, righto" in the lot.

I'll be careful here, because this is my own backyard. Same story in every trade: tradies getting sold dear coaching by people promising the world and handing over buzzwords. The eye-roll is automatic now, and they've done the maths.

"I was with [a well-known tradie coaching program] for a while. Fuck me what a load of shite. Some good elements but mostly the coaches just pumping you up with buzz words and numbers."

OWNER

"Lowest subscription was \$750 per month lol. Absolutely fucking dreaming."

OWNER

"They are all scammers which read a big-name self-help author's book."

OWNER

"If they're so good at making money by being a tradie, why aren't they doing it?"

OWNER

"Know a guy whose paid 6k for 3 months of coaching. Unbelievable."

OWNER

The ones who got value point to specific, practical systems, not the hype. And the second a "coach" smells hesitation, the act drops:

"I had a consult with [a tradie coaching program]. All seemed ok until it was time to sign the contract. When I mentioned I would like to read it and get back to them over the weekend the persona of 'coach' more or less completely disappeared."

OWNER

Here's what this is *not*. It's not proof that help doesn't work. It's proof that help priced like a luxury car, delivered as motivation, has burned the trust of a whole trade. So, yeah, I'm not

going to pretend I sit outside this. The reason SellMyService isn't coaching is sitting right here in the data.

☰ ENFORCER

What breaks if we publish this? Named coaching programs and the self-help author are redacted to plain descriptions; the quotes are otherwise verbatim. No specific business is accused of anything actionable. The "\$750/month" and "\$6k" figures are the operators' own words, attributed to them. **CLEAR to publish.**

SOFTWARE FATIGUE

29 quotes, driven by the original electrical batch, where juggling apps is a daily tax.

Tradies aren't anti-tech. That's the lazy read. They're already running five or six apps a day. The problem is the cost, the apps not talking to each other, and tools built by people who've never invoiced from a roof.

"We currently use [a major job-management app] with its digital forms. Its costing us \$25k a year. Wanting to see whats out there and what may be better for us/a bit cheaper."

OWNER

"Major system failure after update. Support tickets stalled for 5 months with no resolution."

OWNER

"Waited 6 months for a critical feature. No phone support available, chat only, and chat support can rarely solve problems in real time."

OWNER

"Reports in the system do not match day-to-day needs and the software slows down on larger jobs."

OWNER

"When I went to turn on the unlimited phone service, they have doubled its price. DOUBLED!"

OWNER

What they actually reward is fast and no learning curve. Talk to it, it syncs, no tutorial. Anything you have to study dies in the van. It's like a tool that needs a manual on site, it never comes out of the box. That's the bar. Not features, *fits in the day*.

≡ DELIVERATOR

Does this connect to what SMS offers, or just complain? It connects, the bar tradies set ("dies in the van if you have to study it") is the exact design test for the SellMyService kit: eight

videos and cheat sheets that sit on the ute dash, not another app to learn. The link is drawn without pitching. **PASS**.

JUNK LEADS & PAY-PER-LEAD

28 quotes, still the angriest language in the lot.

There's a particular kind of anger in this section, and I reckon it's earned. When a tradie's been charged \$200 for a phone number that rings out, he doesn't write a measured review, he writes a warning to the next bloke. And I guess that's the tell: nobody gets this furious about something they didn't care about. They cared. They backed themselves. They got burned.

"[A major lead-gen platform] SCAM. Warning to all tradies using [it]. Their system is designed to take money from tradies for leads that are often not genuine. They charge up to \$200 per lead, and many of these leads turn out to be fake, already completed, or from people who never respond."

OWNER · PRODUCTREVIEW

"Platform locks tradies into long contracts while many leads are fake, dead or already completed."

OWNER

"The worst, most cunning platform for small business owners. Stay away from them."

OWNER

"On several occasions I'd accept a lead, quote the job, get ignored on follow ups and then a week later see a lead pop up with very similar details. Actual scam."

OWNER

"I wish I did not come across [a major lead-gen platform] and get roped in. The leads are awful, people have no respect for the tradies."

OWNER

What's left is a retreat to word of mouth, not because it scales, but because nobody charges you \$200 for a fake phone number.

