



How to Build a Construction
Business in the Depths of

WINTER



The
**Power
Within**[®]

**20 Ideas That Are as Obvious
as the Ice on Your Windscreen**

Introduction

Winter can be tricky for those in the construction and trades industry.

With frost on the ground and a constant battle against the elements, it's easy to see why business might slow down.

But instead of hibernating like a bear (or sitting by the fire binge-watching the telly), this season can be the perfect opportunity to set your business up for success in the coming year.

You've spent most of spring and summer working **IN** your business.

Now it's time to work **ON it – and on **YOURSELF**, too.**



Idea 1: Tool Time TLC

Here are 20 top-notch (and slightly humorous) ideas to keep your trade business thriving during the colder months:

1. Tool Time TLC

Winter is the ideal time to give your tools the love and attention they deserve. You've put them through a gruelling summer of heavy lifting, hammering, drilling, and all-around abuse. So, sharpen those chisels, oil the saws, and replace any tools on their last legs. Trust us; the last thing you need is a frozen thumb because your hammer gave up halfway through a winter project! The sense of accomplishment from maintaining your tools will keep you productive and ready for the next project.

Also, with tool theft on the rise, get proactive! Look into Datatag and Datadots to mark your gear. Not only does this make your tools less attractive to thieves, but it also increases the chances of getting them back if they end up 'borrowed' permanently. Protect your tools, protect your business.

Example:

Take a day to create a tool inventory, mark them up, and store them properly.

It's also a great time to invest in toolboxes or security cages for your van. A small investment now could save you a massive headache later.





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**It is essential to
have good tools, but
it is also essential that
the tools should be
used in the right way.**

- Wallace D. Wattles



Idea 2: Training and Learning Days

2. Training and Learning Days

Winter is your opportunity to boost your skills and your team's expertise. Get certified in the latest construction techniques or explore sustainable materials. Even better, make it a team thing! Arrange a few training days or workshops where everyone can level up. Remember, an investment in your team is an investment in your business.

And hey, it's not all about building stuff.

This is also a great time to work on the business side of things. Now's the time if you haven't mastered your finances or set up proper marketing systems. Plus, doing it all while sitting in an office with central heating is okay.

Example:

Book your team for a fire safety course or first aid training. Or, check out online courses in construction management or sustainable building practices.

And don't forget—often fully funded training programmes are available (yes, we mean FREE!).





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**To earn more,
you've got to
learn more.**

- Brian Tracy

Sharpen your skills this winter and watch
how it pays off in the busy season ahead.



Idea 3: Website Winter Warm-Up

3. Website Winter Warm-Up

When was the last time you gave your website a proper scrub-up? It's time for a refresh! Update your portfolio with your latest and greatest projects, add customer testimonials, and spruce up your homepage with a snazzy copy.

The proactive approach to website updates will keep your online presence fresh and engaging.

More importantly, ensure your website is mobile-friendly—about 80% of visitors check you out on their phones. You want to make it as easy as possible for potential clients to hit that contact button without having to scroll past a giant picture of your logo (sorry, but your mum is the only one who's still excited about it).

Example:

If you need to add a blog to your site, write about seasonal topics like "How to Winter-Proof Your Home" or "Top 5 Winter Roofing Tips".

It's all about giving potential customers value while subtly showcasing your expertise.





**Design is not just
what it looks like and
feels like. Design is
how it works.**

- Steve Jobs

Your website should work just as hard for your
business as you do—make it a functional resource.



Idea 4: Social Media Overhaul

4. Social Media Overhaul

If your social media game is as old as a Nokia 3310, it's time to refresh.

Use the winter months to up your content game. Post behind-the-scenes videos of your team braving the cold, share before-and-after photos of your projects, or even run a winter-themed competition to engage your audience.

But here's a tip: Stop making it all about you.

Nobody wants to see "we, we, we" all over your feed. It's not all about what you did or how great you are. Focus on how you can help your customers. Be YOU on social media, and most importantly, be useful.

Example:

Try a fun winter challenge like "Guess the number of icicles on the roof" or give-away where your followers can win a free gutter clean.

