



YOU

BUILDERS GUIDE

15-POINT BUSINESS
GROWTH BLUEPRINT



WELCOME

BUSINESS GROWTH CHECKLIST

Congratulations on downloading your 15 Point Business Checklist!

Here at Master Trades Collective we're about helping construction businesses grow and scale for high profit, while getting your life back.

If you're wanting to finally close the gap on where you want to be instead of working huge hours for not enough reward then you're in the right place.

I'm Gerard McGann, Founder of Master Trades Collective and creator of the Good To Great Coaching Program.

After decades of working within the industry and years coaching trade business owners, we've designed this blueprint for what actually works.

There are 15 critical areas for creating a highly effective and highly profitable business, in ANY trade. Don't worry, you'll be able to work through it in under 5 minutes.

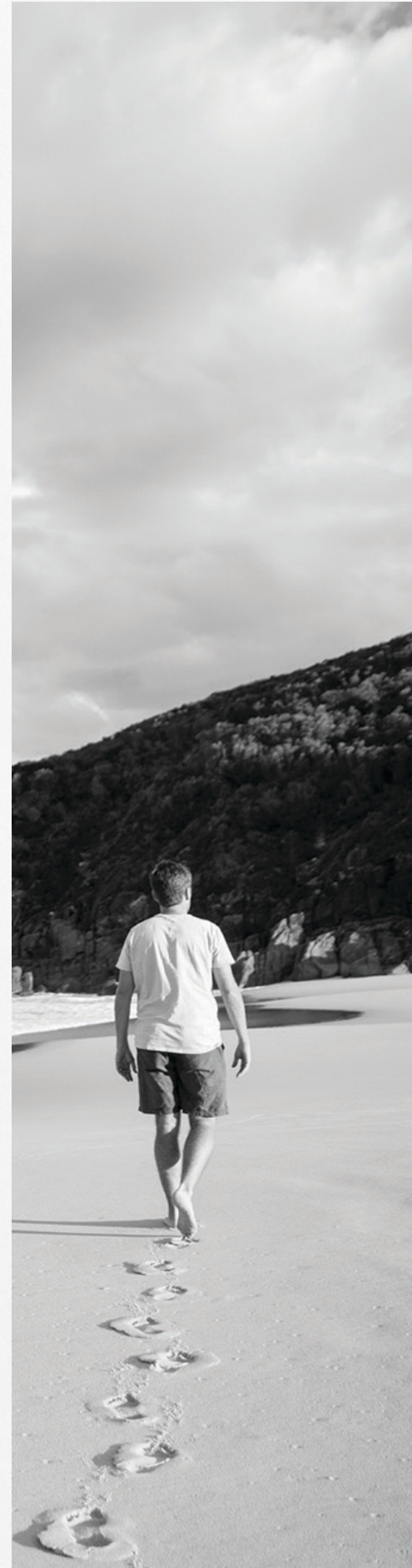
All you have to do now is print this out the 15 Point Construction Business Growth Checklist on the following pages and score yourself with **RED**, **GREEN** OR **AMBER** in each area of your business.

You will quickly see the opportunity for growth as well as the areas you are already doing well in.

I'm looking forward to hearing your results, and am here to help if you get stuck. All you have to do is reach out.

