



Winning words for tradies

40 ready-to-use templates



As a hardworking tradie, finding the time to communicate efficiently with your customers can seem harder than finding a hammer in a haystack. But without solid communication, your tradie business is going nowhere fast.

Our new communications guide + templates is here to help.

Here's what's inside:



Top tips on how to communicate with your customers and when



40 easy-to-use text, voicemail and email templates for every stage of the customer journey - from first enquiry to asking for a review

Whether you're a seasoned tradie or just starting out, this comprehensive guide will help you take your communications from zero to hero in next to no time.



How to make your customer communications faster and more effective

We get it, you'd rather be out on the tools than tied to your inbox. But one can't exist without the other. Follow the tips below to speed up your comms and get qualified leads, faster.

1 Respond swiftly to customer queries

Did you know that you're nine times more likely to qualify a lead if you reply within 5 minutes of them making first contact? That's because swiftly responding to customers not only shows professionalism but also nurtures customer trust and satisfaction.

For tradies, though, immediate is not always possible. But the faster you respond, the more likely you are to turn a lead into a job. Why not try auto responses on your emails which include FAQs and a clear timeline on when they'll hear back from you?



2 Be mindful of the best contact times

Although it can vary, the best time of the day to contact a lead is 4pm-6 pm. During this time, you're 114% more likely to get a hold of your lead than if you called them at say, 11am, or even at lunchtime.

Being mindful of the best contact times means you can reach out to your customers when they're most receptive, avoiding interruptions during their work hours or personal time. And, if they've emailed and you've set up an auto response, that's a double win when it comes to customer experience.

3 Engage with customers throughout the buyer journey

Nearly three-quarters of consumers (74%) say they're likely to buy based on experience alone. That means that how your customers feel about your business is what will make them want to use your services.

Unfortunately, building trust and credibility doesn't happen overnight, but by actively interacting with customers at every stage of the buyer's journey, addressing enquiries, and sharing informative content, you can demonstrate your expertise and commitment to providing exceptional service. That will ultimately help you to foster long-lasting relationships and repeat business.



Wondering what a buyer's journey is?

The buyer journey is the process a potential customer goes through from the initial awareness of your service to the final decision-making and 'yep, I'm in' stage. We've got templates for all eight stages of a tradie business.

4 Personalise the customer experience

Seventy-one percent of customers want businesses to provide personalised experiences. And 76% are frustrated when this does not occur (McKinsey). That's because personalising your communications makes customers feel valued and appreciated and lets them know you're interested in their specific project - that they're not just a number.

Always address customers by name, offer bespoke solutions, remember past conversations (even a spreadsheet will work if you don't have a fancy CRM), and offer personalised recommendations.

Templates to supercharge your texts, voicemails, and emails

Now we've set the groundwork for better customer communications, let's get to the part that'll save you time and improve your customer communications.

Below you'll find 40 text, voicemail and email templates for eight stages of the buyer journey:



Stage 1: First contact after an enquiry



Stage 2: Following up on an enquiry



Stage 3: Following up on a quote that will soon no longer be valid



Stage 4: Confirming the project and saying thank you



Stage 5: Following up after a completed job



Stage 6: Responding to negative feedback



Stage 7: Responding to positive feedback



Stage 8: Requesting a review



Stage 1: First contact after an enquiry

Hurray; the first hurdle is over and you have an enquiry in your inbox. Now, it's time to follow up and set the stage for a winning relationship.

You'll want to be prompt, attentive, welcome the customer warmly, and let them know how keen you are to work with them. It's also a good chance to remind them why you're right for the job. And finally - you'll also want to give them a very clear call to action so they know what to do next and why.



Text template 1

“Hi [Customer name], Thank you for your enquiry for [Service]. To provide an accurate quote, let's schedule a quick call. When works for you? - [Your name]”



Text template 2

“Hello [Customer name], Thanks for your interest. With our expertise in [specialism], we think we're a perfect fit for your needs. When's good for a call to discuss a quote? - [Your name]”



Text template 3

“Hi [Customer name], Thanks for reaching out. We've completed [Number] [Services] in your area. Let's discuss how we can assist. When are you available for a quick chat? - [Your name]”

Voicemail script

“Hi [Customer name], Thank you for your enquiry for [Service]. To provide an accurate quote, let’s schedule a quick call. When works for you? - [Your name]”

Email script

Subject: Enquiry response for [Service]

Hi [Customer name],

I hope this email finds you well. I wanted to reach out personally and thank you for your interest in our [Service].

To better understand your needs and offer a tailored quote, I would like to schedule a brief call to discuss your specific requirements.

