



DAY THREE #TASK 3



My Electricians  
**TOOLBOX**

## Key Points

Hopefully yesterday's task has been completed without too much confusion, today you will get to be a little creative (well within limits).

Today is about creating the Artwork for your advert -- the Digital Leaflet that we will be using in this Facebook Ad campaign.

### **Remember:**

To Benefit from this challenge, you must remain committed for the Five Days. There is no point in just reading, listening and then doing nothing. You need to implement and action at every stage, do this and you will get results.

Everything you need to know is explained in detail, you do not need any in depth knowledge of Marketing, Facebook or any other tool.

Follow everything I say EXACTLY to the letter and you will get results, please do not try to overthink this challenge, it is simple, and it works. You can play and tweak the setting when the challenge has ended for now just follow the system.

## About Today's Task

Many people think that the fancier the ad design, the better it will perform. Unfortunately, this is a false belief and often an idea that is spread by graphic designers and others who get paid to design adverts and marketing assets.

Another practice that hurts your advertising as a Local Electrician is the idea that you need to have your Name and or Logo all over the top of any advert. This is what I refer to as vanity advertising and we have all been guilty of it, yes even me.

What we need to appreciate is that advertising in the form that we need to do as Local Electricians is different to the way Big Brands or retail outlets need to advertise.

They DO USE Brand advertising creating awareness campaigns.

However, we should be promoting our SERVICE not our Brand and should use DIRECT advertising.

When potential customers are searching for an electrician, it is typically at a time when they need someone quickly like in an emergency or perhaps, they are planning for a particular project, a rewire, a new kitchen etc. The bottom line is we must wait until they need an electrician and ensure that when that happens it is US / OUR BUSINESS that they think of.

So, put yourself in the customers shoes, if they don't know you exist, your name and or your logo will mean nothing to them. However, if they are looking for an ELECTRICIAN then that is something that will resonate and stand out.

## Today's Task

### #Day3 Task3

Today, You will create your Digital Leaflet.

You can download your template by clicking on the link below.

**[www.jdewane.com/dltemplate](http://www.jdewane.com/dltemplate)**

For this Task Use Only the Format I Show You. Simply input your Own Details. Feel free to change the background colour and the font colour but please leave the Layout exactly as it is.

### Action Points:

Create a New Folder on your Desktop Called "Facebook Promotions."

Visit the link that will take you to the template.

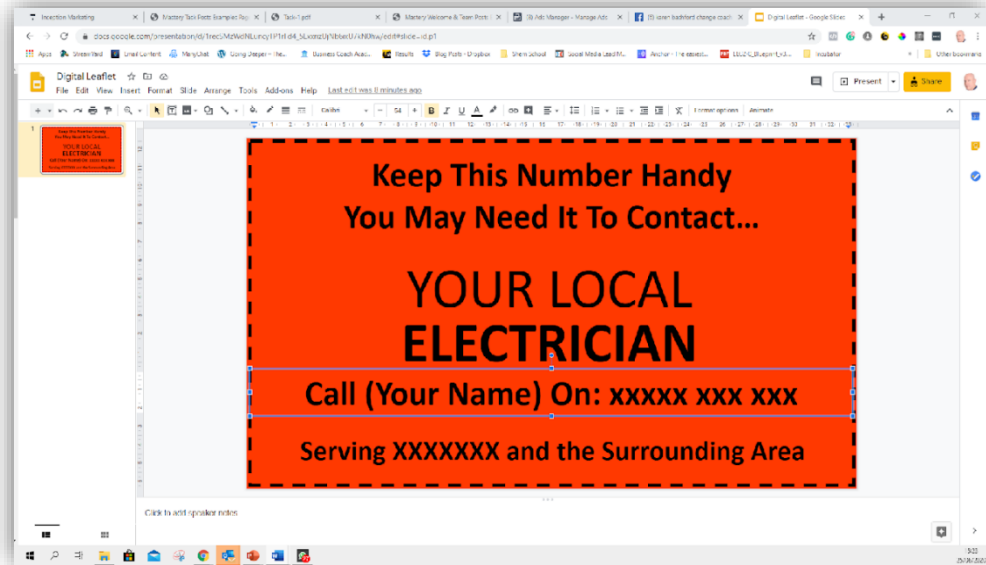
**[www.jdewane.com/dltemplate](http://www.jdewane.com/dltemplate)**

Do not make any changes to the MAIN TEMPLATE.