GERARD MCGANN

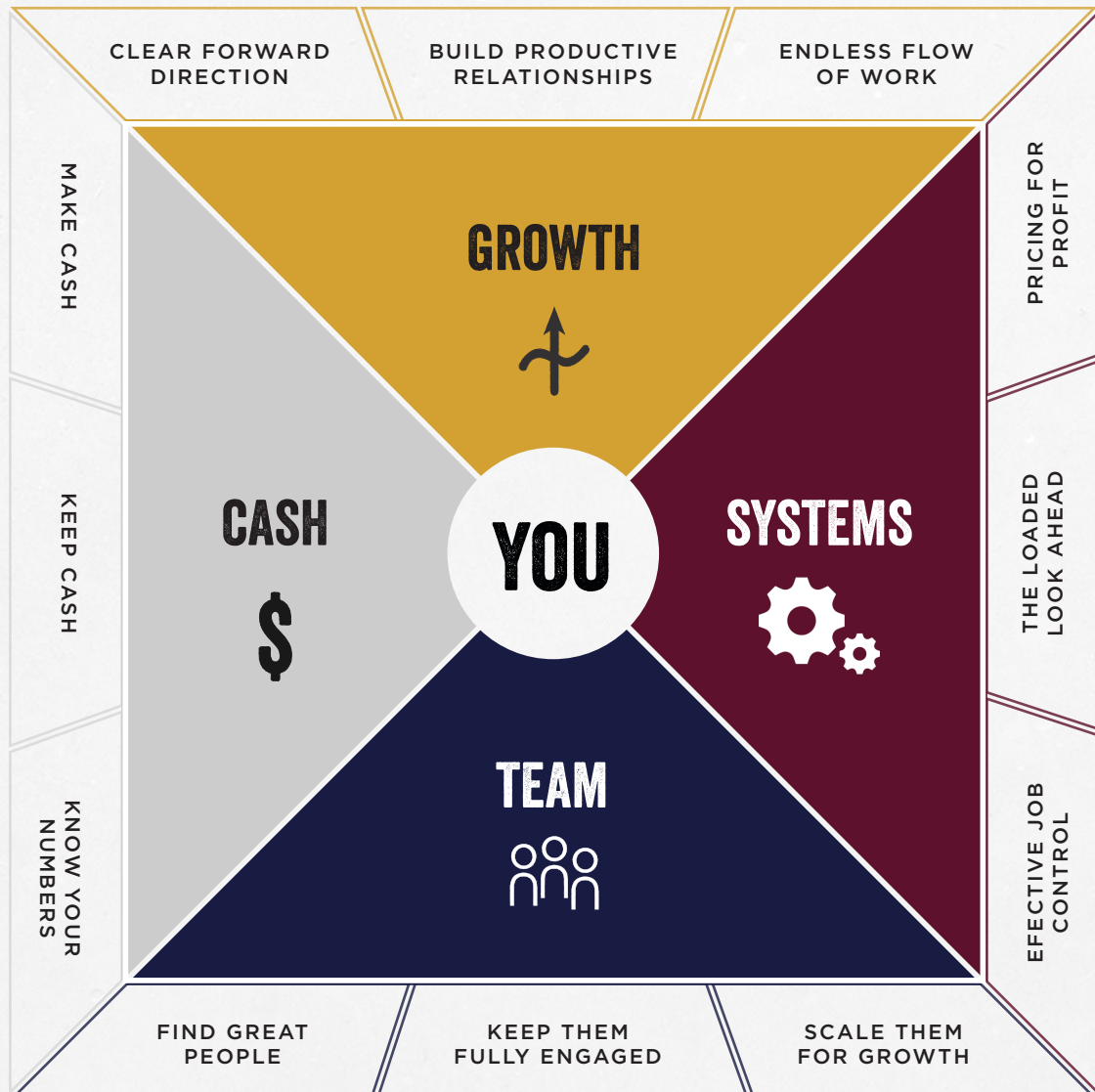
Founder and Head Coach
Master Trades Collective
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GOOD TO GREAT GROWTH MODEL AND KEY LEARNING AREAS

YOU

- Clarify your Role | Technician to CEO
- Get your Time Back | WPP, Ideal Week
- Leading with your strengths
- Outsourcing outside your strength
- Miracle Morning | Get you Super Productive



HOW TO FILL IN YOUR CHECKLIST:

RED

Nothing in place, it's not working or is vastly out of date and requires a new system.

AMBER

Something in place, but not getting the most out of it and requires refining.

GREEN

It's in place, working well and producing the desired outcome/result.

