

The Independent Repair Shop Owner's Guide

7 Ways Independent Repair Shops Can Increase Profits Without Finding More Repair Jobs

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"Small changes. Bigger profits. More predictable income."

About the Author

Paul Hardingham has been building businesses for over 25 years. As an electronics engineer by background and an internet entrepreneur since the late 1990s, he's helped thousands of people use technology to build stronger businesses. Through FixGro, Paul now works with independent repair shops to help them create more predictable recurring income while continuing to deliver outstanding customer service.



Welcome

If you've been running an independent repair business for any length of time, you'll know this industry has changed dramatically over the past few years.

Customers expect faster repairs.

Competition is increasing.

Margins are under pressure.

Yet despite working incredibly hard, many repair shop owners tell me exactly the same thing:

"Some months are brilliant... others are painfully quiet."

The reason is simple.

Most repair businesses only earn money when something goes wrong.

A cracked phone screen.

A failed hard drive.

A laptop that suddenly refuses to boot.

A virus.

A forgotten password.

When customers don't have problems...

...they don't visit.

That means every month effectively starts from zero.

The most successful repair businesses aren't necessarily fixing more devices than everyone else.

Instead, they're building ongoing relationships with customers that continue long after the repair has been completed.

They're creating recurring income.

They're becoming trusted technology partners.

And they're building businesses that are more predictable, less stressful and ultimately more valuable.

That's exactly what this guide is about.

Over the next few pages I'll share seven practical ideas that any independent repair shop can begin implementing immediately.

Some ideas may already be familiar.

Others may completely change the way you think about your business.

You don't need to implement every suggestion.

If just one idea helps your business become more profitable over the coming year, then reading this guide will have been worthwhile.

Let's begin.

Tip 1

Every Repair Should Be the Beginning, Not the End

Most repair businesses think of a repair as the finish line.

The customer walks in.

You diagnose the problem.

You fix it.

You get paid.

The customer leaves.

Job done.

Or is it?

The truth is, you've already done the hard part.

You've earned their trust.

They trusted you with their computer, their phone, their family photos, their business data—or perhaps all of those things. They trusted your advice and they paid you for your expertise.

That's not the end of a transaction.

It's the beginning of a relationship.

Instead of asking:

"How do I get more repair jobs?"

Try asking:

"How can I continue helping this customer over the next 12 months?"

The answers will be different for every customer.

For some, it's protecting irreplaceable family photos.

For others, it's making sure their business data is backed up.

Some want someone they can call when technology goes wrong.

Others simply want peace of mind that everything is being looked after.

The important thing is this:

Don't sell another product. Solve another problem.

When customers see that you're interested in helping them beyond today's repair, you stop becoming "the computer repair shop."

You become **their trusted technology expert**.

That's a very different relationship—and a much more valuable one.

Practical Ideas

After every repair, ask yourself:

- What problem might this customer face next?
- What could I do today that would prevent it?
- How could I continue helping them after they leave my shop?

Sometimes the most profitable sale isn't today's repair.

It's preventing tomorrow's disaster.

Action Point

Look back at the last **10 repairs** you completed.

For each customer, write down **one ongoing service or piece of advice** that could genuinely have helped them after the repair.

You may discover you've already got dozens of opportunities sitting in your customer records.

Remember: Customers don't remember every repair you've completed. They remember how you made them feel. Become the person who keeps their technology running—not just the person who fixes it when it breaks.

Tip 2

Your Most Valuable Customer Is the One You Already Have

Ask most repair shop owners what they need to grow their business and the answer is usually the same.

"More customers."

It seems logical.

More customers should mean more profit.

But finding new customers is expensive.

Whether you're paying for Google Ads, Facebook advertising, local magazines, leaflets or simply giving up your evenings to post on social media, every new customer costs you time or money.

Now think about someone who's already standing at your counter.

They've already found you.

They've already chosen you over your competitors.

They've already trusted you enough to hand over their laptop, phone or tablet.

You've already won the hardest part of the battle.

So why start all over again next time they have a problem?

The businesses that become consistently profitable aren't always the ones attracting the most new customers.

They're often the ones doing the best job of looking after the customers they already have.

Imagine two repair shops.

The first repairs a customer's laptop, collects payment and never speaks to them again.