Save Your Finished Digital Leaflet as a **jpeg** file in your Promotions Folder.

## Step 1:

Visit the link at [www.jdewane.com/dltemplate](http://www.jdewane.com/dltemplate)



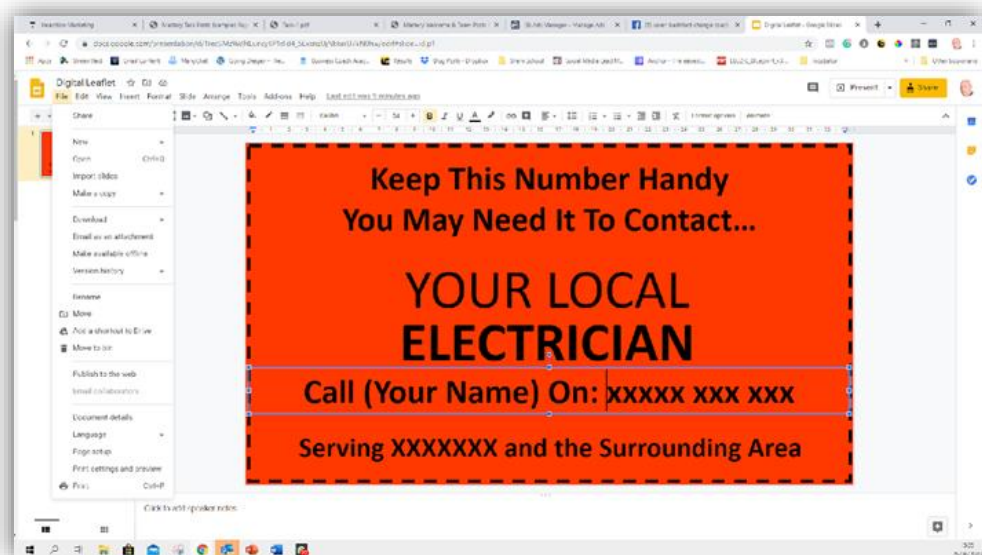
## Step 2:

Watch this video

<http://jdewane.evsuite.com/digital-leaflet/>

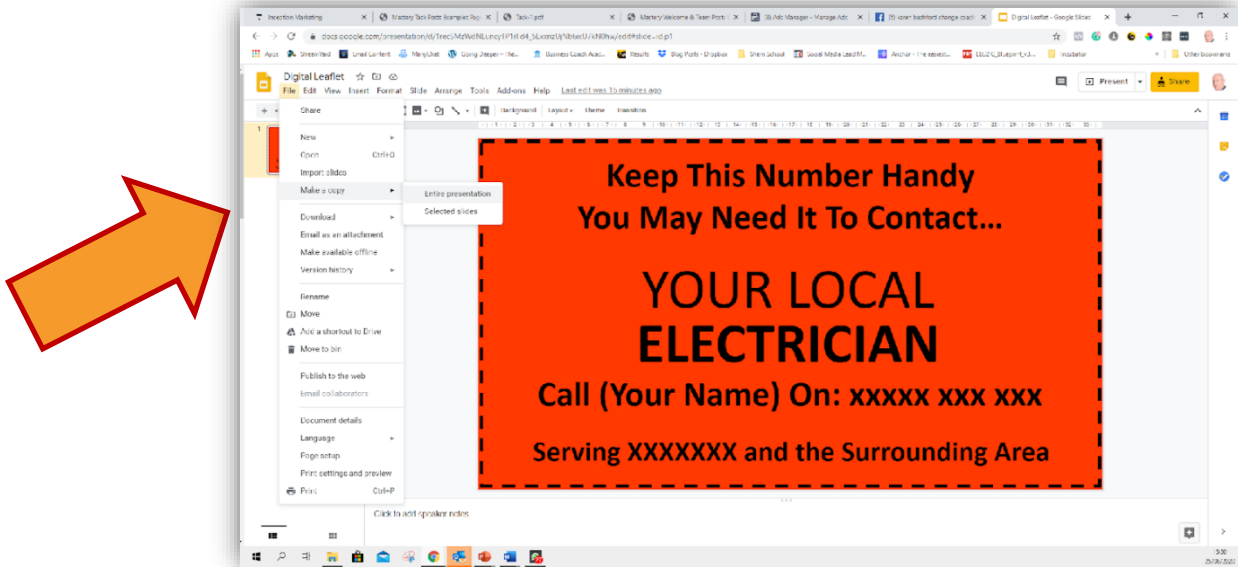
Copy the Presentation slides do not alter the Original

