

DEFINE YOUR LOCAL POSITION



Challenge 2 Week 2 WORKSHEET

Challenge 2 Week 2

Overview

Now that you know who you serve, you define what you stand for.

Positioning is not a slogan.

It is clarity.

This week you will decide what you want to be known for.

Why This Matters

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

Without positioning:

- You compete on price
- You sound like everyone else
- You attract mixed quality leads

Clear positioning increases:

- Authority
- Pricing confidence
- Referral quality

Busy does not mean respected.

Positioning creates respect.

Week 2 Task 1

Identify Your Profitable Services

1. What is required

List your common services.

Rank them by:

- Profit margin
- Enjoyment
- Demand

Circle the top 3 that score highest across all three.

2. Learning outcome

You see where your strength truly lies.

3. Evidence required

Upload in the comments section of **Week 2 Task Post**:

- Your ranked list
- Top 3 circled services.

Tips for mastery

High revenue is not always high profit.

Be honest.

Week 2 Task 2

Write Your Positioning Statement

1. What is required

Use this structure:

“I help [Ideal Customer] in [Location] with [Specific Service] so they can [Outcome].”

Refine until it feels clear and confident.

2. Learning outcome

You create direction for all marketing.

3. Evidence required

Upload your **final positioning statement** in the **Week 2 Task Post** comments section.

Tips for mastery

Read it out loud.

If it sounds vague, it is.

Week 2 Task 3

Update One Public Description

1. What is required

Update either:

- Your Facebook bio
- Your Google Business description
- Your website headline

2. Learning outcome

Implementation begins immediately.

3. Evidence required

Post a screenshot of your updated bio or description in the **Week 2 Task Post** comments section.

Tips for mastery

Lead with clarity over cleverness.

If people instantly know what you do and who you help, it works.



www.jdewane.com



james@jdewane.com



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