GOOD TO GREAT

THE CONSTRUCTION BUSINESS GROWTH MODEL



NOTHING IN PLACE

SOMETHING IN PLACE

IT'S IN PLACE

GROWTH ↗	CLEAR FORWARD DIRECTION (NORTHPOINT MODEL)	Niche: Do you have a clear Ideal Client & Ideal job?	<input type="checkbox"/>
		Money Making Model: Are those jobs producing the profit you would like?	<input type="checkbox"/>
		Authority: Are you considered an authority in your area?	<input type="checkbox"/>
		Social Proof: Have you got a range of case studies and testimonials demonstrating your capability?	<input type="checkbox"/>
		Brand: Have you got a basic brand and is it clearly visible to your clients and prospects?	<input type="checkbox"/>
		Do you have clear written goals for the growth of your business?	<input type="checkbox"/>
	BUILD PRODUCTIVE RELATIONSHIPS	Do you list and track existing clients (A,B,C)?	<input type="checkbox"/>
		Do you have an organised client visit Calendar: Prioritised based on their priority?	<input type="checkbox"/>
		Have you listed your Top 10 Clients and Influencers and-	<input type="checkbox"/>
		DO you attend Networking & Industry Events?	<input type="checkbox"/>
	ENDLESS FLOW OF WORK	PAID: Do you have an effective Website, Social Media Ad's, Search engine Optimisation (SEO)	<input type="checkbox"/>
		ORGANIC: Are you active on Social Media - Building a community, adding value, and making offers	<input type="checkbox"/>
Do you have a referral program and have created Alliances/Partnerships with complimentary suppliers		<input type="checkbox"/>	
OUTSOURCING: Have you got any outsourced help with marketing - IS it working?		<input type="checkbox"/>	
CASH \$	MAKE CASH	Money Making Model: Are all your jobs making budget?	<input type="checkbox"/>
		Rates & Pricing: DO you have clear rates and consistent pricing?	<input type="checkbox"/>
		Have you set a clear Monthly & Yearly Budget?	<input type="checkbox"/>
	KEEP CASH	Do you have a Cash Flow Monitoring Tool?	<input type="checkbox"/>
		Cash Collection Process: Are you late in collecting cash?	<input type="checkbox"/>
	KNOW YOUR NUMBERS	Measure Production: Do you measure Job Actual vs Estimate?	<input type="checkbox"/>
		Measure Finance: Are you making money and reporting regularly?	<input type="checkbox"/>
		Measure Customer Service: Do you measure customer satisfaction?	<input type="checkbox"/>
		Measure Team Engagement: DO you measure team engagement?	<input type="checkbox"/>

GOOD TO GREAT

THE CONSTRUCTION BUSINESS GROWTH MODEL



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TEAM	FIND GREAT PEOPLE	Can you identify the team you'll need to get your business to your next target level?	<input type="checkbox"/>
		DO you have a process for recruiting great people?	<input type="checkbox"/>
		DO you have an On-Boarding Process: the critical first 30 days?	<input type="checkbox"/>
	KEEP THEM FULLY ENGAGED	DO you Communicate to you Team regularly: Do they have a clear idea of where the business is headed?	<input type="checkbox"/>
		Clear Roles & Feedback: Do each of your team have a clearly defined role description & regular feedback on their performance?	<input type="checkbox"/>
		The 12 Keys to Engagement: Do you understand how to get the best out of your team?	<input type="checkbox"/>
	SCALE THEM FOR GROWTH	Stages of Growth in Construction (Bread & Butter, Big Fish, Unicorns): DO you understand the importance of job size and how to scale your business?	<input type="checkbox"/>
		Outsourcing, Insourcing & Support for Scale	<input type="checkbox"/>
	SYSTEMS	PRICING FOR PROFIT	Individual Job Costing Est vs Actual
Bid/No-bid: Do you have a process for deciding which jobs to price and which to decline?			<input type="checkbox"/>
The 2 Key Pricing Models (First principles, Program): Have you got a consistent and accurate pricing method?			<input type="checkbox"/>
THE LOADED LOOK AHEAD		Double up & Double down: Maximise Production. Do you have a tool for planning and organising jobs	<input type="checkbox"/>
		Fill the funnel to 125%: Is it full beyond capacity to allow for slippage?	<input type="checkbox"/>
		3-Month Look Ahead - Revenue Forecasting: Do you understand you forecast revenue vs your target for the next 3 months?	<input type="checkbox"/>
EFFECTIVE JOB CONTROL		Job Set-up (including purchasing): Do you prepare a detailed job plan for construction/Maintenance team?	<input type="checkbox"/>
		Targets & Handover: DO your people know how long and what materials and budget they have for the job? OR process to effectively manage sub-contractors	<input type="checkbox"/>
		Variations, Changes, Delays, Scope: Have you got a tight process for variations and changes to job scope?	<input type="checkbox"/>

