



Day One WORKBOOK

10-Day Challenge:

Get & Keep More Local Customers

Welcome to the Challenge!

This workbook will guide you through each step of the **10-Day Challenge**, helping you take practical, actionable steps to attract and retain more local customers.

Each day includes instructions, action tasks, and space to complete your work.



Day 1:

Defining Your Ideal Local Customer

Why This Matters

Many electricians rely heavily on word-of-mouth, which can be inconsistent and unpredictable. The biggest mistake is trying to serve everyone. This results in working with price-driven, unreliable, or even rude customers who don't respect your time or your expertise.

If you've ever worked for someone who delayed payment, questioned every cost, or made the job more stressful than it needed to be—you've already seen why this matters.

By defining your Ideal Local Customer, you can:

- ✓ Attract the kind of customers who value your work and pay on time
- ✓ Stop wasting money marketing to the wrong people
- Build a business around jobs you enjoy and customers who respect you

This aligns with the **Specialise (S)** principle of the **S.P.A.R.K.S Blueprint**. It's the foundation of your entire business strategy.



Step-by-Step Instructions

Step 1: Identify Your Best & Worst Customers

✓ DO THIS:
➤ List 3—5 past customers you loved working with.
What made them great? (e.g., paid well, didn't haggle, respectful, referred others)
➤ What areas were they in? What jobs did you do?
➤ Then list 2—3 you didn't enjoy working with—and why.

Tip: Use the ToolBox Training Spreadsheet to organise and analyse these responses.





Step 2: Spot Common Traits

Look at your "best customer" list and see what they have in common
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➤ What kind of homes do they live in?
> Age group? Income? Job role?
➤ Hobbies or lifestyle clues? (Golf, dogs, charity work, DIY, etc.)

Tip: You may not know everything, but now you'll start paying attention to these details.





Step 3: Build Your Ideal Customer Avatar

Create a realistic profile based on your findings (not a made-up character).

Customer Avatar Summary

Give them a name:	
Age Range:	
Profession/Income Level:	
Property Type:	
Lifestyle Traits (Hobbies, habits, pets, etc.):	
Where they spend time online/offline:	
What they value in a tradesperson:	
What puts them off:	



TASK: Identify and Refine Your Marketing Message

What messaging would attract this customer?
"We help homeowners in [area] who value quality and reliability over price."
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What would turn them away?
"Avoiding price shoppers by clearly stating our minimum charge and our value."
How can I position myself as the best choice?
"By showcasing trust (reviews), demonstrating my niche, and being seen as the local expert."



Examples of Strong Messaging
"We specialise in premium home electrical work for people who value safety and quality."
"Trusted by homeowners in [Area] for fast, reliable service—without the faff."
"You won't find us on cheap comparison sites. We work with people who want the job done right."
? Questions I Need to Ask Myself
Who were my best and worst customers, and why?
➤ What do they have in common?
➤ What do I want more of—and what do I want to avoid?



Questions I Should Ask in the ToolBox

(Write your own below — these are just examples)

- o What traits do your best customers have?
- o How do you use that to shape your marketing?

o Has anyone else shared their ideal customer profile?						

♠ Common Mistakes to Avoid

- X Making up a fictional character instead of using real customer insights
- X Trying to appeal to "everyone"
- X Ignoring red flags just to "get the job"
- X Not reviewing and refining your avatar every 6 months





Notes & Takeaways							

- **目** ToolBox Resources
- ✓ <u>Ideal Customer Training Module</u>
- ✓ Customer Avatar Spreadsheet
- ✓ <u>Facebook Members Group</u> Share Your Avatar for Feedback











