

# 10

## DAY

### ToolBox Challenge

*Day Three*  
**WORKBOOK**

## Day 3:

### Choosing & Targeting Your Geographical Area

#### Why This Matters

Many electricians waste hours driving across towns to quote for jobs that go nowhere, or they end up in areas where customers expect rock-bottom prices and don't value quality.

Not all areas are created equal.

By identifying and focusing your efforts on the best local areas, you'll get more profitable work, spend less time on the road, and become the go-to electrician in neighbourhoods that actually suit your business.

This supports both the **Positioning (P)** and **Awareness (A)** principles of the S.P.A.R.K.S Blueprint.

When you target the right areas, you:

- ✓ Spend less time travelling
- ✓ Work with customers who are more likely to pay your rates
- ✓ Build your local brand faster
- ✓ Get more referrals in specific zones

## Step-by-Step Instructions

### Step 1: Review Where You've Worked

Look at your recent job history (last 3–6 months):

- What postcodes, estates, or villages were the most profitable?

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- Where did customers pay without issue?

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- Where did you get repeats or referrals?

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Now consider:

- Where did you dread driving to or find customers that haggled or ghosted?

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- Which areas are always asking for “a quick favour” or shopping for the cheapest quote?

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 Use your diary, SBD reports, or invoice history to spot patterns.

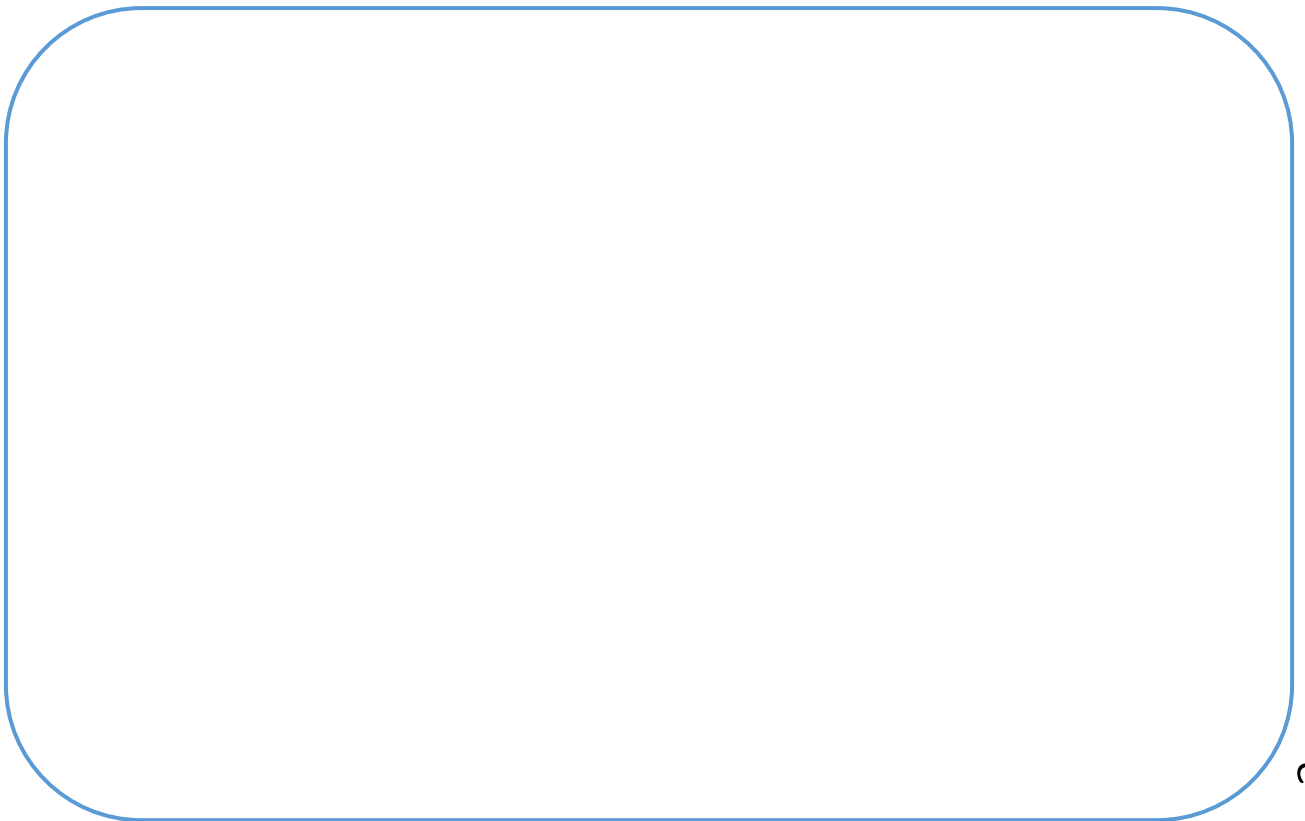
## Step 2: Identify Your Best & Worst Areas

Make two lists:

☒ Profitable Areas (Ideal Target Locations)

☒ Time-Wasting Areas (Avoid or Drop)

Mark these on Google Maps to get a visual idea of where you should focus your marketing.



### Step 3: Choose Your Target Zones

Choose 2–3 key areas to focus on over the next 30 days.

*This is where your flyers go, your Google Business profile is optimised, and your Facebook/Nextdoor posts are focused.*

#### Target Area Summary

My Top 2–3 Local Areas to Focus On:

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What Makes These Areas Ideal?

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Areas I'll Stop Wasting Time In:

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How I'll Focus My Marketing Here:

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 Don't worry about "losing" work elsewhere—you can still take it, but your effort should be concentrated where the results are best.

 **TASK: Refocus My Local Marketing**

- What will I update first (Google, website, leaflets, ads)?

"I'll update my Google Business description to list my top service areas."

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- Where will I physically market next (leaflet drop or local mag)?

"Deliver 1,000 flyers to [Estate A] and book an ad in [Village Living Magazine]."

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- How will I track if these areas are working?

"Use tracking numbers and CRM tags for postcodes."

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### Examples of Area-Focused Messaging

- ☒ “We’ve worked with over 100 homeowners in [Your Estate Name]—and counting.”
- ☒ “Proud to be the most trusted local electrician in [Target Village or Postcode]!”
- ☒ “Seen our van in [Neighbourhood]? We’re working there this week—get in touch.”

### Questions I Need to Ask Myself

- Where do I consistently find the best customers?

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- Am I wasting time in areas that don’t serve me?

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- Have I been too vague or broad in my targeting?

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## Questions I Should Ask in the ToolBox

(Write your own below — these are just examples)

- What tools or apps are others using to plan leaflet drops?
- Which areas are working well for other electricians near me?
- Has anyone had success with location-specific Facebook ads?

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Common Mistakes to Avoid

- ✗ Trying to “cover everywhere” and ending up invisible
- ✗ Driving miles for tiny jobs because you “don’t want to say no”
- ✗ Marketing in cheap or problematic areas hoping they’ll change
- ✗ Not tracking postcode profitability over time



## Notes & Takeaways

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ToolBox Resources

- ✓ [Local Targeting Strategy Training](#)
- ✓ [Google Business Profile Setup](#)
- ✓ [Facebook Members Group](#) – *Local Area Focus Discussion*

