

# POSITIONING & PERCEPTION



## Challenge 3 Module 1 WORKSHEET

## Challenge 3 Module 1

### Overview

Most electricians never deliberately choose their position in the market.

It simply happens.

Customers form an opinion based on what they see:

- Your website
- Your van
- Your reviews
- Your social media
- Your communication

Those signals shape how customers perceive you.

### Why This Matters

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

Understand how you currently appear to the outside world.

You cannot improve positioning until you see what customers see.

## Module 1 Task 1

### Review Your Online Presence

#### 1. What is required

Look at your:

- Website
- Google Business Profile
- Facebook page

Ask yourself honestly:

What would a customer think if they saw this for the first time?

Write down:

- What looks professional
- What looks outdated
- What creates trust
- What creates doubt

#### 2. Learning outcome

You are learning to see your business through the eyes of a customer. Most positioning problems start with a lack of awareness.

#### 3. Evidence required

Upload a written summary of what looks strong and what needs improvement in the **Module 1 Task** Post comments section.

#### Tips for mastery

Be honest with yourself.

Do not defend weak areas.

Improvement starts with clarity.

## Module 1 Task 2

### Review Your Messaging

#### 1. What is required

Write down the main message shown on

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

Now ask yourself:

Does this sound different to other electricians?

Or does it sound generic?

#### 2. Learning outcome

Generic messaging makes you invisible.  
Positioning starts with clear communication.

#### 3. Evidence required

Upload at least one written message and your assessment in the **Module 1 Task** Post comments section.

#### Tips for mastery

If it could apply to any electrician, it is too vague.

Clarity beats clever wording.

## Module 1 Task 3

### Identify Your Current Position

#### 1. What is required

Write a simple statement answering this question:

If someone looked at my online presence today, what would they believe I specialise in?

If the answer is unclear, that is the problem we will fix this month.

#### 2. Learning outcome

Positioning already exists.

The goal is to make it deliberate instead of accidental.

#### 3. Evidence required

Upload your positioning statement in the **Module 1 Task Post** comments section.

#### Tips for mastery

Do not overthink it.

Your current position is revealed in seconds by what people see,  
not what you intend.



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