

The Trade Ledger

BUSINESS & GROWTH

EXCLUSIVE REPORT

INDEPENDENTLY DISTRIBUTED

INVESTIGATION

The Six Marketing Mistakes Costing Tradies Thousands in Wasted Ad Spend

A short report on why some trades are booked out for months, and others can't buy a lead | 5 min read

Most tradies don't have a work problem. They have a marketing problem. The tools are the same, the trade is the same, but the businesses that grow fast are quietly doing six things differently, and the ones stuck relying on word of mouth are making the same six mistakes over and over.

This isn't theory. It's a pattern that shows up across plumbing, electrical, roofing, and every other trade once you start looking at where the ad spend actually goes.

This is exactly what gives Advera the confidence to guarantee 20 leads, or you don't pay.

⚠ **Advera is currently testing this system with a limited number of trades. Only 6 spots left this month.**

MISTAKE ONE

Relying only on word of mouth and Marketplace

Referrals are great until the pipeline dries up. A business with no active lead system is one slow month away from a cash flow problem, and word of mouth alone can't be scaled or predicted.

MISTAKE TWO

Running ads with no real offer

"We do plumbing" is not an offer, it's a description. The trades winning right now lead with something specific: a guarantee, a fast response window, a reason to call today instead of shopping around.

MISTAKE THREE

No follow-up system

Most leads go cold within twenty four hours. Without a system that follows up automatically, a huge share of paid leads are wasted before anyone even calls them back.

MISTAKE FOUR

No real funnel, just a sales pitch

Sending cold traffic straight to "call now" skips every step that builds trust first. The trades seeing real results are guiding people through a proper sequence, content that earns attention, a free resource that proves the value, then the offer, so by the time someone's asked to book a call they already trust the business.

MISTAKE FIVE

No urgency in the offer

"Get in touch anytime" gives people no reason to act today. Without genuine scarcity, limited spots, a closing date, a capped intake, most leads say "I'll think about it" and never come back.

MISTAKE SIX

No tracking on where leads actually come from

If a business can't say which ad, post, or platform a lead came from, it can't double down on what's working or cut what isn't. Most trades are flying blind on their own numbers.

"Fix these six, and most trades see their leads double inside 30 days."

None of this requires a bigger budget. It requires fixing the leaks before spending more to fill a bucket that doesn't hold water. The trades that get this right aren't smarter or luckier, they've just stopped making these six mistakes.

If you want to see exactly where your business is leaking leads, and what a fixed version of your marketing would look like, the next step is a short, no obligation call to map it out.

HERE'S EVERYTHING YOU GET

The Free Trade Growth Audit

30-Minute Lead Audit	\$1,847 value
A full breakdown of exactly where your business is leaking leads right now	
Free Ad Copy Review	\$350 value
Your current ads (if any) reviewed line by line against what's actually converting	
Lead Tracking Setup Walkthrough	\$280 value
A clear system to see exactly which ad, post, or platform every lead came from	
Total Value	\$2,477

YOUR PRICE TODAY

FREE

"If we don't get you 20 leads in your first month, you don't pay for the service. No risk, no lock-in contract, and we only take a handful of trades on at a time so our crew can actually deliver."

⚠ Only 6 spots left this month. Once they're gone, this offer closes until next month's intake.

FREE 30-MINUTE AUDIT

See if Advera can get your trade more leads

Limited spots this month · No cost · No obligation

BOOK MY FREE AUDIT

P.S. — Trades that read this and do nothing tend to be the same ones still stuck on word of mouth six months from now. The spots this month are genuinely capped, once they're filled, the next chance is next month's intake, if there is one. If you've read this far, you already know which of the six mistakes is costing you the most. Don't let it sit for another month.

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