a. Click on File on the Top Left



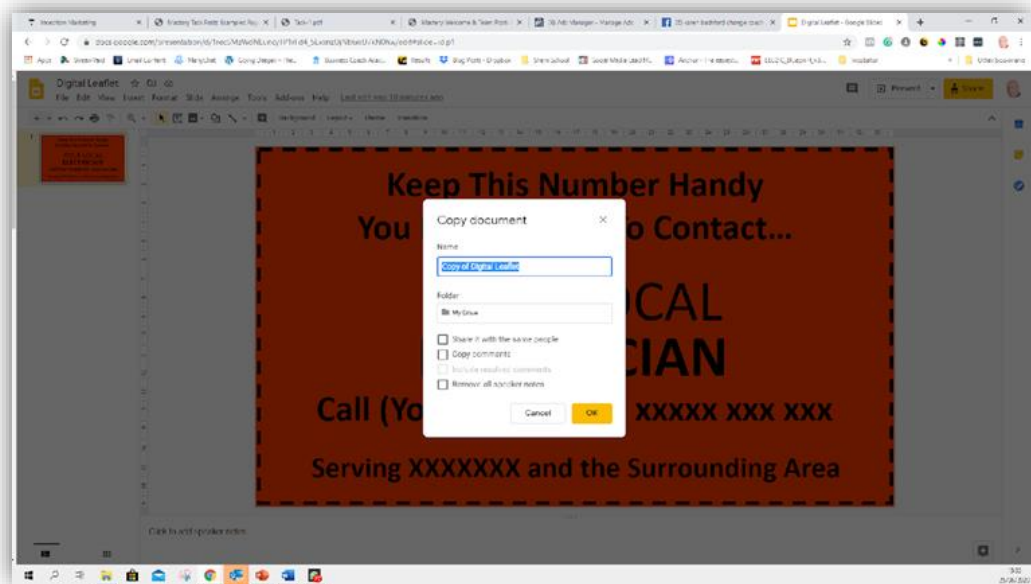
### Step 3:

From the Drop Down select “Make a Copy”, then select Entire Presentation.



