



From One-Van-Band to Business Owner

The honest guide to getting off the tools
and building a plumbing business that works without you.

A FREE GUIDE FROM STEVE MARK | WE ARE SMC

we are  smc

WHO THIS IS FOR

If you recognise yourself in any of these, keep reading.



You're still on the tools every day, even though you started a business to have more freedom



Work dries up in January and December and you've no idea why or how to fix it



You know you need to grow but marketing feels like a dark art designed to take your money



You're doing good work but word of mouth alone isn't enough to build on



You're the last one to leave in the morning **and the last one off the van at night**



You want to build something - a proper business, not just a job with no boss

✓ **YOUR
TAKEAWAY**

Ask yourself: if you stepped off the van tomorrow, would money still come in next week? If the answer is no — this guide is for you.

THE PROBLEM

You didn't start a business. You bought yourself a job.

And nobody told you that was going to happen.

**You're good at what you do. Probably brilliant.
Customers love you.**

But at the end of every week, it's still just you. You're the one finding the jobs, quoting the jobs, doing the jobs, chasing the invoices.

If you stop? Everything stops.

That's not a business. That's self-employment with extra stress.

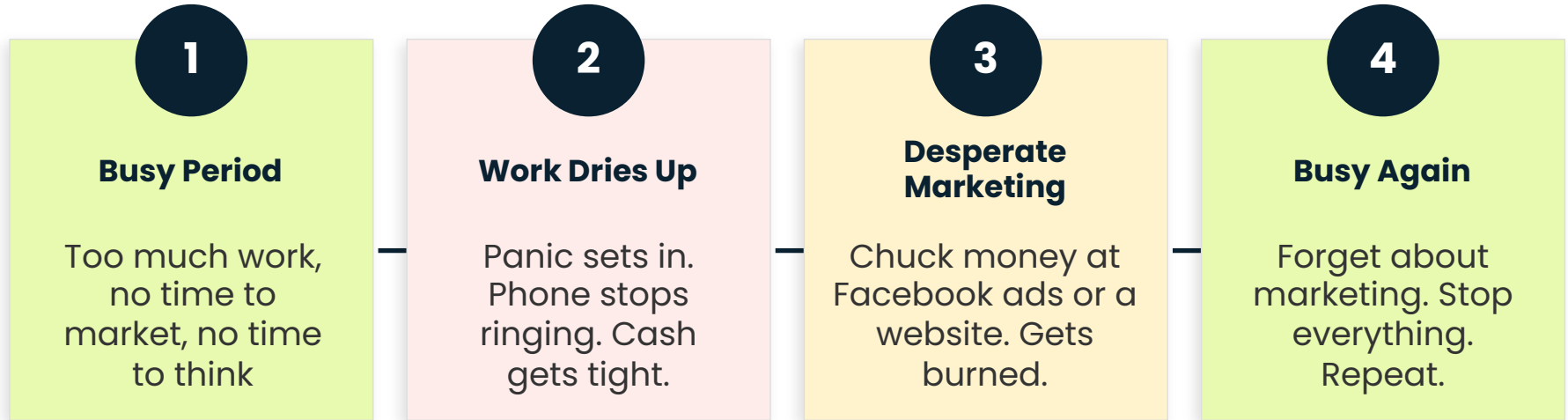
The worst bit? The harder you work, the more trapped you become. There's no time to step back and build anything different.

Sound familiar? This guide is about changing that.

✓ YOUR TAKEAWAY

Today: Write down every task in your business that only you can do. That list is your growth ceiling — and the first thing you need to fix.

Most plumbers run their business like this:



🔄 This cycle repeats until something forces a change. For Jordan Videtta, that moment came when he was working 70-hour weeks and still couldn't afford a holiday.

✓ **YOUR
TAKEAWAY**

Track where every enquiry came from last month. If it's 90%+ word of mouth, you have no engine — and no control over what comes in next month.

PROOF IT WORKS

Meet Jordan. Videtta Heating.

When Jordan first came to us in 2020,
he was turning over £223k a year.

