

# AUTHORITY SIGNALS



**Challenge 2 Week 3  
WORKSHEET**

## Challenge 2 Week 3

### Overview

Customers often decide before they contact you.

Authority reduces hesitation.

This week strengthens trust.

### Why This Matters

#### S.P.A.R.K.S. Pillar: Relationships

Trust is built before conversation.

Authority signals reduce:

- Price resistance
- Objections
- Doubt

If you look professional, customers expect to pay professional rates.

## Week 3 Task 1

### Authority Audit

#### 1. What is required

List:

- Number of Google reviews
- Number of Facebook reviews
- Case studies
- Certifications shown publicly

Identify gaps.

#### 2. Learning outcome

You will clearly see where trust is already strong and where credibility gaps are costing you enquiries.

#### 3. Evidence required

Upload your authority audit list in the comments section of **Week 3 Task Post**.

#### Tips for mastery

Do not just count what you have.

Ask yourself what a homeowner sees in the first 30 seconds of finding you online.

## Week 3 Task 2 Close 3 Review Requests

### 1. What is required

Contact three past satisfied customers.

Ask for a detailed review.

### 2. Learning outcome

You strengthen social proof and create trust assets that influence future buying decisions.

### 3. Evidence required

Upload screenshot proof of the request sent in the **Week 3 Task Post** comments section.

### Tips for mastery

Ask for specifics.

The best reviews mention the problem, your professionalism, and the result.

## Week 3 Task 3 Create One Simple Case Study

### 1. What is required

Write:

- Problem
- Solution
- Result

Keep it short.

### 2. Learning outcome

You turn completed jobs into authority content that sells your expertise before the customer speaks to you.

### 3. Evidence required

Upload your written case study in the **Week 3 Task Post** comments section.

#### Tips for mastery

Focus on transformation, not technical jargon.

The customer should quickly see the before, the fix,  
and the peace of mind after.



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