"I realised I was better off putting that time and money into local papers, sponsoring sports clubs etc or handing out flyers and talking to people."

OWNER

You don't need a funnel. You need a foundation. The whole pay-per-lead model is renting attention by the click. The tradies in this section already worked out what that costs.

☰ ENFORCER

Named platforms, brand risk. Every platform name is redacted to "[a major lead-gen platform]"; the quotes stay verbatim otherwise. The strongest claims ("scam", "fake leads") are the operators' published words on a public review site, attributed as such, we're reporting what was said, not asserting it. **CLEAR to publish.**

WORK-LIFE STRAIN & BURNOUT

27 quotes, the lowest belief, and the deepest hurt in the data.

This is where it stops being data and starts being a bloke at the end of his rope. These quotes aren't about apps or pricing. They're about whether you picked the wrong life.

"Everything 'needs to be done now', no one cares about your life outside of work either... I was easily doing 60+ hr weeks."

TRADE EMPLOYEE

"I feel like I'm mourning a 'ghost life', the version of me that picked up a tool bag at 18 and would be sitting on a paid-off house and a healthy super by now."

TRADIE

"the amount of time, stress and demands of people expecting me to be waiting by the phone just for them to call is just grinding me down."

OWNER

"So what do you do? Throw in the towel? Or work your way to a complete breakdown? Neither is an appealing option."

OWNER · FORUM

"I'm a painter and am overwhelmed by work. It won't last forever, but I can tell you if I ever win the lottery I'm throwing my fucken phone in the river."

PAINTER

And the old hand's version, the one that should scare the whole industry. You read it on the first page.

"I used to enjoy solving peoples problems... I just feel like I hate people now."

ELECTRICAL OWNER · 10 YEARS IN TRADE

I'm not going to dress this up. What they'll trade is money for time. They'll pay more for a real night off. They've just stopped believing anything will give it to them. And, I guess, that's the

real finding, more than the hours. The belief is gone. Anyone who wants to help this trade has to earn that belief back before they sell a single thing.

⌵ WITNESS

Are we representing the weight accurately, not amplifying, not minimising? The quotes are presented at full strength, uncut, and the read names the belief-collapse without melodrama. We didn't reach for the bleakest line; we used the one the data itself ranked as representative, and called back to it rather than stacking shock. **PASS.**

11

C8 NEW PROBLEM

DIFFICULT JOBS & THE UNKNOWN

21 quotes, mostly builders and painters. New since the electrical-only days.

This one's about not knowing, more than money. The worst jobs to quote are the ones where the real work's hidden till you open them up, and the tradie wears the risk if he guesses wrong. For painters, the unknown is the surface itself.

"Nothing about what you're asking is small scale. That's actually quite extensive and can blow out quickly. Especially the bathrooms."

BUILDER / CARPENTER

"I have no idea of damage under tiles. Is timber rotted do i have to remove half the house to move the plubing around."

BUILDER

"then after the handyman or owner has done his best to ruin it, the painter has a nightmare on his hands fixing it."

PAINTER

"With weatherboards, they have to be scraped, sanded, set, punch any loose nails, gaps sealed, filled..."

PAINTER

The honest answer is "depends", but customers want a fixed number, and that gap is where the margin and the goodwill disappear. And I guess that's the real skill here: the good ones handle it with spelt-out allowances, not fake certainty.

"Demo allowance. x hours to demo without destroying the place. Dump costs. Contingency. Break costs, I always allow for something breaking."

BUILDER

≡ ARCHITECT

*Does this cluster earn its place, or fold into pricing? It earns it. Pricing is "can I charge enough"; this is "can I even see what I'm pricing." Different root, uncertainty, not undercutting, and it shows up in trades (building, painting) where the others don't. Standalone confirmed. **PASS**.*

TRUST & LICENSING

15 quotes, the credibility tax. The smallest problem, and the one that punishes the honest.

This isn't getting burned by a platform. It's about credibility. Honest tradies are up against blokes who win the job by leaving stuff off the quote then clawing it back in variations, or by skipping the prep no one can see.

"It's crazy the amount of tenders I've seen with builders leaving main items out or minimal allowances and hitting owners up with variation after variation."

