FREE STARTER KIT

GET YOUR PROFILE RIGHT IN TEN MINUTES.

A CcAHub profile is not a CV and not an ad. It is the address a company opens before they call: your trade, your licences, your work and your rate, in one place. Ten minutes now means fewer questions later — and fewer job ads to chase.

WHAT'S INSIDE

01

The facts they filter by

Photo, trade, location, rate and availability — the fields that decide whether you show up in a search.

02

The words that get replies

A bio, licence lines, insurance and portfolio captions written the way a company reads them.

03

Before you publish

A twelve-line checklist to run once, so the profile goes live complete instead of half-finished.

01 · THE FACTS THEY FILTER BY

Before they read a word, they check the basics.

A company searching the network filters first and reads second. Every field below is something they can narrow a search by — leave one blank and you drop out of results you would have won.

01 Put a face to the trade.

A clear head-and-shoulders photo, taken in daylight against a plain background. Not a logo, not a selfie in a dim workshop, not the side of a ute. Companies scroll until they find a person — the photo is what stops the scroll.

02 Name the trade you want work in.

Set your trade and years of experience to the work you actually want. **Carpenter · 12 years** is read faster than a trading name alone. Keep the trading name — put it in the bio, not in the field that decides which searches you appear in.

03 Set your suburb and how far you'll travel.

Enter the suburb you work from and set the service radius. Companies search by distance first: a profile with no location and no radius is a profile they cannot reach, however good the work is.

04 Publish a rate.

Put a dollar figure per hour on the profile. Companies filter by it, and the ones who call knowing your rate are the ones who book. Leaving it blank does not get you better calls — it gets you fewer.

05 Say when you're free and what you bring.

Set your availability and list your equipment — ute, trailer, scaffold, height access. Both are filters. A builder looking for someone with their own gear skips the profiles that don't say, and a full calendar is better said than discovered on the phone.

02 · THE WORDS THAT GET REPLIES

The profile a company trusts is a specific one.

Adjectives cost nothing, so every profile carries them. Numbers, names and suburbs are what a company can check — write those, and leave the slogans out.

06 Write a bio with the facts, not adjectives.

Three lines is enough: trade and years, what you do most of, and how you work. Drop "hard-working" and "quality workmanship" — every profile says that, so it says nothing.

WRITE THIS

Carpenter, 12 years, inner west Sydney. Framing, fix-out and decks — second-storey renovations are the bulk of it. Quotes within two days, written scope before we start, site cleaned before I leave.

NOT THIS

Hard-working tradesman with a passion for quality and attention to detail.

07 Declare licences exactly — name, number, issuer.

List each licence and certification with the number it carries and the authority behind it. List exactly what you hold: if you don't have one for a trade, leave it out rather than describing it in the bio.

WRITE THIS

NSW Fair Trading — Contractor Licence 123456C

NOT THIS

Fully licensed and insured.

08 An ABN is optional — and worth it.

If you provide an ABN it is checked against the Australian Business Register and shown on your profile with a link to the public record. It lets a company confirm the business without asking you for paperwork first.

09 Insurance: say what you carry.

Say whether you hold public liability cover and for how much — **$10 million** is a common answer. It is your own declaration, and companies are told to ask for the certificate before work starts.

10 Caption every photo like a tradie, not a marketer.

Name the job, the suburb and the material, and keep it to one line per photo. The photo carries the work; the caption carries the detail nobody can see in it.

WRITE THIS

Spotted gum deck, 24 sqm, Marrickville — built over four days in March.

NOT THIS

Another deck done.

03 · CHECK BEFORE YOU PUBLISH

Tick every line, then publish.

Run this once, on the review step of the wizard or from your dashboard. A complete profile is found by the searches it should be in — there is no second chance at a first impression.

- [ ] A clear photo — head and shoulders, in daylight.
- [ ] Suburb and service radius entered.
- [ ] A three-line bio: what you do, how you work, what you promise.
- [ ] Licences named with number and issuer — only what you hold.
- [ ] ABN entered (optional) and the entity name matching.
- [ ] At least three portfolio photos, each with a one-line caption.
- [ ] Trade and years of experience set to the work you want.
- [ ] A rate in dollars per hour published.
- [ ] Skills and specialisations chosen — the specific work, not adjectives.
- [ ] Certifications added, with the issuing authority.
- [ ] Insurance declared, with the cover amount.
- [ ] Availability, equipment, languages and qualifications filled in.

CcAHub •

READY TO FILL YOUR BOOKS?

Create your free profile at **ccahub.me/register** and get an address with your name on it — then put it on the ute, the business card and the quote.

Companies search the trades near them, read the profile and message you directly. No ad to post, no applications to send, no commission on the work that comes out of it.

CREATE YOUR PROFILE

What CcAHub checks — and what it doesn't

ABN is checked against the Australian Business Register where provided — the number and the entity name, with a link to the public record. **Licences are self-declared:** CcAHub does not verify them, and companies are told to ask for proof before they hire.