



How to grow your Trade Business



1 Know your customer

Identify your target market (site work, homeowners, landlords, businesses) to meet their needs.

2 Build reputation

Encourage reviews on Checkatrade, Trustpilot, Google, and leverage word-of-mouth referrals.

3 Use social media

Share regular photos and videos to showcase your skills and attract clients.

4 Network locally

Attend trade events and connect with local clients to raise your profile.

5 Provide excellent service

Be reliable, professional, and communicate clearly to retain and attract customers.



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HOWDENS TRADE ACCOUNT AND SERVICES**