

“ We’re at the halfway point of 2018... how are you going on achieving your plans? When you’re busy rushing from job to job, it can be easy to get caught up in the ‘busy-ness’. Winter is a good time to take stock, check progress and plan projects and activities for the next 12 months. We do this at Resene each winter too and find it’s a good way to help keep us on track... ”



## Cloud clash

Always check the weather before you start painting, as Steven tells us...

“I was painting a roof on a clear warm day. There was only one small cloud in the sky, in the far distance. Nothing to worry about.

As I continued to paint I was aware that that small cloud was coming my way. It also was a little dark in colour. It eventually was above me and that was when it decided to rain. I couldn’t believe what was happening. I quickly got off the roof.

Within seconds the shower was over. I went straight back up on the roof. Yes, that last lot of painting was washed away. But when I looked down on the ground, on either side of the house it was wet approximately 2 metres out from the building.

That cloud had it in for me. I was its target for the day.”



## Wow wallpaper!

Patterns, plains, bolds, neutrals or textures, when it comes to wallpaper there is a huge range of designs and styles to choose from. There’s something to suit all tastes.

We’ve put together a **habitat plus – wallpaper** to help you and your clients incorporate wallpaper into your decorating plans. Get your free copy from your local Resene ColorShop.



## Chalk it up

When it comes to blackboard paint, most people think of black, black and black. However who said a blackboard paint had to be black?

Resene has released tintable Resene Chalkboard Paint that can be made in a range of deep and bold colours. This will be sold alongside our Resene Blackboard Paint black, which will be continue to be available in black.

For other colours Resene SpaceCote Low Sheen can be used as a blackboard finish.



## Wet paint warnings

Colder and wetter weather usually means more painting indoors. We know painting interior areas, such as office spaces, it can be tricky to have wet paint signs without them becoming more of a hazard than the wet paint. To help warn of wet paint, without creating more clutter on the ground, we have handy wet paint door hangers.

Simply place over a door handle or similar to warn about wet paint. They can be used in areas where the door has already been painted and the paint is dry or the door isn't (or won't be) being painted.



Reuse them multiple times – simply remove from the door handle and keep handy in your van for the next job.

They are available in the same colours as the existing A4 wet paint flyers we supply so you can use them in combination with each other.

Order free online from [www.resene.com/tradeorder](http://www.resene.com/tradeorder).



## 4 ways to grow your business

So you've set up your business, built up a great reputation, and have steady work coming in. The question usually comes down to: What's next?

Growing your business even further is the next natural step, and there are plenty of ways you can go about it.

Here are four different strategies you can take your trade business to the next level.

### 1 Expand into a new location

For a tradesperson, expanding to a new location is one of the most obvious ways to grow a business. Perhaps you've been working solely within an area of a city, or even citywide, but have the ability to branch out into new areas nearby.

To do this, you'll need to focus your marketing efforts into those places. Add plenty of content to your website about those areas and create a new page on your website for it specifically. Consider investing in Google Adwords so that your name comes up in searches, or even simply try a letterbox drop with an introductory deal to get your name out there and drum up some business.



### Ask us anytime online

Need help with a painting project or perhaps you've got a burning paint or colour question and are not sure who to ask? Ask our Resene experts and they can help you with free advice and information direct to your inbox. We've

noticed more and more painters are using the Ask a Colour Expert service to get some colour ideas for their clients – so do feel free to get in touch with us and our colour expert can give you some ideas to share with your clients.

Try out the free Resene Ask a Technical Expert service online. [www.resene.com/techexpert](http://www.resene.com/techexpert)

Or try out the free Resene Ask a Colour Expert service online. [www.resene.com/colouexpert](http://www.resene.com/colouexpert)

Or you can call our freephone number for advice over the phone during normal working hours Monday to Friday on New Zealand 0800 RESENE (737 363) or Australia 1800 738 383.

Naturally, you'll need the manpower to make it happen, so ensure you've got the skilled workers to meet demand once it happens.

### 2 Target a new audience

You won't necessarily need to physically branch out to reach new customers – potential new markets could be waiting right on your own doorstep.

Take a look at your current audience demographics. While it's likely there will be a mix of everything, perhaps it's currently largely families that are demanding your services. In that case, you could look at targeting businesses, schools, young professionals, or retirees. It's a good idea to start with research to find out which groups might best suit your products, then take steps to include them in your marketing campaigns or offer them special deals.

### 3 Add a new product or service

Whether it's a skill you already possess, something you can learn with a little extra education, or a new hire who brings additional skills to the table, you can't go wrong with giving your customers another reason to hire you.

If you're not sure where to start, you could set up a poll on your social media accounts or send one out in an email to your current customers to ask them what they think would be most useful.

### 4 Team up with another business

In the trades, it's likely that many of your customers are employing more than just one type of business at once. If they're remodelling their kitchen, they'll need everything from electricians to carpenters to painters and plumbers. That is why it can make real sense to buddy up with another local company.

You can both agree to feature one another on your websites and social media accounts, and refer customers onto one another whenever the opportunity arises. Perhaps you might offer deals when a customer hires both companies, or highlight how well you work together to help improve the results of a project.



Catch you next month!

TwoCan, Editor.