Not only does it engage your audience, but it also gets people talking about your business.





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**Create with the heart;
build with the mind.**

- Criss Jami

Let your social media reflect your passion and expertise. Share meaningful content that connects with your audience.



Idea 5: Plan Your Year Ahead

05. Plan Your Year Ahead – It's The Mission To Mars

Take advantage of the quieter winter months to really plan out the next year or even the next five years. Set clear 12-month goals for your business – everything from sales targets to staffing needs and key projects.

And think big! What's your ultimate vision? Are you building a job, or are you building a business that will outlive you?

This is your Mission to Mars. It's your long-term strategy, big business vision, and where you're headed in the next decade.

Example:

Break your goals down into actionable steps.
E.G: if you want to land more government contracts, the first step could be researching tendering opportunities.
Then, getting specific certifications like CHAS or Constructionline to make your business more appealing to big clients.



A monochromatic blue-toned photograph of Peter Drucker. He is an older man with short, light-colored hair, wearing a suit jacket, a light-colored shirt, and a patterned tie. He is sitting at a desk, looking directly at the camera with a slight smile. His right hand is resting on a pair of glasses on the desk. The background is filled with bookshelves packed with books. A large, semi-transparent white quotation mark is positioned to the left of the main text.

**The best way to
predict the future
is to create it.**

- Peter Drucker

Take control of your business's future
by planning ahead and setting clear goals for growth.



Idea 6: Reach Out and Reconnect

6. Reach Out and Reconnect

When was the last time you touched base with previous clients?

Now's the time! Send a holiday greeting or just a friendly check-in email. Let them know you're still around and ready for any work they might need—a quick repair or a big renovation.

It's much easier (and cheaper) to win work from existing clients than to constantly chase new ones. So, keep those relationships warm—even if it's frosty outside.

Example:

Offer a loyalty discount or winter maintenance check to past clients.

Whether it's fixing that fence they've been meaning to get done or a quick inspection to make sure everything's shipshape, it's all about staying top of mind.



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**People will forget
what you said, people
will forget what you
did, but people will
never forget how you
made them feel.**

- Maya Angelou

Stay connected with past clients—they'll remember how you made their lives easier with your services.



Idea 7: Build the Systems

7. Build The Systems

You probably noticed a few cracks in your business during the summer rush. Paperwork piled up, and communication between team members wasn't as smooth as possible.

Now's the time to fix that.

Create systems and processes that streamline your workflow.

Checklists, scheduling apps, and automated reminders can save you time and stress and make everything run like a well-oiled machine.

Example:

Implement a job management system like Buildertrend or Tradify.

These tools help with quotes, scheduling, invoicing, and even tracking customer feedback – all in one place.





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**Good buildings
come from good
people, and all
problems are solved
by good design.**

- Stephen Gardiner

Good business systems are the foundation
for smooth operations, just like a well-built structure.



Idea 8: Try Something New - Diversify

8. Try Something New - Diversify

If you've always stuck to general building work, now's a good time to explore other services. Diversification can keep cash flowing when things slow down.

Consider what else you could offer: winter gutter cleaning, emergency plumbing after freezing pipes burst, or snow and ice removal for commercial properties.

Winter months don't have to be a dry spell if you want to think outside the box.

Example:

The landscaper who usually focuses on gardens in the summer could offer gutter cleaning, drainage services, and property maintenance during winter. Or, if you're a roofer, try offering free winter roof checks – people always need peace of mind with their homes in bad weather.





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**If you don't
build your dream,
someone will hire
you to help build
theirs.**

- Tony Gaskins

Diversifying your services gives you the flexibility to grow your business in new directions and seize new opportunities.



Idea 9: The Health Check

9. The Health Check

Health and safety don't scream excitement, but they're vital. Use the winter months to audit your business, ensuring all your policies, risk assessments, and certifications are current.

Refresh your team on health and safety training and ensure all equipment complies with PPE.

Example:

Schedule a health and safety audit with a professional.

This keeps you legal and reduces the risk of accidents, especially when the ground is icy and slippery!





