

CREATING YOUR EXPERT IDENTITY



Challenge 3 Module 3 WORKSHEET

Challenge 3 Module 3

Creating Your Expert Identity

Overview

General electricians blend into the background.

Experts stand out.

Expert positioning does not mean you only do one job.

It means you become known for something specific.

When customers think about that problem, they think of you.

This module is about defining your **expert identity** and becoming easier to remember.

Why This Matters

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

Customers trust specialists faster than generalists.

Clear positioning helps you:

- Stand out locally
- Attract better-fit customers
- Build stronger credibility
- Become easier to refer

When people know what you are known for, they remember you.

Module 3 Task 1

Identify Your Specialist Focus

1. What is required

Look back at Challenge 2 Module 1 and 2.

Review:

- Your Ideal Customer
- Your most profitable services

Now ask yourself:

Which type of work do I want to be known for locally?

Write down your top focus area. _____

2. Learning outcome

You identify the service area that best aligns with profitability, demand, and long-term positioning.

3. Evidence required

Upload your chosen specialist focus in the **Module 3 Task Post** comments section.

Tips for mastery

Choose a focus that fits both what you enjoy and what creates strong business value.

Positioning should support profit, not just preference.

Module 3 Task 2

Create Your Positioning Statement

1. What is required

Write a clear positioning statement using this format:

I help [ideal customer] with [specialist service] in [local area].

Example:

I help family homeowners in Medway, improve electrical safety through consumer unit upgrades and inspections.

2. Learning outcome

You create a simple positioning message that makes your marketing clearer, stronger, and easier for customers to understand.

3. Evidence required

Upload your positioning statement in the **Module 3 Task Post** comments section.

Tips for mastery

Keep it direct.

If someone can understand it in seconds, it is strong.

Module 3 Task 3

Define Your Expert Identity

1. What is required

Write a short paragraph describing how you want customers to see you.

Examples include:

- The trusted electrician for family homes
- The local fault-finding specialist
- The safety-focused electrician

Example paragraph:

"I want customers to see me as the trusted electrician for family homes in Medway, someone they can rely on for honest advice, quality workmanship, and a professional service. As a local fault-finding specialist, I want to be known for solving tricky electrical issues quickly and safely, giving homeowners peace of mind when things go wrong. My goal is to be the first-person families think of when they need a dependable electrician who is approachable, tidy, and gets the job done right."

2. Learning outcome

You define the reputation and perception you want to build in your local market.

3. Evidence required

Upload your expert identity description in the **Module 3 Task Post** comments section.

Tips for mastery

Keep positioning simple.

Clear beats clever.

Consistency builds reputation.



www.jdewane.com



james@jdewane.com



[@jamestoolbox](https://www.facebook.com/jamestoolbox)



My Electricians
TOOLBOX