Good money — but he was working flat out to get it. No system. No consistency. Every month was a guessing game.

He'd tried paid ads before. Got burned. Was deeply suspicious of marketers. Sound familiar?

But he knew something had to change. He couldn't keep going the way he was.

Where Jordan
Started in 2020:

£223k

Annual turnover

1 van

Just Jordan on the tools

0

Marketing systems in place

Burnt out!



✓ YOUR
TAKEAWAY

Jordan's first step was accepting that what got him to £223k wouldn't get him further. What's the one thing that's keeping you stuck at your current level?

5 YEARS LATER

Same business. Completely different story.

£1.3m

Annual Revenue

up from £223k

486%

Revenue Growth

over 5 years

694

Google Ads Leads

in 2025 alone

£22

Cost Per Lead

from paid ads

286+

Google Reviews

4.9 star rating

134

Organic Calls

in 6 months



✓ **YOUR
TAKEAWAY**

What's your cost per lead right now? If you don't know the answer, find out this week — it's the single number that tells you whether your marketing is working.

Stop chasing jobs. Start building a system.

The biggest mindset shift:

A job is something you go and find. A business is something that finds work for you.

- ✓ Your website should be working at 3am while you're asleep
- ✓ Google should be sending you enquiries — not just your mates or family recommending you
- ✓ Your reviews and reputation should be doing the selling — not just your quotes
- ✓ When someone needs a plumber, you want to be the obvious choice — not just an option

"Before We Are SMC, I was getting maybe one or two enquiries a week from Facebook friends.

Now I've got a pipeline. I know where my next job is coming from."

Jordan Videtta
Videtta Heating

✓ YOUR
TAKEAWAY

This week: Google your own business name and 'plumber [your town]'. If you're not on page one, you're invisible to customers who are ready to buy right now.

Get found by customers who are ready to pay.

There are three types of plumber marketing. **Only two of them are scalable.**

1. Word of Mouth

- + Builds trust naturally
- + Zero cost
- You can't control volume
- Feast or famine forever

Not enough on its own

2. Google Ads

- + Intent-based — they're already searching
- + Measurable to the penny
- + 694 leads at £22 each for Jordan
- Needs setup and budget

Core engine ✓

3. Local SEO

- + Free traffic once established
- + 134 organic calls in 6 months
- + Compounds over time
- Slower to build (3-6 months)

Long-term asset ✓

**✓ YOUR
TAKEAWAY**

Go to Google and search 'plumber [your town]'. Are you there? If not, you're missing the highest-intent customers in your market — people with a problem right now.

Build a brand that commands premium prices.

There are two types of plumber in every market:

The Commodity Plumber

- ✗ Competes on price — always undercutting
- ✗ Website looks like it was built in 2009
- ✗ 15 Google reviews, 3.8 stars
- ✗ Customers don't remember the name
- ✗ Race to the bottom, forever

The Premium Plumber

- ✓ Charges 20% more per job — and gets it
- ✓ Professional website that builds instant trust
- ✓ 286+ reviews, 4.9 stars (like Videtta)
- ✓ Customers remember the name and refer friends
- ✓ Growing reputation that works on its own

✓ YOUR
TAKEAWAY

Check your Google Business Profile today. Does it have a professional photo, correct hours, and a description that would make a stranger trust you? If not, fix it — it's free.

Turn happy customers into your best salespeople.

Reviews are the closest thing to free money in this business. Most plumbers let happy customers walk away without asking.

- ✓ Ask for a review within 24 hours of every job — while they're still happy
- ✓ Send a direct link to your Google review page (remove all friction)
- ✓ Respond to every review — good and bad — within 48 hours

✓ YOUR TAKEAWAY

After your next job today — text the customer a direct link to your Google review page and ask them to leave a review. Takes 30 seconds. Jordan did this for 5 years. 286 reviews later, you can see the result.

4.9 ★

Videtta Heating
Google Rating

286+

Reviews
and counting

"Reviews turned our website from a brochure into a sales machine."

Stop missing opportunities. Get the right systems in place.