Please let me know what time works best for you, and I’ll make sure to accommodate your schedule. Or, give me a call on [Your contact number] and I’ll give you a call back as soon as I can.

Looking forward to connecting with you. We’ve completed [Number] [Service] in your area so are sure we can assist with what you need.

Best wishes,

[Your name]

[Your business]

[Your contact number]



Stage 2: Following up an enquiry

We know how frustrating it is when you don't hear back from a customer. But it's important to remember that, just like you, they're probably juggling a million things. Replying might have just slipped their mind. A proactive follow-up can make all the difference and shows your dedication to their needs.

When following up, always express appreciation for their interest, personalise the message, and give a clear next step by offering to discuss their job in more detail. You can also use it as a chance to show urgency if you're booking out fast and to demonstrate your experience to help persuade them over the line.



Text template 1

“Hi [Customer name], I hope you're doing well. Just following up on our previous conversation about [Service]. Are you still interested in proceeding? I'm booking out fast but would love to schedule your project in. - [Your name]”



Text template 2

“Hello [Customer name], I just wanted to check if you had any questions or need further information about [Service]. We're here to assist you in any way, so feel free to reach out when you're ready. - [Your Name]”



Text template 3

“Hi [Customer name], Thanks for your time on the phone the other day. If you need more information to move forward with [Service], I’m just a message away. Looking forward to hearing from you. - [Your name]”



Voicemail script

“Hi [Customer name], This is [Your name] from [Your business]. I hope you’re having a great day. I just wanted to follow up on our previous conversation about [Service]. If you’re ready to proceed or have any questions, please don’t hesitate to call me back at [Your contact number]. Thank you.”





Email script

Subject: Your [service] enquiry - next steps

Hi [Customer name],

Thanks for your time on the phone the other day. I just wanted to touch base quickly and see if you've had a chance to consider moving forward with our [Service].

We really appreciate your interest in [Your business], and we're excited about the prospect of working with you. If you have any questions, require additional details, or need clarification on any aspect of our services or your project, don't hesitate to ask.

I also thought I'd also send over a few examples of similar work we've done in your area [insert link, or remove sentence if not possible].

Looking forward to connecting with you soon,

Best wishes,

[Your name]

[Your business]

[Your contact number]



Stage 3: Quote not valid soon

You can't chase a customer forever, which is why adding expiration dates to your quotes is handy. It enables you to promote urgency but also means you can move leads from active to non-active after the deadline has passed.

Informing customers about the expiring quote encourages them to take action. For this stage, always use a friendly tone, highlight the expiration date, offer assistance, and provide direct contact details for the next steps.



Text template 1

“Hi [Customer name], Just a friendly reminder that your quote for [Service] will expire in [Number of Days]. We know choosing a tradie is a big decision, so feel free to give us a call with any questions. - [Your name]”



Text template 2

“Hello [Customer name], Your quote for [Service] is valid until [Expiration Date]. If you're ready to proceed, please reply ASAP as we're booking out fast. Or, if you have any further questions or concerns, we'd be happy to help.- [Your name]”



Text template 3

“Hi [Customer name], just checking in to see if you've had a chance to review the quote we provided? It will be valid until [Expiration date]. Let us know if you wish to move forward or need more information. - [Your name]”

Voicemail script

“Hi [Customer name], This is [Your name] from [Your business]. I just wanted to get in touch as the quote we provided for [Service] will expire on [Expiration Date]. We’d love the opportunity to work with you on your project, so if you’re interested or have any questions, give us a call on [Your contact number]. Thank you.”

Email script

Subject: Urgent reminder - Expiring quote for [Service]

Hi [Customer name],

Hope you’re doing well. Just a quick heads up that the quote we sent you for [Service] expires soon on [Expiration date]. I’ve reattached it for ease.

Don’t hesitate to ask if you have any questions about the quote or require further details about our experience or process. We know choosing a tradie to work on your home is a big decision, so we want to make sure you have all the information you need.

We’d love the chance to work with you and hope to hear from you soon.

Best wishes,

[Your name]

[Your business]

[Your contact number]



Stage 4: Confirming the project and saying thank you

Congratulations; the hard work on your communications has paid off and the project is confirmed (we won't judge you if there's a happy dance). But the emphasis on client communications doesn't stop here. It is just as important - if not more so - now the job is confirmed.

Confirming project details avoids misunderstandings, lets you express gratitude for trusting you with their project, and fosters that all-important loyalty. Always personalise the message, be prompt, reiterate key info, express genuine thanks, and let them know you're there if they have any questions.



