

YOUR IDEAL LOCAL CUSTOMER



Challenge 2 Week 1 Worksheet

Challenge 2 Week 1

Overview

This week is about clarity.

Most electricians believe they already know their customer.
Very few have actually analysed them.

If you try to position yourself for “*anyone who needs an electrician,*” you become average.

If you identify your **best customers and refine your focus**, everything sharpens:

- Your marketing
- Your pricing confidence
- Your message
- Your referrals

You are not inventing a fictional persona.
You are identifying patterns from real experience.

Why This Matters

S.P.A.R.K.S. Pillar: Positioning

Positioning only works when it is aimed at someone specific.

When you understand your Ideal Customer:

- You speak their language
- You address their fears
- You justify your pricing
- You filter out poor fit enquiries

This reduces stress and increases profitability.

Trying to appeal to everyone is like training your whole body every day without a plan.

You get tired, but you do not get stronger.

Week 1 Task 1

Analyse Your Past Customers

1. What is required

List your last 15 to 20 customers.

Mark them:

- **Green** – Ideal
- **Amber** – Acceptable
- **Red** – Difficult or low value

Then look for patterns in the Green group.

Consider:

- Age range
- Property type
- Location
- Communication style
- Budget comfort
- Occupation
- Lifestyle clues

2. Learning outcome

You will see patterns that were previously invisible.

3. Evidence required

Upload in the comments section of **Week 1 Task Post**:

- A photo or screenshot of your marked list.
- A written summary of the patterns you identified inside.

Tips for mastery

Do not rush this.

Patterns matter more than opinions.

Week 1 Task 2

Define Your Ideal Customer Traits

1. What is required

Based on Task 1, define:

- Age range
- Property type
- Income indicators
- Lifestyle
- Values
- Communication preferences
- Buying behaviour

Be specific. Avoid vague words.

Instead of:

“Nice family.”

Write:

“Home proud couple, 40s, semi detached, two teenage children, both working full time.”

2. Learning outcome

You create clarity instead of assumption.

3. Evidence required

Upload a written profile outlining these traits in the **Week 1 Task Post** comments section.

Tips for mastery

Use real examples from real jobs.

Accuracy beats creativity.

Week 1 Task 3

Create Your One Page Ideal Customer Avatar

1. What is required

Create a one-page summary including:

- Name
- Age
- Brief description
- Key frustrations
- What they value
- Why they choose quality over cheap
- What makes them trust a tradesperson

This must be based on patterns, not imagination.

2. Learning outcome

You now have a filter for all future decisions.

3. Evidence required

Post your completed one-page Ideal Customer Avatar in the **Week 1 Task Post** comments section.

Tips for mastery

Keep it visible in your office.

Review it every six months.





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