



Day Six WORKBOOK

Day 6:

Building Trust and Credibility Online

Why This Matters

People buy from people they trust. And when someone's looking for an electrician, they're not just hiring skills—they're hiring someone to come into their home.

Trust is the deciding factor for most customers.

Yet many electricians overlook how important it is to actively build and show credibility—especially online.

This aligns perfectly with the **Positioning (P)** and **Relationships (R)** elements of the S.P.A.R.K.S Blueprint.

When customers know you, like you, and trust you, they:

- ✓ Are more likely to choose you even if you're not the cheapest
- ✓ Are less likely to haggle or question your pricing
- ✓ Refer you to others
- Leave you 5-star reviews and repeat business





Step-by-Step Instructions

Step	1:	Audit	Your	Trust •	&	Credibility	/
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Take a critical look at your business from a customer's point of view:

➤ Do I have recent, visible Google and Facebook reviews?
Do I show before/after photos or customer testimonials?
Is my branding consistent across my van, business cards, website, and social media?
Do I look professional and trustworthy at first glance?



Step 2: Put Trust Builders in Place

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- > Post a job walkthrough video to social media
- > Share a screenshot of a recent 5-star review
- > Publish a short post about your qualifications or experience
- > Include logos (NICEIC, TrustMark, etc.) in all marketing
- > Add a "Guarantee" section to your quotes or website

Tip: Trust isn't built by saying "you're trustworthy"—it's built by showing it, over time.







Step 3: Trust & Credibility Summary

his Week, I	'll Post or Share the Following Trust Content:	
My Branding	g Is Consistent Across (tick all that apply):	
	s Is Consistent Across (tick all that apply):	
□ Website		
□ Website □ Google Pr		
□ Website □ Google Pr □ Van		
□ Website □ Google Pr □ Van □ Flyers		
My Branding □ Website □ Google Pr □ Van □ Flyers □ Clothing □ Business (rofile	





**TASK: Start Earning Trust Before They Call You

What can I do today to build more trust online?
"Post a recent customer testimonial and before/after photo."
What can I add to my website to increase credibility?
"Include reviews, guarantees, and accreditations."
➤ How can I use my own story to build connection?
"Share a quick intro post—why I started my business and what I care about."





Examples of Web & Google Messaging
✓ "Another happy customer in [area]—see what James had to say!"
"We stand by our work. That's why every job comes with a no-hassle guarantee."
"Here's what a completed rewire looks like—done safely, done properly, done cleanly."
Questions I Need to Ask Myself
What would make me trust a tradesperson online?
➤ Am I proud of how I come across in my online presence?
➤ Am I doing the basics consistently—or leaving it to chance?



Questions I Should Ask in the ToolBox

(Write your own below — these are just examples)

- O What's the best way to ask for reviews without sounding awkward?

0	What trust elements helped others increase bookings?
0	Can I get feedback on my online presence?
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↑ Common Mistakes to Avoid

- X Saying "we're reliable and professional" without showing proof
- X Ignoring reviews—positive or negative
- X Using poor-quality or outdated photos
- X Letting branding and messaging change from one platform to the next







Notes & Takeaways	

- **E** ToolBox Resources
- Expert Positioning Training
- ✓ <u>Customer Review Request Templates</u>
- ✓ <u>Facebook Members Group</u> Post Examples for Feedback









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