Text template 1

“Hi [Customer name], We're all set for [Service] on [Date] at [Time]. Thank you for choosing us for the job. If you have any last-minute details to share, feel free to let us know. Looking forward to working with you. - [your name]”



Text template 2

“Hello [Customer name], Just confirming our appointment for [Service] on [Date] at [Time]. We appreciate your business and are looking forward to working with you. See you soon. - [Your name]”



Text template 3

“Hi [Customer name], Your [Service] is scheduled on [Date] at [Time]. We’re excited to get to work. If there’s anything specific you’d like us to know, please let us know beforehand. Thank you for trusting us with your project. - [Your name]”



Voicemail script

“Hi [Customer name], This is [Your name] from [Your business]. I’m calling to confirm our appointment for [Service] on [Date] at [Time]. We’re grateful for the opportunity to work with you. If you have any questions or need to reschedule, please call back at [Your contact number]. Thank you.”





Email script

Subject: Appointment confirmation - [Service] on [Date] at [Time]

Hi [Customer name],

We really appreciate your decision to choose [Your business], and we're eager to get started. This is just a quick email to confirm that our scheduled time is set for [Date] at [Time].

Your satisfaction is our priority, and we want to do everything we can to make sure the project goes smoothly.

So, if you have any specific requirements or additional details you'd like us to consider beforehand, please let us know.

Also; should you need to make any changes to the appointment or have any questions, you can contact me at [Your contact number].

Thank you again for trusting us with your [Service]. We're excited to work with you and look forward to meeting you on [Date] at [Time].

See you soon,

Best wishes,

[Your name]

[Your business]

[Your contact number]



Stage 5: Following up after a completed job

You'd think that once the tools are down, the job is over, but this couldn't be further from the truth. Especially if you want to build loyalty, gather great reviews, and encourage word of mouth recommendations.

Following up after completing the job shows care and commitment to your customer's experience. Here are a few handy tips; check if they are happy with the service, address any concerns promptly, express gratitude for their business, ask for feedback, and offer future support.



Text template 1

“Hi [Customer name], It was a pleasure working on your [Service]. We hope you're happy with the outcome. If you need anything in the future or have any queries, we're here to help. - [Your name]”



Text template 2

“Hi [Customer name], We're just checking in to make sure that the [Service] we provided met your expectations. If you have any feedback, don't hesitate to let us know. - [Your name]”



Text template 3

“Hello [Customer name], We want to make sure you're fully satisfied with the results of the [Service]. Feel free to get in touch if there's anything we can do to improve or if you have any questions. - [Your name]”

Voicemail script

“Hi [Customer name], This is [Your name] from [Your Business]. I just wanted to follow up quickly and check how you’re finding the results of the [Service]. If you need anything in the future or have any queries, we’re here to help. Just drop us an email or call me on [Your contact number]. Thank you.”

Email script

Subject: Follow-up: [Service] - your feedback matters

Hi [Customer name],

I just wanted to follow up quickly and see how you’re finding the results of [Service]. It was a pleasure working with you and we hope you’re enjoying the outcome.

At [Your Business], we take pride in delivering high-quality services, and your input helps us maintain the standards we strive for.

With this in mind, we’d love to hear your thoughts and experiences if you’re pleased with the outcome. And of course, if there’s anything you’d like us to address or improve, don’t hesitate to let us know.

Thank you once again for choosing [Your Business] and we look forward to hearing from you soon,

Best wishes,

[Your name]

[Your business]

[Your contact number]



Stage 6: Responding to negative feedback

Now the dream is that all feedback is positive, but in reality, negative reviews are part of being a tradie. Unfortunately, you can't please everyone. The good news is that there is always a chance to turn negatives into positives.

Here's how: always respond to negative feedback and show your dedication to resolving issues and improving customer satisfaction. You can do this by acknowledging their concerns, apologising sincerely, empathising with their experience, and - of course - offering a solution.



Text template 1

“Hi [Customer name], We apologise for any inconvenience caused during the [Service]. Your feedback is really valuable, and we're committed to making things right. Please call us back to discuss how we can resolve the issue. - [Your name]”



Text template 2

“Hello [Customer name], Thank you for sharing your concerns about [Service]. We're sorry to hear about your experience. We're investigating the matter and will be in touch with a resolution soon. - [Your name]”



Text template 3

“Hi [Customer name], We’re sorry to learn about the issues you faced with [Service]. Your satisfaction is important to us, and we’re eager to address the problem. Please call us to discuss further. - [Your name]”



Voicemail script

“Hi [Customer name], This is [Your name] from [Your Business]. I’m sorry to hear about the issues you faced with [Service]. Your feedback is important, and we’re committed to resolving this. Please call me back at [Your contact number] so we can discuss further. Thank you.”