Every missed call is a missed job. Every unsent follow-up is money left on the table.



Missed Call Text-Back

When you're on a job and miss a call, the system automatically sends a text. You stay professional without lifting a finger.



Review Automation

After every job completion, the system asks for a review. No awkward conversations. Reviews compound silently.



Lead Tracking

Know exactly where every enquiry came from. Know what to spend more on and what to cut. No more guessing.

✓ YOUR TAKEAWAY

Count how many calls you missed last month. Every missed call is a missed job — typically £200–£600. A missed-call text-back system fixes this automatically and costs less than one job.

THE DESTINATION

What does 'off the tools' actually look like?

Let us be specific. 'Off the tools' doesn't mean sitting on a beach. It means your business doesn't collapse if you're not on it every day.

RIGHT NOW	WHERE YOU'RE HEADING
You're the only one who can quote a job	→ Your team handles quoting with your system
Every enquiry goes to your personal mobile	→ Enquiries go to a system that qualifies them first
You don't know where next month's work is coming from	→ Pipeline is visible and predictable
Holiday means the business stops	→ Business runs — you review it on your phone
You're the van driver, plumber, accountant and marketer	→ You're the owner. Others handle the rest.

✓ YOUR TAKEAWAY

Pick one row from the left column that describes your business right now. Write it on a Post-it and stick it on your dashboard. That's your 12-month target to fix.

These aren't small mistakes. They're why plumbers stay stuck for years.

01 Trying everything at once

Facebook ads, a new website, Instagram, Checkatrade. None of it gets enough focus to work.

02 Expecting overnight results

Good marketing takes 3-6 months to compound. Stopping after 6 weeks means you'll never know if it worked.

03 Buying a website, not a system

A website without ads, SEO, reviews and follow-up is a digital brochure nobody reads.

04 Using a generalist agency

A marketing agency that does plumbers AND fashion brands AND solicitors doesn't truly understand your business or your customers.

✓ YOUR
TAKEAWAY

Be honest: which of these four mistakes are you making right now? Pick the biggest one and commit to stopping it this month. One focused channel, done properly, beats four channels done badly.

4 things every plumbing business needs to grow predictably.



1. Visibility

Get found when people search. Google Ads + Local SEO + Google Business Profile. Be the obvious choice in your area.



2. Reputation

Your reviews are your CV. 4.9 stars with 286+ reviews beats any ad you'll ever run. Build it systematically.



3. Conversion

Getting enquiries is pointless if you can't convert them. Fast response, professional quoting, follow-up system.



4. Retention

Your existing customers are gold. Annual boiler service reminders, referral asks, winter check campaigns.

✓ YOUR
TAKEAWAY

Score yourself 1–10 on each of the four pillars: Visibility, Reputation, Conversion, Retention. Your lowest score is your biggest growth opportunity — start there.

This works. But it's not for everyone.

✓ THIS IS FOR YOU IF...

- **You're doing £150k+** and want to grow beyond £500k
- **You're tired of word of mouth** being your only source of work
- **You're willing to invest 12 months** in building properly
- **You want a partner who knows trades**, not a generalist agency
- **You're ready to treat your business like a business**

✗ THIS ISN'T FOR YOU IF...

- You want leads by Friday – this is a 90-day+ build
- You're not willing to be consistent with following up enquiries
- You want someone to do everything with zero involvement from you
- You're not ready to invest in proper marketing (under £1k/month)

✓ YOUR TAKEAWAY

If you ticked 3 or more on the left column, book a Growth Audit call with Steve. It's free, there's no pitch, and you'll leave with clarity on exactly what to do next.



Growth partners for UK trades and construction businesses.

We don't work with everyone. We work with ambitious plumbing and construction businesses that want to grow predictably — with a partner who's invested in their success, not just their budget.

5 years

With Videtta Heating

486%

Growth delivered

£1.3m

Client revenue

1200

Leads in one year

→ **Schedule a Free Roadmap Call with Steve**

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Steve Mark | Founder, We Are SMC | 25+ years marketing experience | wearesmc.co.uk