

The Booked Solid System™



Get off the tools and start building an asset

The proven system that took one plumber from £223k to £1.3m.
Now it's your turn to join them.

✓ Proven system

✓ Trades growth specialists

✓ 4.9/5 on Google

✓ 8 years in business

Here's what's changed.

The plumbing businesses growing fastest right now aren't necessarily the best tradespeople. They're the ones with **systems that generate leads, build trust before the phone rings, and convert enquiries into booked jobs** — every single week.



Google is the new word of mouth

87% of homeowners search online before calling a tradesperson. If you're not visible, you don't exist.



Reviews are your new sales team

A 4.9-star rating with 200+ reviews pre-sells customers before they ever pick up the phone = less competing on price



Your competitors are already investing

The plumbers taking your jobs aren't better — they just show up first on Google and have built trust with reviews and content.

Does any of this sounds familiar?

 Working 60-hour weeks but still not getting ahead and risking burnout

 Tried marketing before and got burned by agencies promising the earth

 Busy one month, panicking about work the next

 No idea where the next job is coming from and over reliance on word of mouth

 Stuck on the tools with no time to grow the business

 You started this business to build something — not to become a prisoner of it

If any of this hits home, you're not alone. And there is a better way.

What most plumbers try. And why it fails.

DIY Marketing

- ❌ Posting on Facebook when you remember
- ❌ Paying your mate's kid to "do your social media"
- ❌ Boosting posts and hoping for the best

No strategy. No system. No results.

Generic Agency

- ❌ Locked into contracts with no accountability
- ❌ No understanding of how trades businesses work
- ❌ Vanity metrics: "500 likes!" but zero leads

They sell services. They don't understand your world.

Word of Mouth Only

- ❌ Great when it works, but you can't control the flow
- ❌ One quiet month can wipe out your cash reserves
- ❌ You can't scale a business on hope

Relying on luck isn't a growth strategy.

There's a better way.

What if your marketing wasn't a cost — but the system that powers your growth? What if every pound you invested came back as booked jobs, higher-value work, and a business that doesn't depend on you answering every call?

Without a system

- ❌ Feast or famine pipeline
- ❌ No online presence or reviews
- ❌ Relying solely on word of mouth
- ❌ Website that's just a brochure
- ❌ Losing leads to poor follow-up

With The Booked Solid System™

- ✅ Predictable lead flow every week
- ✅ 4.9-star reputation that pre-sells you
- ✅ Multiple channels generating enquiries
- ✅ Website converting 18%+ of visitors
- ✅ CRM catching every single opportunity

The Booked Solid System™

Five pillars. One complete system. Everything working together to fuel your growth.



01

Your 24/7 Sales Machine

A website that actually converts visitors into phone calls. Trust signals, reviews, and clear CTAs that pre-sell customers before they speak to you.

18.7% conversion rate



02

Own Your Postcode

Local SEO and Google Business optimisation so you show up first when people search for plumbers in your area.

134 calls in 6 months



03

The Tap You Control

Google Ads bringing qualified leads when you need them. Quiet week? Turn up the tap. Fully booked? Dial it down.

£22 avg. cost per lead



04

Never Lose a Lead Again

A CRM system so every enquiry is tracked and followed up. Missed call on a job? We text them back automatically.

Zero leads lost



05

Your Story, Told Properly

A professionally produced promotional video showing the real you – your team, your values, your work in action.

Included in partnership

What's included that others charge extra for.

When you commit to a 12-month growth partnership, we invest heavily upfront in your success. That means two major assets are built into your programme — **not charged as extras**.

INCLUDED

High-Converting Website

Worth £4,000 + VAT

Built specifically for plumbing businesses. Trust signals, review integration, clear calls-to-action, mobile-optimised. Designed to turn expensive traffic into actual phone calls and booked jobs.

INCLUDED

Promotional Video

Worth £5,000 + VAT

A professionally filmed and edited 90-second hero video showing your business in action. Your team, your values, your work. People buy from people they trust — this proves you're the real deal.

That's £9,000+ of value built into your first year — before we even start generating leads.

Your 12-month growth partnership.

The Booked Solid System™ — everything you need, nothing you don't.

- ✓ High-converting website built for plumbers
- ✓ Local SEO & Google Business optimisation
- ✓ Google Reviews generation system
- ✓ Knowledge hub with expert content
- ✓ Professionally filmed promotional video
- ✓ Monthly Google Ads management
- ✓ CRM setup with automated follow-ups
- ✓ Missed call text-back automation
- ✓ Monthly strategy calls with your growth partner
- ✓ Your outsourced marketing team — on call

£1,500/month + VAT

12-month partnership • Ad spend separate

Recommended ad budget: £750–£1,000/month

Don't take our word for it.

Case Study: Videtta Heating & Plumbing, Leighton Buzzard

In 2020, Jordan was a one-man-in-a-van turning over £223k. Working weekends. On the tools every day. Five years later, Videtta is on track for £1.3m revenue with multiple vans and a team — built on the exact same system we're offering you.



486%

Revenue Growth

£1.3m

Projected 2025

694

Leads (YTD)

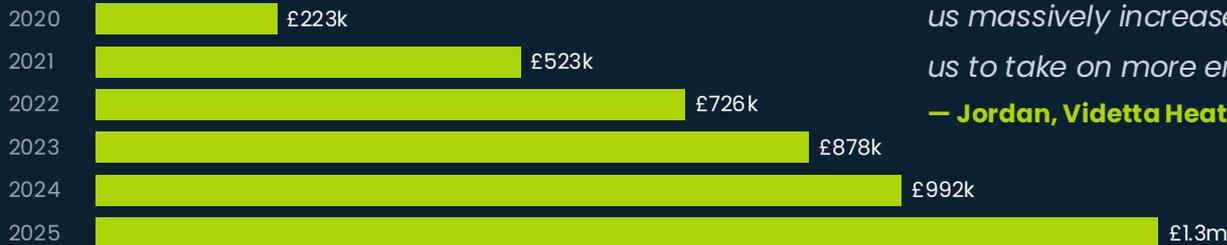
£22

Cost Per Lead

4.9★

Google (286 reviews)

The Growth Journey



"Steve and his team have been instrumental in helping us massively increase our leads and revenue, enabling us to take on more engineers."

— Jordan, Videtta Heating & Plumbing

We're not another marketing agency. We're your growth partner, committed to your success.



Plumbing & heating growth specialists

We don't work with restaurants, dentists, or accountants. Every strategy, every piece of content, every campaign is built specifically for plumbing and heating businesses. We understand your world.



Partners, not suppliers

We don't disappear after setup. Monthly strategy calls, proactive recommendations, and a team that cares about your numbers as much as you do. Your success is our success.



We invest in your success upfront

A £4k website and £5k promotional video — included. We put our money where our mouth is because we're building a long-term partnership, not clipping a ticket.

Where do you want to be in 12 months?

Five years ago, Jordan was exactly where you are — wondering if there was a better way. He took a chance. Built a system. Changed his life.

Book a free Roadmap Call and we'll:

- ✓ Review your current online presence and identify the gaps holding you back
- ✓ Show you where your competitors are winning — and how to overtake them
- ✓ Map out what your version of The Booked Solid System™ could look like
- ✓ Give you an honest assessment — no pressure, no hard sell

Book your Roadmap Call: 07849 020558 | wearesmc.co.uk/get-started