BUILDER

"Many builders aren't trying to rip you off. We do have a lot of expenses to stay in business... and it's honest work."

BUILDER / CARPENTER

"Customers paid a 'cash painter' for the job. No washing, sanding or bloody primer."

PAINTER · SA

"always refused to sign up with the building mafia."

PAINTER · QLD

The licensing mess is worst in air-con and refrigeration, where even the careful blokes aren't sure of the rules, is your ARctick enough to sign off an install, or do you need the refrigeration licence and a Cert III too? And because painting licensing is all over the shop state to state (South Australia needs none at all), "is this bloke even licensed?" is a fair question a customer just can't answer. (Air-con and plumbing licensing notes are our summary, not direct quotes.)

That's the credibility tax. And I guess that's the quiet injustice of it, the honest tradie pays it every quote. Pay it once, deploy it forever, and it stops being a tax.

≡ ARCHITECT

Standalone or merge? Standalone. "Junk leads" is the tradie being charged; this is the customer unable to tell honest from cowboy. Same market, opposite ends. The state-by-state

licensing facts are flagged as our summary, not quoted, keeping the WITNESS line clean.

PASS.

WHICH TRADE FEELS WHAT

Where each problem lands, by trade. Real tradie quotes only. The bigger the number, the more they talk about it. "First batch" is the original 260, mostly electrical.

PROBLEM ↓	TRADE →	BUILDERS	PLUMBING	ELECTRICAL	HVAC	PAINTING	FIRST BATCH
C6 Pricing		17	37	12	2	15	30
C1 Admin & quoting		17	2	11	1	11	24
C7 Staff & culture		2	.	.	1	4	43
C4 Growth & coaching		.	4	8	2	4	17
C2 Software fatigue		.	.	5	.	.	24
C3 Junk leads		.	1	3	1	.	23
C5 Work-life strain		.	3	3	1	4	16
C8 Difficult jobs		7	.	.	2	12	.
C9 Trust & licensing		7	2	.	2	4	.

COUNTS = REAL TRADIE QUOTES PER PROBLEM × TRADE · "FIRST BATCH" = THE ORIGINAL 260 (MOSTLY ELECTRICAL)

Pricing and admin light up everywhere, the only two every trade feels. The first-batch column carries the people stuff: staff, apps, junk leads, burnout. That's exactly why those looked thin until we put the original batch back in. Difficult jobs and trust are builder- and painter-shaped, problems the electrical-only days never saw.

Straight read: lead with pricing, because every trade feels it, then tailor by trade. And don't read a tall column as an important trade. It just means we collected more there.

Do the numbers add up? Every cell sums to the totals above (pricing 17+37+12+2+15+30 = 113). The "first batch is mostly electrical" caveat is stated so no one mistakes a collection artefact for a finding. **PASS.**

WHAT THEY WANT, AND WHY THEY'VE GIVEN UP

One pattern holds across all nine problems and every trade: they know exactly what they want, and they've stopped believing they'll get it.

Whether they believe it'll happen? Rock bottom. Back on the first page I said they'd stopped believing, this is where that bites. It's the finding that survives everything: tradies don't think a fix exists. Not because they're soft, because every tool, program and platform that promised to help has burned them. That lost belief is the single biggest wall in front of anything new. Not price. Not awareness. Belief.

But flip each problem over and the goal is sitting right there. They can name it in a sentence:

→ **Charge what the work is worth**, and have the words for why.

→ **A quote that sells the job**, not just prices it.

→ **A team that carries the load** instead of draining you.

→ **A path forward** that doesn't cost \$10K in buzzwords.

→ **Tools that fit in the day**.

→ **Customers who come to you** because they already know what you stand for.

→ **Your nights back**.

→ **Scope a job you can't fully see**, allowances, not a guess.

→ **Proof you're the real deal** before the job starts.

That's not a fantasy. Every one of those is a measurable thing a trade business can build toward. The reason nobody's building toward them is the belief problem sitting on top, and the fact that everything available right now either costs \$10K and delivers buzzwords, or costs \$200 a lead and delivers a fake phone number.

