

Plumber Growth System Promise

Learn how to scale your plumbing company in the next 12 months regardless of the size of your business (works with 1 truck OR 50+ trucks), without being a tech guru or a math whiz - and how to do all this without working through the night, turning more wrenches yourself, so you can have more time, income, and freedom.

Shift 1: Commit to Plumbing with Total Integrity

- Mindset shift to complete business integrity
- Integrity with staff & team management
- Integrity with jobs & projects
- Integrity with suppliers
- Fulfill your promises

Why Commit to Plumbing with Total Integrity

- Review-driven service economy
- A good conscience.
- Law of sowing and reaping (aka karma)

What If You DON'T Commit to Plumbing with Total Integrity

- If you don't shift > your competition will.
- Competition wins long-term.
- NOT an option for growth-oriented businesses.

Shift 2: Command Market Pricing or Better

Why Market Pricing (or Better)?

- Value your work and your extensive experience.
- Fast response times: phone & location
- Professional, courteous, plumbers with background check.
- Fire unprofessional plumbers who steal time or materials.
- Charge market rates or more (+10-20%)
- Trucks are expensive: \$2000-3000/week.

Sample Plumbing Business Revenues

(20% under market vs. 20% over market rates at \$400 for average job)

- 50 job/mo = \$192,000 vs. \$288,000 per year
- 100 job/mo = \$384,000 vs. \$576,000 per year
- 200 job/mo = \$768,000 vs \$1,152,000 per year
- 400 job/mo = \$1,536,000 vs. \$2,304,000 per year

Tip: How To Raise Plumbing Rates

- Bump bid on next project by 10%.
- Establish new norm with 10% higher prices.
- Later, bump bid on next project by 10%.
- Establish new norm with 10% higher prices.
- Etc.

Shift 3: Dominate Google Local Maps Leads

Your plumbing business must show in Google Maps to be taken seriously. Period.

- Google My Business page optimized for location, plumbing & services.
- Make sure NAP information is correct. Including your category.
- Add a very detailed description. Be sure to include keywords.
- Add at least 15+ photos.
- Add videos.
- Response to all reviews (positive AND negative)
- Use the "booking feature".
- Link from your website contact page to your Google My Business listing
- Add local Schema Markup to your website.
- A system to encourage user reviews on Google My Business.
- Start with 50+ Citations Pointing To Your Location NAP.
- Setup call recording & tracking.

Shift 4: Multi-Channel Advertising + Secret Weapon

- Build an Updated, Mobile-Optimized, Call-Focused Plumbing Services Landing Page.
- Testimonials integrated into landing page.
- Google My Business reviews integrated into landing page.
- Sample: <https://call.danielsaustin.com/plumbing-repair>
- One (or more) hyper-targeted landing page.
- Target around your location.
- Unique selling proposition that compels action.
- Social proof.
- Page designed to drive phone calls.
- Well structured Google Ads campaigns.
- Remarketing campaigns for specials.
- Google Display Ads (as needed)
- Add negative keywords
- Optimize ad copy for higher click thru rates and leads.
- Optimize targeting to the best zip codes.
- Optimize bids to improve click thru rates and leads.

Secret Weapon: Google Local Services Ads

- Google Local Services Ads
- Apply: <https://ads.google.com/local-services-ads/>

Shift 5: Execute Proven Plan With Digital Growth Professionals

Three Options

1. Do it Yourself (DIY): Too long to implement, least likely to succeed. (bad)
2. Team Member: Expensive (\$50-80K/year), more likely to succeed (better)
3. Growth Agency: Reasonable, most likely to succeed (best)

Growth Agency Buyers Guide

- Proven, evergreen system in digital marketing.
- World-class support from experienced digital project manager.
- Proven growth experience with service-based businesses (plumbing, etc.)
- Growth agency reports growth results for their clients.

What To Expect from A Good Growth Agency

- Advertising leads in month 1-2.
- More phone calls from Local SEO within 3-4 months.
- Superb client support from an experienced project manager.
- 2X-5X monthly revenue in 12 months (or less)

FREE Strategy Call

If you're interested in getting a better understanding about digital growth and gaining clarity on how to grow your plumbing business to the next level...

[Book a FREE Strategy Call Now!](#)