The second repairs the same laptop, follows up a week later to make sure everything is working properly, sends occasional security tips, reminds the customer about backups and becomes their first choice whenever they need technology advice.

Which business do you think is more likely to receive repeat business?

Which one is more likely to be recommended to friends and family?

Which one is building a business instead of simply completing repairs?

The answer is obvious.

Customers don't stay loyal because of the repair.

They stay loyal because of the relationship.

That's why successful businesses focus on **Customer Lifetime Value** rather than simply today's invoice.

If a customer trusts you today, there's a good chance they'll trust you tomorrow—provided you continue giving them reasons to.

Practical Ideas

After every repair, ask yourself:

- Could this customer benefit from a regular technology health check?
- Would they appreciate simple advice to keep their devices running smoothly?
- Are there ways you can help protect their data or reduce future problems?
- How can you stay useful between repairs?

Remember, staying in touch isn't about selling.

It's about remaining valuable.

If you consistently help people, they naturally come back when they need you.

Action Point

Open your customer database.

Look at everyone you've helped over the last twelve months.

Now ask yourself:

"If I emailed every one of these customers tomorrow with genuinely useful advice, how many would recognise my name?"

If the answer is "not many", that's a huge opportunity.

You've already done the hard work of earning their trust.

Now build on it.

Key Takeaway: Every new customer costs money to acquire. Every existing customer is an opportunity to build a longer, more profitable relationship.

Tip 3

Stop Chasing Repairs. Start Building Predictable Income.

One of the biggest challenges facing independent repair shops isn't a lack of skill.

It's uncertainty.

You never quite know what next month will look like.

A busy week can be followed by a quiet one.

One month you're struggling to keep up.

The next you're wondering why the phone has stopped ringing.

That's because repair work is **reactive**.

Customers only need you when something goes wrong.

The problem isn't repairs.

The problem is relying on repairs **alone**.

Imagine if you started every month already knowing that some of your income had been earned before the first customer walked through your door.

How would that change the way you felt about your business?

You'd worry less about quiet weeks.

You'd be able to invest with more confidence.

You'd spend less time wondering where the next repair was coming from.

That's exactly what recurring income does.

It doesn't replace repairs.

It supports them.

A Simple Example

Let's imagine you build a recurring service that customers genuinely value.

If just **50 customers** paid **£10 per month**, your business would generate:

- **£500 every month**
- **£6,000 every year**

Increase that to **100 customers** and suddenly it's:

- **£1,000 every month**
- **£12,000 every year**

Those customers may still come back for repairs.

But now you're earning income whether they need a repair that month or not.

That's a completely different business model.

The Snowball Effect

Here's the exciting part.

You don't need to sign up hundreds of customers overnight.

If you added just **two recurring customers each week**, by the end of a year you'd have over **100 customers** paying every month.

Small improvements, repeated consistently, create remarkable results.

Most successful businesses aren't built through dramatic changes.

They're built through steady progress.

Practical Ideas

Ask yourself:

- How many customers do I see each week?
- How many already trust my advice?
- How many would benefit from an ongoing service that genuinely helps them?

You don't need every customer to say yes.

You only need enough to start building momentum.

Action Point

Complete this sentence:

If I had an extra £1,000 arriving every month, I would...

Write down your answer.

Would you invest in better equipment?

Reduce your working hours?

Employ another technician?

Take more holidays?

Pay off debt?

Knowing **why** you're building recurring income is just as important as knowing **how**.

Key Takeaway

Repairs create income today.

Recurring services help create income tomorrow.

The strongest repair businesses don't choose one or the other.

They build both.

Tip 4

People Don't Buy Technology. They Buy Peace of Mind.

As repair professionals, we naturally enjoy talking about technology.

We understand SSDs.

We know why backups matter.

We appreciate the difference between antivirus software, password managers and cloud storage.

Our customers don't.

And they don't need to.

One of the biggest mistakes many repair businesses make is explaining **what** a product does instead of **why** it matters.

Imagine you're recommending cloud backup.

You could say:

"This automatically backs up your files to encrypted cloud storage every few minutes."

That's technically correct.

But it probably won't excite your customer.

Now try saying this instead:

"If your laptop is stolen tomorrow, every family photograph and every important document will still be there."

Exactly the same product.

Completely different message.

The same applies to almost everything you recommend.

