

# Lesson 1 Cheat Sheet

## The Blue-Collar Gold Rush: How to Ride the Wave and Build a 7-Figure Business

Right now, the trades are in the middle of one of the biggest wealth-creation opportunities in American history. While most people chase tech startups or online side hustles—significant money is being made with “blue-collar” businesses like plumbing, electrical, HVAC, roofing, junk removal, pressure washing, landscaping, and more.

## Why Blue-Collar Businesses Are Exploding Right Now

- **Massive labor shortage:** The average tradesperson is around 55 years old. Millions will retire in the next 5–10 years, and not enough young people are entering the trades. This gives business owners strong pricing power.
- **A.I. can't replace this work:** Physical, on-site skilled labor (climbing roofs, crawling under houses, troubleshooting old systems) cannot be automated anytime soon.
- **Low startup cost and high margins:** Most of these businesses can be launched for \$10,000–\$50,000 and typically run with 30–50% gross profit margins.
- **Ageing homes and strong demand:** America has over 140 million homes, most 35–80 years old and needing constant repairs. Homeowners also have high equity and are willing to pay for quality work.
- **Inflation works in your favor:** You can raise prices 10–20% every year or two and customers will still pay because they need the service urgently.
- **Easy recurring revenue:** Maintenance contracts, subscriptions, and commercial accounts create predictable monthly income that arrives even when you're not on the job.

## The 7-Figure Reality

A single well-run truck or crew can generate \$200,000–\$500,000 in annual revenue. After paying for materials, fuel, crew, and other direct costs—this often leaves the owner with \$80,000–\$200,000+ in profit per year. Scaling to 3–5 trucks or crews is realistic within 3–7 years and can push the business to \$1 million–\$3 million+ in revenue with strong six-figure (or higher) owner profit.

## 5 Action Steps You Can Take This Week

1. Pick one trade and research average job size + local demand in your area.

2. Write down your #1 reason for building this business and keep it visible every day.
3. Calculate what success would look like with 3 profitable trucks or crews.
4. Talk to at least one experienced blue-collar business owner this month.
5. Decide: Are you going to ride this wave or watch it pass you by?

The blue-collar gold rush is happening right now, and you still have time to build something big.