



Photo: Jacky Ghosselin

Skill as a tradie sparked a career turning point

► **JOSHUA NICHOLLS, 29**, Platinum Electrical Contractors

ELECTRICIAN Joshua Nicholls, 29, was just 22 when he decided to start his company, Platinum Electrical Contractors.

In his early days he hit the streets, introducing himself to several local business owners in the Blacktown area.

"I told them I was just starting out. They could see how passionate I was," Nicholls says of

his first clients, who included real estate agents. He says his confidence came from knowing he was a competent technician.

There was just one problem - he knew very little about business.

After working all day, Nicholls spent his nights completing paperwork on his bedroom floor at his parent's home. "I was doing job sheets until 2am," he says.

"My phone never stopped ringing. I didn't have a life."

Nor had he ever used a computer. "I hadn't learned how to project. I wasn't budgeting. I wasn't putting GST aside..."

He soon hired a business coach. "He was a good sounding board. He taught me the importance of technology.

"I enjoyed having someone I

could bounce ideas off," Nicholls recalls.

His investment in professional advice soon paid off. Eighteen months after launching Platinum Electrical Contractors, he needed commercial premises at Blacktown.

Today, his company employs 30 people and has an annual turnover of more than \$3 million.