Customers don't buy antivirus.

They buy confidence that online banking is safer.

They don't buy password management.

They buy the reassurance that they won't lose access to important accounts.

They don't buy remote support.

They buy the comfort of knowing that someone they trust is only a phone call away.

The technology is simply the vehicle.

The real product is peace of mind.

Put Yourself in Their Shoes

Think about the conversations you have every day.

How often does a customer say:

"I'd like some encrypted cloud storage."

Almost never.

Instead they say things like:

"I'm worried I'll lose my photos."

"I clicked on something I probably shouldn't have."

"My computer keeps slowing down."

"I'm useless with technology."

Those aren't technical problems.

They're emotional ones.

People are looking for reassurance.

If you become the person who removes that worry, price becomes much less important.

A Simple Change That Makes a Big Difference

The next time you're explaining a service, don't start with the features.

Start with the outcome.

Instead of saying:

"This includes automatic cloud backup."

Say:

"You'll never have to worry about losing your family photos again."

Instead of:

"It includes remote support."

Try:

"If something isn't working, you won't have to struggle on your own."

The technology hasn't changed.

Only the language.

Yet the second version is far more compelling because it focuses on what customers actually care about.

Action Point

Think about the three services you recommend most often.

Now rewrite your explanation without using any technical words.

If a twelve-year-old could understand it, you're probably on the right track.

Key Takeaway

People rarely buy technology.

They buy the confidence, protection and peace of mind that technology gives them.

When you start selling outcomes instead of features, your conversations become easier, your customers understand the value more quickly, and your recommendations become much more persuasive.

Tip 5

The Best Sales Tool You Have Is Trust

Most independent repair shops don't see themselves as salespeople.

That's a good thing.

Your customers don't want to be sold to.

They want honest advice.

In fact, one of the biggest advantages independent repair shops have over the big retail chains is that customers expect genuine recommendations, not sales pitches.

That's incredibly valuable.

Think about it.

When someone walks into your shop carrying a laptop that contains ten years of family photographs, they're putting an enormous amount of trust in you.

When a small business owner hands over the computer that runs their company, they're trusting you with their livelihood.

You've earned the right to recommend solutions.

Don't abuse that privilege.

Use it wisely.

Recommend What You'd Recommend To Your Own Family

Here's a simple rule that's served me well throughout my business life.

Only recommend products and services that you'd happily recommend to your own family.

If you genuinely believe something will make a customer's life easier...

Tell them.

If you think a backup service could save years of photographs...

Explain why.

If a password manager could prevent future frustration...

Show them.

Customers are surprisingly good at recognising the difference between someone who's trying to earn commission and someone who's trying to help.

Become the second person.

Advice First. Sales Second.

Imagine two conversations.

Conversation One

"Would you like to buy this backup service?"

Conversation Two

"Can I ask you a quick question? If this laptop stopped working tomorrow, would you lose anything important?"

Which conversation feels more natural?

The second starts with curiosity.

It helps you understand the customer's situation before suggesting a solution.

That's how trusted advisers behave.

They're interested before they're interesting.

Building Trust Doesn't End At The Counter

Trust grows every time you do what you said you would.

When you call someone back as promised...

Trust grows.

When you explain something honestly...

Trust grows.

When you tell a customer they don't need to spend money...

Trust grows even more.

Ironically, the businesses that don't chase sales often make the most sales.

Customers come back because they know your advice can be trusted.

Action Point

Think about your last five customer conversations.

Were you mainly explaining products...

...or were you helping people make good decisions?

The more you focus on helping, the more naturally sales follow.

Key Takeaway

People don't buy from the cheapest repair shop.

They buy from the repair shop they trust the most.

Every honest conversation strengthens that trust.

Every helpful recommendation builds another reason for customers to come back.

And every returning customer makes your business a little more valuable.

Tip 6

Stay in Touch and Stay Top of Mind

When was the last time you heard from the company that repaired your washing machine?

Probably never.

The job was completed.

The invoice was paid.

The relationship ended.

That's exactly how most repair businesses operate.

The problem is that customers are busy.

Even if they were delighted with your service, life moves on.

Six months later, when a friend asks,

"Do you know anyone who fixes laptops?"

...they may struggle to remember your name.

Not because you weren't good.

Simply because you haven't stayed in touch.