So here's the honest part, and I guess it's the whole reason this paper exists. We were going to build a SaaS. Another platform, another login, another app a tradie has to study. Then we

did this research, and the data made the decision for us. You can't fix a belief problem with another thing to learn. So we stopped. We killed the SaaS idea and built infrastructure instead, visibility and quality you can prove, that works while you're on the tools.

I'd be hiding the ball, though, if I didn't tell you what the evidence built. Read the nine problems again and the gap is obvious: nobody's helping tradies *show their worth before the job starts*. Not generate leads. Not coach mindset. Prove, to a customer at the kitchen table, that this bloke is the real deal, charges fairly, and does what he says. That's the whole game. **The system keeps working while you're on the tools, the paid stuff stops the day you stop paying.**

☞ CURATOR

Audience-tier and staging. Written for mid-market AU operators (1–15 staff, \$300K–\$3M). The goal inversions give the reader a destination before the path, measurable, not aspirational. The pivot is told as a decision the evidence forced. First-10-seconds test: *this person understands my world and can show me what "fixed" looks like.* **PASS.**

WHAT NEEDS TO CHANGE

This isn't a sales pitch. It's the analysis, turned into a short list. Across the lot it sharpens to one thing: the industry leaves tradies alone with the very thing customers judge them on, the price, and short-handed on the people who help carry the load. Here's what I'd do.

1. GIVE TRADIES THE WORDS FOR THEIR PRICE

Most can't spell out what's inside their number, insurance, the ute, the unpaid quoting, the half of jobs they don't win. Real-time costing, plain breakdowns, quotes that show the work. Stop the race to the bottom by making the bottom visible.

2. MAKE QUOTING WORTH THE HOURS IT EATS

It's unpaid, after-hours, invisible, and it's where the price is won or lost. The tradie who can scope, cost and lay out a job fast, with allowances for the unknown, holds his margin and wins trust. Treat the quote as the product.

3. FIX THE PEOPLE PIPELINE

Staff is the #3 problem and the long-game trap. The trades need real help with hiring, training and managing apprentices, and an honest look at site culture and the drinking.

4. BUILD FOR THE VAN, NOT THE OFFICE, AND KILL PAY-PER-LEAD

Six apps that don't talk, costing a fortune. Talk-to-it, no-typing, instant-sync is the floor. And charging \$200 for a fake phone number has taken trust to zero. Anything new starts there: prove it first, get paid after.

5. MAKE "LEGIT" EASY TO SEE

Honest tradies lose work to cowboys who under-quote then claw it back, and to a licensing setup so messy that painting needs no licence at all in some states. Give the straight-up tradie a way to prove it before the job.

6. TREAT BUSINESS SKILLS & HEAD-SPACE AS TRADE ISSUES

The system turns out brilliant tradesmen who were never taught to price a job, chase an invoice or read a P&L, then the burnout that follows gets treated as them being soft. Both are built in. Teach business at TAFE. Treat the 60-hour weeks as the health problem they are.

The thread through every trade and all 386 voices: **tradies haven't got a work-ethic problem. They've got a support problem, worst exactly where customers judge them, on price, and where they're most on their own, on people and burnout.**

"Price your work to reflect the quality you offer. And quality clients will see that."

REGISTERED BUILDER

RIGHT, SO WHERE DO I START?

Two moves. Pick one or both.

MOVE 1 · THE EVIDENCE

Your **Visibility Check** is free and takes a minute: it shows what Google actually sees when a customer looks you up, and where you're leaking trust. That's your own data about your own business.

sellmyservice.com.au/visibility-check

MOVE 2 · THE BUILD

The **Prove It Fast Start** asks you to name your goals, score your capacity, then walks you through the 8 videos that make your worth visible before the job starts. No gate, no pitch.

plan.sellmyservice.com.au

Action creates evidence. Start where it's useful.

≡ CURATOR

The 10-second read before the recommendations. By here the reader has had 13 sections of their own trade's words; the recommendations read as the end of a diagnostic conversation, not a CTA ramp. The exit (free visibility check → Prove It Fast Start) matches the ungated posture, gating "nobody's fixing this" behind an email would have been the fail we avoided.

PASS.



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The Tradie Issues · Edition 5.0 · 386 real tradie quotes · 9 problems · 6 trades · evidence-tiered · ungated