### Step 4:

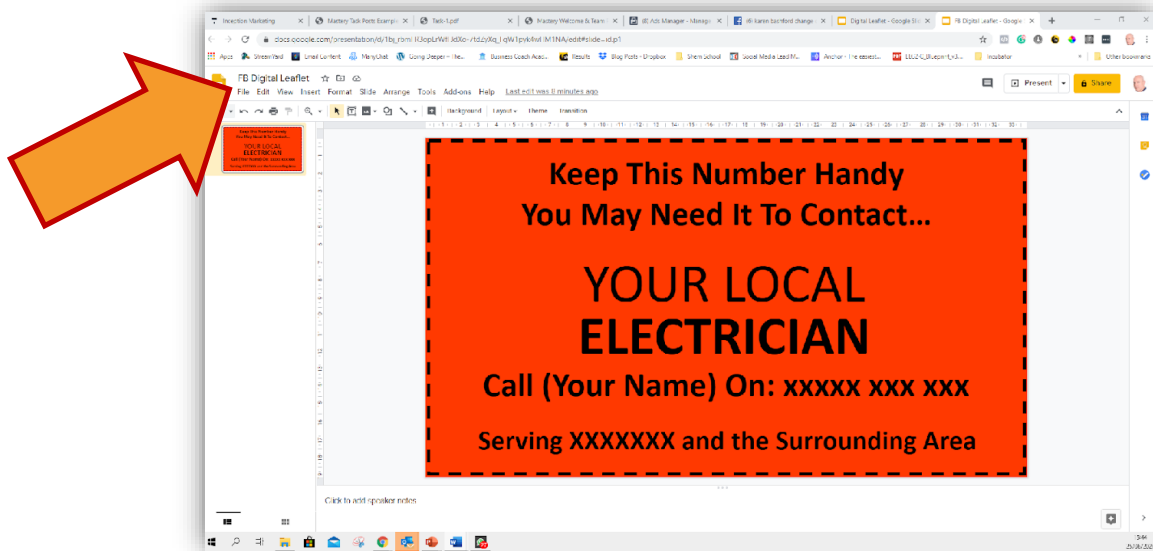
Rename the presentation Call it “FB Digital Leaflet 1”



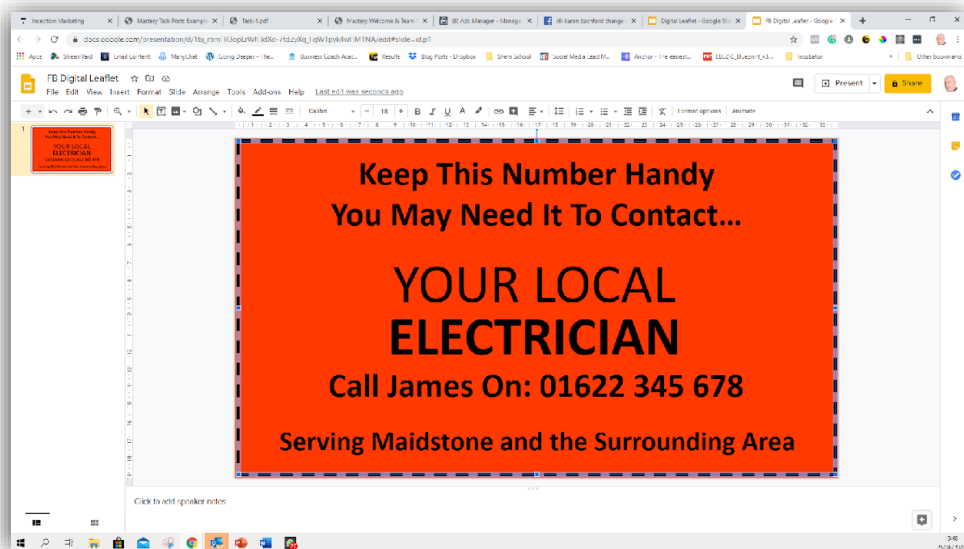
## Step 5:

Now you are ready to make changes to your Digital Leaflet.

Before making any changes **Double Check** that you are altering your copy of the Digital Leaflet by checking the Name in the top left.