**An ounce of
prevention is worth
a pound of cure.**

- Benjamin Franklin

Safety is key. Keeping your health
and safety practices up to date can
prevent costly accidents and delays.



Idea 10: Profit Efficiency Audit

10. Profit Efficiency Audit

It's time to do a deep dive into your finances. Are you paying for services or subscriptions you don't need? Have your suppliers hiked up their prices?

A quick review of your expenses could save you more money than you think.

Every pound you save on unnecessary costs goes straight to your bottom line.

Example:

Go through your bank statements from the last six months. Cancel any unused subscriptions or renegotiate with suppliers.

You'll be surprised how much you can save by asking for a better deal.



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Beware of little expenses. A small leak will sink a great ship.

- Benjamin Franklin

A thorough audit of your finances can save you big money down the road.



Idea 11: Catch Up on Paperwork

11. Catch Up on Paperwork

Paperwork is your least favourite part of running a business, but it's essential. Use the quieter winter months to sort invoices, receipts, and taxes.

When HMRC comes knocking, you'll be ready.

Example:

Set aside a weekly day to review and organise your paperwork.

If it's too much to handle, consider hiring a bookkeeper or investing in an accounting app like QuickBooks.





**Success is the
sum of small efforts,
repeated day in and
day out.**

- Robert Collier

Even the smallest tasks, like sorting paperwork, contribute to the bigger picture of a well-run business. Dedicate a little time each week to stay on top of it, and you'll thank yourself later when the financial year wraps up smoothly.



Idea 12: Marketing Refresh

12. Marketing Refresh

Take this time to review your marketing materials. Update your flyers, brochures, and business cards, and plan your marketing campaigns for the year ahead. Is your branding on point, or could it use a refresh?

Remember, people are quick to judge based on appearance. If your marketing needs to be updated, potential customers might assume your work does, too.

Example:

Invest in a re-brand if it's been a while since your logo has been refreshed.

It doesn't have to be a complete overhaul—sometimes, just tweaking your colours or fonts can make a big difference.





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Marketing is no longer about the stuff you make, but about the stories you tell.

- Seth Godin

Use the winter months to reframe your marketing and tell compelling stories about your services and successes.



Idea 13: Networking Nights

13. Networking Nights

Get out there and network at local business events or through LinkedIn. Networking is one of the most powerful ways to grow your business.

You never know when you'll meet someone looking for exactly what you offer.

Example:

Attend local chamber of commerce events or property developer meet-ups.

Even during the winter months, you'll find networking opportunities to help build relationships and secure work for when the warmer weather returns.





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**Alone, we can
do so little;
together, we can
do so much.**

- Helen Keller

Building relationships with other professionals can open doors to new opportunities.



Idea 14: Invest in New Tech

14. Invest in New Tech

Technology is transforming the construction industry, and winter is a great time to explore it. Consider investing in project management software, drones for site surveys, or even 3D modelling tools for client presentations.

Being ahead of the curve could be the thing that wins you those big contracts.

Example:

Try a drone to inspect hard-to-reach areas, like high roofs or large properties.

Not only does it make your job safer, but it's also impressive to clients when you can show them footage of their property without climbing a ladder.





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**The details are not
the details. They make
the design.**

- Charles Eames

Investing in new technology can improve every small detail of your projects, giving you an edge over the competition.



Idea 15: Strengthen Supplier Relationships

15. Strengthen Supplier Relationships

Winter is a great time to build stronger relationships with your suppliers.

Meet up for a coffee, renegotiate prices, or discuss bulk buying options to save money when business picks up in the spring.

A good relationship with your supplier can lead to better deals and quicker deliveries, giving you an edge over your competition.

Example:

If you have a regular supplier, ask them about a loyalty discount or bulk order prices for materials you need later in the year.





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The strength of a building lies in its foundation.

- David Allan Coe

Strong relationships with suppliers give you the foundation you need to secure better deals and keep projects on track.



Idea 16: Explore Tendering Opportunities

16. Explore Tendering Opportunities

Winter is ideal for exploring tendering opportunities with local governments or larger contractors. They often plan projects well in advance, and securing a tender now could keep you busy through the lean months.

