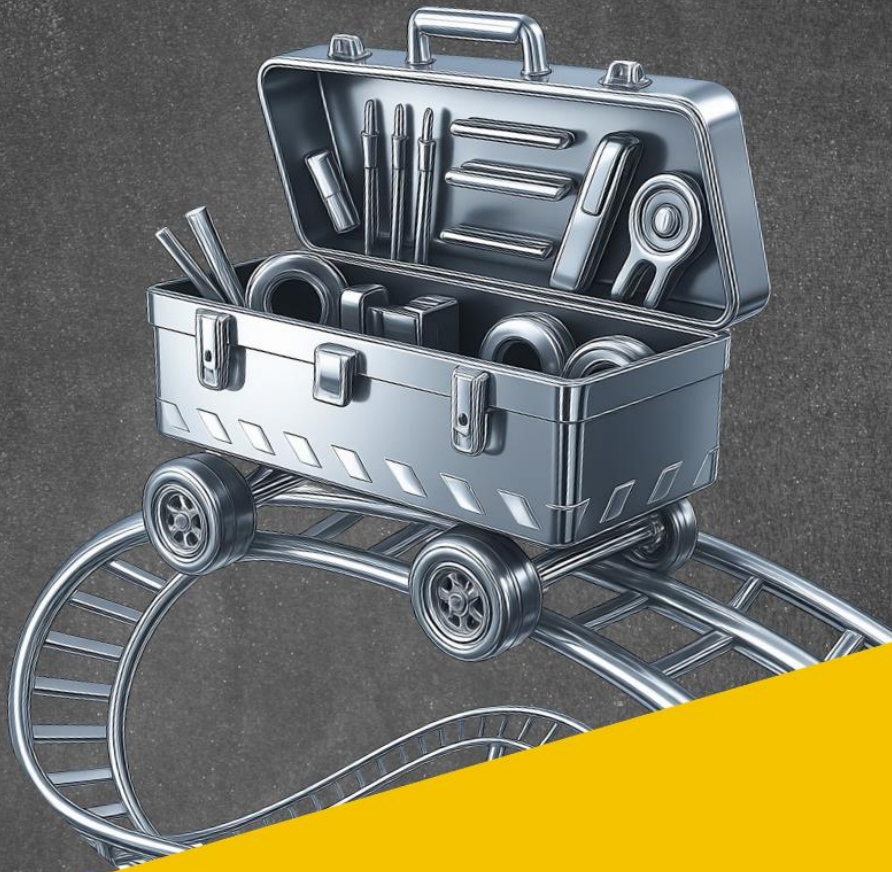


STOP THE FEAST OR FAMINE STRUGGLE



WORKBOOK
DAY TWO #TASK 2

Task 2 Day 2

Build Your Profit-Driven Value Proposition

Today, we're tackling one of the most important parts of your business message, your value proposition. A strong value proposition will help you avoid competing on price and ensure customers understand your worth.

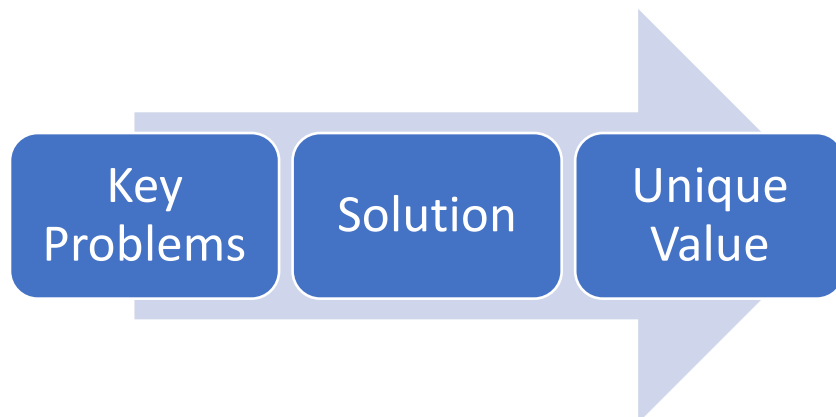
Why is this important?

When customers understand your value, they'll be willing to pay for your expertise. This helps you avoid the 'race to the bottom' pricing many electricians get stuck in.

Today's Task

Step 1: Create Your Value Proposition

- Identify your ideal customer (e.g., homeowners, businesses).
- Pinpoint their key problems (e.g., safety, reliability, prompt service).
- Highlight what sets you apart (e.g., quick response times, years of experience, certifications).



Step 2: Write a short statement highlighting your unique strengths.

Template 1: Expertise-Based Value

"I provide *[target audience]* with *[specific expertise or service]* to address *[problem]* and deliver *[unique result or benefit]*."

Example:

"I provide homeowners with expert electrical inspections to address safety concerns and deliver peace of mind."

Template 2: Outcome-Focused Value

"My goal is to help *[target audience]* achieve *[specific outcome]* by offering *[unique solution or service]*."

Example:

"My goal is to help busy property managers achieve zero downtime by offering prompt, hassle-free electrical maintenance."

Template 3: Pain-Point Relief Value

"I help *[target audience]* avoid *[specific pain point]* by providing *[solution that prevents the issue]*."

Example:

"I help small business owners avoid unexpected power failures by providing proactive electrical maintenance services."

Template 4: Time-Saving Value

"I work with *[target audience]* to save *[time/resource]* by delivering *[solution]*."

Example:

"I work with landlords to save time and reduce tenant complaints by delivering on-call electrical repairs within 24 hours."

Template 5: Experience-Based Value

"With my [experience/credentials], I help [target audience] overcome [specific challenge] by providing [unique solution]."

Example:

"With my 15+ years of experience, I help families overcome electrical safety concerns by providing tailored solutions backed by industry certifications."

Day 2 Action Step:

Return to **Today's Task Post** in the Group and comment the following –

1. Describe Your Ideal Customer
2. Create Your Own Value Proposition

NOTE:

Watch out for today's "**Ask Me Anything**" Post (AMA) at 3PM, where you can ask any questions about today's Task. Post questions only in that thread.



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TOOLBOX



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