Familiarity Builds Trust

There's an old saying in business:

"People buy from people they know, like and trust."

The "trust" part usually comes from doing a good repair.

But the "know" part only happens if they continue hearing from you.

That doesn't mean bombarding customers with sales emails.

Quite the opposite.

Become a useful source of information.

Imagine receiving a short email each month containing:

- The latest online scam to watch out for.
- A simple Windows tip that speeds up your computer.
- Advice on protecting family photos.
- A reminder to back up important files.
- A warning about a new phishing email.

Would that feel like marketing?

Probably not.

It feels like someone looking after you.

That's exactly how your customers should feel.

Be Helpful More Often Than You Sell

A simple rule is this:

For every message asking someone to buy something...

Send four or five messages that simply help them.

Over time, customers stop seeing you as "the repair shop."

Instead, you become their trusted technology expert.

And when they do need help...

Guess who they'll call?

Don't Forget Existing Customers

Many businesses spend all their marketing budget trying to find new customers while completely ignoring the hundreds—or even thousands—they've already helped.

Those existing customers are your warmest audience.

They already know your work.

They already trust your advice.

Sometimes all they need is a gentle reminder that you're still there.

Action Point

Ask yourself this question:

If every customer I helped during the last three years received one genuinely useful email every month, how much repeat business and how many referrals might that generate?

The answer is probably more than you think.

Key Takeaway

Out of sight often means out of mind.

Stay useful.

Stay visible.

Stay trusted.

Your future customers are often the people you've already helped.

Tip 7

Build a Business That Works for You

When many people start a repair business, they dream of freedom.

Being their own boss.

Choosing their own hours.

Building something they're proud of.

But somewhere along the way, many discover they've simply created another job.

If they're not in the workshop...

The business stops earning.

If they take a week's holiday...

The income slows down.

If they're ill...

Everything waits.

There's nothing wrong with working hard.

Most successful business owners do.

The problem is when your business can only earn money while you're physically repairing devices.

Think Beyond Today's Repair

Imagine your business five years from now.

Would you rather own a business that's completely dependent on you...

...or one that's supported by hundreds of customers who continue buying services they genuinely value?

Recurring income doesn't just improve cash flow.

It increases the value of your business.

If one day you wanted to retire or sell your business, which do you think a buyer would prefer?

A business that starts from zero every month...

...or one with loyal customers paying for ongoing services?

Predictable income creates options.

And options are valuable.

Small Changes Create Big Results

One of the biggest myths in business is that growth requires huge changes.

It rarely does.

Most successful businesses improve because they make small improvements consistently.

One extra customer this week.

Another next week.

A slightly better conversation.

A helpful follow-up email.

A recommendation that genuinely solves a customer's problem.

Individually those things don't feel dramatic.

Collectively they transform a business.

Remember Why You Started

You probably didn't start your business because you love replacing laptop screens.

You started because you enjoy solving problems.

Helping people.

Working for yourself.

Building something worthwhile.

Don't lose sight of that.

Technology will continue to change.

Devices will continue to change.

But people will always value businesses they trust.

If you focus on helping people, building relationships and creating genuine value, your business will always have a strong foundation.

Action Point

Take ten minutes this week and answer these three questions.

- 1. What type of business do I want to own in five years' time?**
- 2. What one change could I make this month that moves me closer to that goal?**
- 3. What can I start doing today that my future self will thank me for?**

Sometimes the biggest improvements begin with a single decision.

Final Thoughts

Thank you for taking the time to read this guide.

I hope it's encouraged you to think differently about your business.

Independent repair shops play an incredibly important role.

You're the people who rescue precious memories from failing hard drives.

You keep families connected.

You help small businesses stay productive.

You solve problems that most people simply can't solve themselves.

That's valuable.

My encouragement is simply this:

Don't limit your business to fixing today's problems.

Look for opportunities to help customers tomorrow as well.

That's where stronger relationships are built.

That's where more predictable income comes from.

And that's where better businesses are created.

If you'd like to explore how FixGro helps independent repair shops introduce recurring income in a way that genuinely benefits both the business and its customers, I'd be delighted to show you.

There's no pressure and no obligation.

Just a friendly conversation between business owners.

I'd love to hear about your business, understand your goals, and see whether FixGro could help.

Find out more

www.fixgro.com