Email script

Subject: Acknowledging your feedback - our commitment to improvement

Hi [Customer name],

I hope this email finds you well. I wanted to personally address the concerns you shared regarding [Service]. We're sorry to hear that your experience didn't meet your expectations, and I want to assure you that your feedback is taken seriously.

At [Your business], we strive to provide the highest level of service, and it's disheartening when we fall short of that goal. Please know that we are actively investigating the matter, and we are committed to resolving any issues you've encountered.

To address your concerns directly, I'd like to set up a time to speak with you. Please call me at [Your contact number], or let me know when works for you.

We appreciate your openness in sharing your feedback and your insights will help us improve our services and ensure a better experience for all our clients.

Once again, I apologise for any inconvenience and I look forward to speaking with you soon.

Best wishes,

[Your name]

[Your business]

[Your contact number]



Stage 7: Responding to positive feedback

Hopefully, you'll be getting MUCH more positive feedback than negative, but you'll still need to follow up. Saying thanks shows your gratitude and appreciation.

In this stage of your customer communications, you'll want to express your thanks, acknowledge their kind words, encourage referrals, and offer future assistance. Let the warm and fuzzies commence.



Text template 1

“Hi [Customer name], Thank you for your kind words about [Service]. We enjoyed working with you and if you require our services in the future, we'd love to hear from you. - [Your name]”



Text template 2

“Hello [Customer name], We're pleased to hear that you were satisfied with the [Service]. Feel free to recommend us to your friends and family and call us if we can assist with any other projects. - [Your name]”



Text template 3

“Hi [Customer name], Your appreciation for our [Service] made our day. We're grateful for your support. If you ever need assistance again, do reach out. - [Your name]”

Voicemail script

“Hi [Customer name], This is [Your name] from [Your Business]. I just wanted to say a quick thank you for your positive feedback regarding [Service]. It’s truly appreciated. If you ever need anything in the future, don’t hesitate to reach out at [Your contact number]. Thank you.”

Email script

Subject: Thank you for your kind words

Hi [Customer name],

I hope this email finds you well. I wanted to take a moment to personally thank you for the positive feedback you shared about our [Service].

At [Your business], customer satisfaction is our ultimate goal, and we love hearing from our happy customers.

If you ever need assistance in the future, please don’t hesitate to contact us at [Your contact number]. We’re always here to help. And of course, if you have any family or friends looking for [Service] we’d appreciate any referrals.

Once again, thank you for choosing [Your business] and for taking the time to share your positive experience.

Best wishes,

[Your name]

[Your business]

[Your contact number]



Stage 8: Requesting a review

When you hit stage eight, you're going to want to explain how much customer reviews mean to your business and your team, how they strengthen your reputation, and how much you value your customer's opinion. Make it as easy as you can by providing links to the review sites, and always show appreciation for their time.



Text template 1

“Hi [Customer name], We're so happy you were pleased with [Service]. If you have a moment, kindly leave us a review on [Review Platform Link]. Your feedback helps us improve and assists other customers in choosing our services. Thank you. - [Your name]”



Text template 2

“Hello [Customer name], Thank you again for choosing us for [Service]. We'd appreciate it if you could share your experience with us by leaving a review on [Review Platform Link]. Your feedback means a lot and helps our business grow. - [Your name]”



Text template 3

“Hi [Customer name], Thank you for your positive feedback about [Service]. We know you're busy, but we'd love it if you'd review us on [Review platform link]. Your review encourages our team and assists potential clients. Thank you for your support. - [Your name]”

Voicemail script

“Hi [Customer name], This is [Your name] from [Your business]. We’re glad to hear you’re happy with the [Service] we provided. If you have a moment, we’d greatly appreciate it if you could leave us a review on [Review Platform name]. Your feedback helps us and future customers. Thank you!”

Email script

Subject: Your review will help us and our customers

Hi [Customer name],

We’re pleased to hear you’re happy with the [Service] we provided. At [Your business], we always strive to deliver the best possible experience for our customers.

If you have a moment, we’d really appreciate it if you could leave us a review on [Review platform].

Leaving a review is quick and easy. Simply click on the link below to share your thoughts:

[Review platform link]

Your review not only encourages our team but also helps other potential customers make informed decisions when a local [Service] provider.

Once again, thank you for choosing [Your business] and we’re really grateful for the support and time spent leaving us a review.

Best wishes,

[Your name]

[Your business]

[Your contact number]

Even more tradie tips this way

We hope these tips and templates have helped you nail your customer comms. For even more advice visit [hipages Tips for tradies](#).

It's chockablock with everything you need to level up your tradie game, including business essentials, marketing know-how, time management hacks, and expert insights from tradies who have been there and done that.