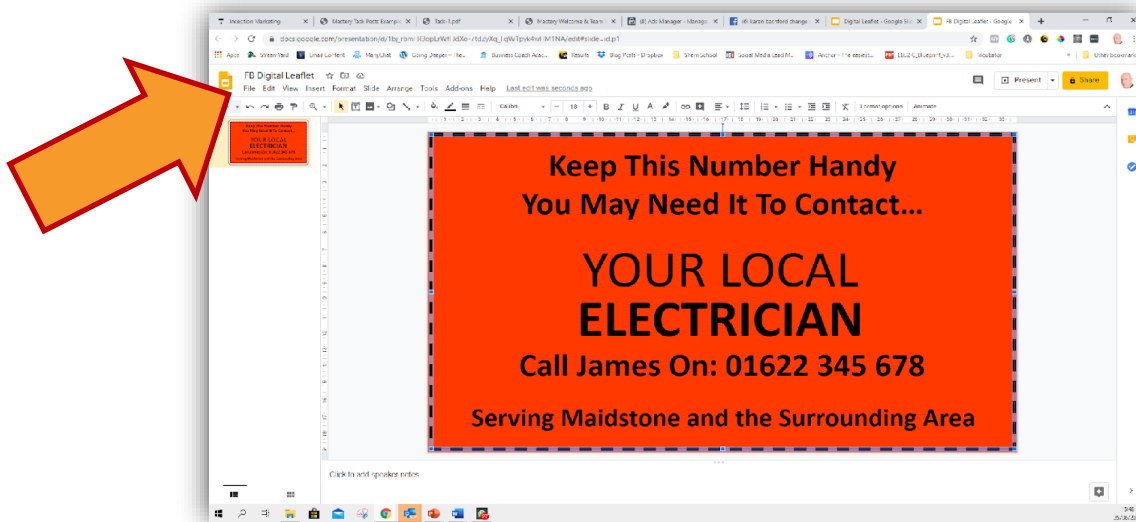
Once you are happy that it is the copy go ahead and enter all of your own details into the field for Name, Phone Number and Area.



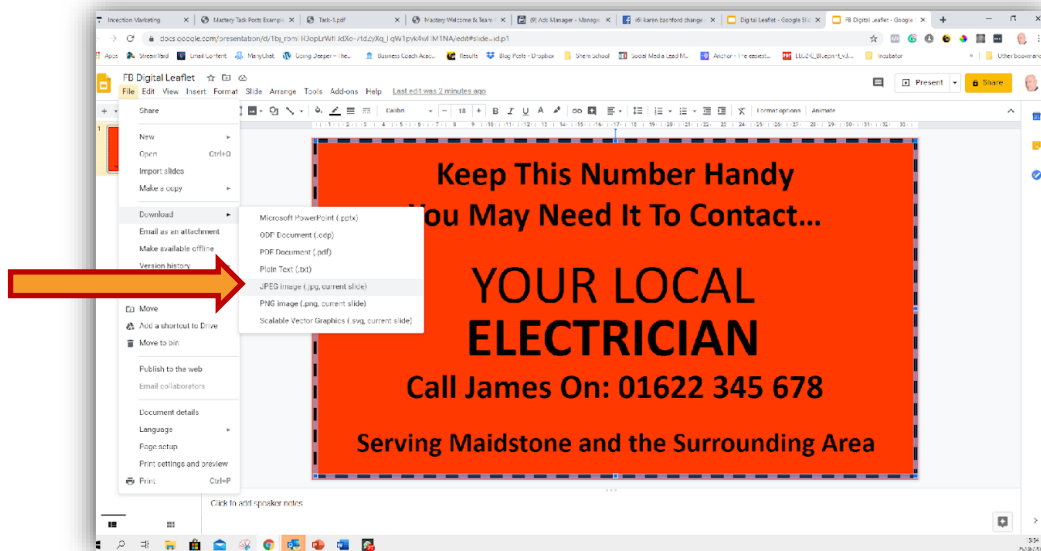
## Step 6:

Now that you have created your Digital Leaflet, you will need to download it in the correct format to post on Facebook.

Go to File at the top left of the presentation



From the Drop Down Select "DOWNLOAD" then Select JPG Image"





This will now place your Digital Leaflet into your “Downloads” folder, you will want to move it to the “Facebook Promotions” folder you created earlier.

That is as much as you need to do today.

### What you need to post in the comments in today’s task post...

Use **#TASK3**

Post a copy of your Digital Leaflet.

Comment on what changes you would make and why.

***(Remember, for now do not make layout changes)***

#### NOTE:

Watch out for today’s **“Ask Me Anything” Post (AMA) at 3PM**, where you can ask any questions about today’s Task. Post questions only in that thread.



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[@jamestoolbox](https://www.facebook.com/jamestoolbox)

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