

# AUTHORITY & CREDIBILITY



## Challenge 3 Module 2 WORKSHEET

## Challenge 3 Module 2

### Overview

Customers are cautious when hiring tradespeople.

They look for signals that reduce risk.

These signals include:

- Reviews
- Professional presentation
- Clear communication
- Evidence of experience

The stronger these signals are, the easier it becomes for customers to trust you.

This week focuses on strengthening those signals.

### Why This Matters

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

Customers do not just buy electrical work.

They buy reassurance.

## Module 2 Task 1

### Review Your Reviews

#### 1. What is required

Look at your reviews on:

- Google
- Facebook
- Other platforms

Record:

- Total number of reviews
- Average rating
- Most common positive comments

#### 2. Learning outcome

You understand how customers currently describe your business and identify the trust signals already working in your favour.

#### 3. Evidence required

Upload in the **Module 2 Task Post** comments section:

- Current review count
- Average rating
- Summary of common positive comments

#### Tips for mastery

Pay close attention to repeated phrases.

These often reveal the real reasons customers trust and recommend you.

## Module 2 Task 2

### Identify Missing Authority Signals

#### 1. What is required

Review whether you currently show:

- Customer testimonials
- Before and after photos
- Proof of experience
- Clear branding
- Professional profile images

Write down which of these are missing.

#### 2. Learning outcome

You identify the missing trust builders that may be weakening customer confidence.

#### 3. Evidence required

Upload your written list of missing authority signals in the **Module 2 Task Post** comments section.

#### Tips for mastery

Think like a homeowner seeing your business for the first time.

The more proof customers see, the safer they feel choosing you.

## Module 2 Task 3

### Strengthen One Authority Signal

#### 1. What is required

Choose one improvement and implement it.

Examples include:

- Requesting a customer review
- Posting a completed job photo
- Adding a testimonial to your website

#### 2. Learning outcome

You begin actively improving credibility instead of hoping customers automatically trust you.

#### 3. Evidence required

Upload a screenshot or photo showing the improvement in the **Module 2 Task Post** comments section.

#### Tips for mastery

Ask every satisfied customer for a review.

Reviews compound over time and dramatically improve trust.



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