To improve your chances of winning bids, ensure your business is certified and compliant with health and safety regulations.

Example:

Register with local authority tender portals or reach out to Tier Two contractors to explore subcontracting opportunities.



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Opportunities don't happen. You create them.

- Chris Grosser

Exploring government tenders and large contracts can open up a wealth of new business—if you're prepared to chase them.



Idea 17: Focus on Customer Reviews

17. Focus on Customer Reviews

Now's the time to ask your past clients for reviews. Whether it's on Google, Trustpilot, or your own website, a solid set of reviews will help build trust with new clients when researching for projects.

Example:

Send an email to recent clients offering a discount on their next job in exchange for a review.

This encourages them to leave a glowing review and might lead to repeat business.





**The bitterness
of poor quality
remains long after
the sweetness of
low price is forgotten.**

- Benjamin Franklin

Positive reviews reflect your quality of work and are invaluable for attracting new clients who want the best, not the cheapest.



Idea 18: Stay Active in the Community

18. Stay Active in the Community

Winter doesn't mean you should disappear from view. Organise local events, sponsor a youth sports team, or donate time to a community project.

Not only does this keep your brand visible, but it also shows that you're invested in your local community.

Example:

Volunteer to help with a community renovation project or offer free home inspections for elderly residents.

It's all about staying visible and building goodwill.



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**The greatness
of a community
is most accurately
measured by the
compassionate
actions of its
members.**

- Coretta Scott King

Being involved in your local community
keeps your brand visible and builds goodwill.



Idea 19: Strengthen Your Leadership

18. Strengthen Your Leadership

Winter is a great time to focus on your leadership skills.

Whether you're learning how to better manage your team, set clearer goals, or improve communication, developing as a leader will pay off in the long run.

Example:

Attend a leadership workshop or work with a business coach to develop your skills.

At The Power Within Training, we offer programmes to sharpen your leadership through Motivational Intelligence (MQ) Leadership training.



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Leadership is not about being in charge. It is about taking care of those in your charge.

- Simon Sinek

Invest in your leadership skills this winter to better lead your team and grow your business in the long term.



Idea 20: Take Some Time Off-You Need It!

20. Take Some Time Off-You Need It!

Finally, remember to take a well-deserved break. Running a business is hard work; sometimes, you must recharge.

So, take a little time for yourself, rest up, and be ready to hit the ground running when spring comes.

Example:

Schedule a short winter holiday or just a few days off.

You'll return refreshed, re-energised, and ready to tackle the new year's challenges.





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**Almost everything
will work again if
you unplug it for
a few minutes,
including you.**

- Anne Lamott

Rest and recharge so you can come back stronger and ready to hit the ground running when spring comes.



Conclusion

With these 20 ideas, you can keep your business thriving through the winter and set yourself up for a brilliant 2025. Winter is all about working smarter, not harder—so grab your thermals and get to it!

We're offering a **Winter Health Check**—your chance to work one-on-one with one of our expert coaches. The coach will guide you on any subject and help you set your winter goals.

Hurry, though; spaces are limited and fill up quickly.

Got a Question? We're Here to Help!

Our team is dedicated to providing the support you need. Whether you're curious about our programmes or need assistance with a specific enquiry, don't hesitate to reach out.



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www.thepowerwithintraining.com

We're always happy to assist and look forward to connecting with you soon!



My Winter Action Plan 1

Work I am going to **take action on**:

I am going to **start this on**:

I will have this **completed by**:

The **result and benefit** I am looking to achieve is:



My Winter Action Plan 2

Work I am going to **take action on**:

I am going to **start this on**:

I will have this **completed by**:

The **result and benefit** I am looking to achieve is:



My Winter Action Plan 3

Work I am going to **take action on**:

I am going to **start this on**:

I will have this **completed by**:

The **result and benefit** I am looking to achieve is:



My Winter Action Plan 4

Work I am going to **take action on**:

I am going to **start this on**:

I will have this **completed by**:

The **result and benefit** I am looking to achieve is:





The
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