



Day Nine WORKBOOK

Day 9:

Leaflets & Local Print Advertising

Why This Matters

Many electricians assume leaflets and local magazines are outdated—but when done correctly, they're still some of the most effective and affordable ways to get high-quality, local work.

The problem? Most people do it badly—no targeting, no message, no offer.

This task aligns with the Awareness (A) and Positioning (P) principles of the S.P.A.R.K.S Blueprint. The goal is to increase visibility in the right areas while presenting yourself as the trusted expert.

Done well, leaflet and print marketing will:

- ✓ Get your name known in specific, high-value postcodes
- Reinforce your niche, pricing, and expertise
- ✓ Bring in local enquiries from homeowners who aren't active online



Step-by-Step Instructions

Step 1: Choose a Specific Area to Target

Pick 1–2 neighbourhoods or estates where:

- You've had great customers in the past
- > You want to become the go-to electrician
- People value quality and are happy to pay your minimum charge
- This should align with your "Geographical Area" from Day 3

Step 2: Plan Your Leaflet or Magazine Ad

Include:

- Your specialist service
- > Your minimum charge
- ➤ A clear call-to-action (e.g. "Call now to book your safety check")
- Trust elements: logos, reviews, guarantees, photos
- ➤ Optional offer: something small but meaningful (e.g. "Quote this leaflet and get a free smoke alarm with your install")

Tip: Some of the "value adds" you include might be things they'd get anyway (like a certificate)—but by highlighting them, they feel like a bonus.

Step 3: Deliver or Distribute

Options:

- ➤ Hand-deliver to 200–500 houses over the week
- > Pay a local leaflet distribution service (be sure they target your chosen areas)
- Book an ad or insert in a local lifestyle or community magazine
- Use a tracking number or unique web page so you know which leads came from the leaflet.





Leaflet & Print Marketing Summary		
➤ The Area(s) I'm Targeting:		
➤ Headline or Offer I'll Use:		
Trust Builders I'll Include (logos, reviews, guarantees):		
How I'll Track the Results:		
☐ Unique phone number		
☐ Dedicated web page		
□ Ask "Where did you hear about us?" on call		







**TASK: Launch a Proper Local Campaign

What makes me stand out in a leaflet or ad?
"I focus on safety and value—not cheap prices."
What simple value can I add to make it more appealing?
"Include a basic visual safety inspection or a free smoke alarm."
➤ How will I avoid wasting money on broad or untargeted delivery?
"I'll only leaflet 2 postcodes where I already have great customers."





Examples of Great Leaflet Headlines
"Trusted by over 100 homeowners in [Area]—get your electrics sorted properly."
✓ "Your Local Fuse Board Specialist – Call for a safety check today."
✓ "We're working in your area this week—book now to secure your slot!"
Questions I Need to Ask Myself
➤ Am I getting my name known where I want to work most?
➤ Do my leaflets or ads make a clear offer—or just list services?
➤ How will I measure if this campaign worked?





Questions I Should Ask in the ToolBox

(Write your own below — these are just examples)

- o What leaflet headlines or offers have worked well for others?
- o What distribution companies have members used with success?

0	What's a good response rate to expect?

↑ Common Mistakes to Avoid

- X Designing a leaflet that's just a list of services
- X Using tiny fonts, no logo, or unclear calls-to-action
- X Delivering leaflets to random areas without tracking results
- X Forgetting to follow up on the leads that do come in



Notes & Takeaways				

- **目** ToolBox Resources
- ✓ Leaflet Design Templates & Copy Guide
- ✓ Leaflet Marketing Strategy
- ✓ <u>Facebook Members Group</u> Share Your Leaflet for Feedback







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