GOOD TO GREAT

THE CONSTRUCTION BUSINESS GROWTH MODEL



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YOU DO	YOUR ROLE	Would you say your clear about 'what your job is' as the business owner or leader?	<input type="checkbox"/>
		Are you Doing, Managing or Leading ?	<input type="checkbox"/>
		Do you have a Personal Growth Plan?	<input type="checkbox"/>
	GET YOUR TIME BACK	Time Log: Do you track where is your time being spent?	<input type="checkbox"/>
		Ideal Week: DO you divide your week into the specific important activities that you should be doing?	<input type="checkbox"/>
		Weekly Productivity Planner: DO you have a diary, planner or time management tool and are effectively using it?	<input type="checkbox"/>
	LEADING WITH YOUR STRENGTHS	Your Gallup Strengths: DO you know your strengths?	<input type="checkbox"/>
		The Strengths of your Key Players: Are you creating a team based on your strengths and theirs?	<input type="checkbox"/>
		LEADERSHIP DRIVERS: Would you say you really understand the role of the leader in your business?	<input type="checkbox"/>
	OUTSOURCING & DELEGATION	Leadership Where is your sweet spot?: Do you know clearly what your best at and what your weak at?	<input type="checkbox"/>
		How and What to Delegate Internally: Do you know how to delegate effectively and have a checklist for it?	<input type="checkbox"/>
		Who and What to Outsource: DO you when and how to outsource externally and manage on-going delivery?	<input type="checkbox"/>
	MAXIMUM ENERGY	Mental, Physical, Emotional, Spiritual Energy: How's your energy each day?	<input type="checkbox"/>
		Power of Intention and the Miracle Morning: Are your mornings productive and effective?	<input type="checkbox"/>
		How much Stress does your Business Cause and how many Hours are you Working?	<input type="checkbox"/>

HOW TO SCORE YOUR ABILITY TO SCALE YOUR BUSINESS:

1. For each of the GREEN box's - Give yourself 10 points
2. For each of the YELLOW bow's - Give yourself 5 points
3. For each of the RED box's give yourself 0 points
4. TOTAL them all up to get a score out of 550

TOTAL SCORE: ____/550

If you enter your number and divide by 550 it will give you a
Example 225 divided by 550 = 0.5 or 50%

YOUR % SCALABILITY SCORE = ____%

WHAT TO DO NOW...

JOIN OUR SOCIALS

TRADIES BUSINESS HUB

LEARN. COLLABORATE. GROW.

For Tradies & Construction Business Owners
Who Want More Profit & More Freedom

MOTIVATION MONDAY

SHARE YOUR WIN WEDNESDAY

FACEBOOK LIVE FRIDAY Q&A WITH GERARD MCGANN



 FACEBOOK GROUP

 INSTAGRAM

 LINKEDIN

BOOK A FREE GROWTH READY ASSESSMENT CALL

45 minutes with a coach to go through
what's happening in your business,
and how to move it forward.

[BOOK NOW](#)

“



I'VE NOW GOT MORE TIME THAN I HAVE EVER HAD.

I've been in the game 25 years, and was working too many hours wearing too many hats. I was limited with no forward direction. Now I am strategic and clear with my direction and have more time for my family than I have ever had. I've got a strong team, strong relationships and dream clients at higher profits. I'm so confident that now when I choose to price a job, I'm going to win.

RICKY MARCO

Superior Building Solutions