



Day Two
WORKBOOK

Day 2:

Choosing Your Expert Niche

Why This Matters

Most electricians try to do everything—consumer units, sockets, lights, EV chargers, CCTV, fault finding, extensions, smart homes—the lot.

But not all jobs are equal. Some are time-wasters. Some barely break even. Others are high-profit, enjoyable, and in demand.

When you choose a clear niche, you stop being "just another electrician" and start becoming the go-to expert for that service in your area.

This aligns with the **Specialise (S)** and **Positioning (P)** principles of the S.P.A.R.K.S Blueprint. Customers want to work with experts—not generalists.

By choosing your expert niche, you can:

- ✓ Charge more
- ✓ Attract better quality work
- ✓ Stand out in a crowded market
- ✓ Do more of the work you actually enjoy





Step-by-Step Instructions

Step 1: List Past Jobs You've Done
Go through your diary or invoices and answer

Which jobs were high profit?
Which jobs did you actually enjoy doing?
➤ Which jobs had the least hassle or call-backs?
Now eliminate:
> Jobs that were under-priced or stressful





➤ Jobs you dread being asked about
Tip: This is not just about money. If you hate doing CCTV, bin it—even if it's profitable.
Step 2: Look for Patterns & Demand
> Are these services in demand in your area?
➤ Are people searching for them on Facebook, Google, or asking in loca groups?
➤ Have you had positive reviews for this type of work?





Step 3: Decide On Your Expert Niche

Choose one clear area to double down on for the next 30 days.

It doesn't mean you won't take other work—it just means your marketing and messaging will lead with your niche.

My Expert Niche Summary

My chosen niche is:	
I enjoy it because:	
It's profitable because:	
I've seen demand in the following ways:	



**TASK: Position Yourself as the Local Expert

What will you add or change on your website?		
"I'll create a section for consumer unit upgrades with photos and FAQs."		
What content will you post about your niche this week?		
"A job before-and-after, a short video on what to look for in a fuse board, and a customer review."		
Where will you update this niche focus?		
"Leaflets, social media bio, Facebook banner, van graphics, etc."		



Examples of Expert Niche Positioning				
"We're the local experts in fuse board upgrades and safety inspections."				
"Thinking about an EV charger? That's our specialty—get honest advice and a tidy install."				
"Lighting design and upgrades that transform your home—without the mess or stress."				
Questions I Need to Ask Myself				
Which services make me good money and feel satisfying to deliver?				
➤ Am I doing work just because it's offered—not because it's smart for my business?				
➤ What could I be known for locally if I really focused?				



Questions I Should Ask in the ToolBox

(Write your own below — these are just examples)

- o What niches have other electricians focused on and had success with?
- o How do I test a niche before going all-in?

0	What's the best way to position myself as an expert without turning away general work?

↑ Common Mistakes to Avoid

- X Choosing a niche based only on trend, not your actual skill or interest
- X Fearing that you'll miss out on work by specialising
- X Thinking you have to give up general work altogether
- X Picking something you "can" do instead of something you're great at



Notes & Takeaways					

- **₹** ToolBox Resources
- ✓ Choosing Your Expert Niche Training
- ✓ The S.P.A.R.K.S Six-Steps Positioning
- ✓ <u>Facebook Members Group</u> Share Your Niche for Feedback









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