

UNDERSTANDING LOCAL VISIBILITY



Challenge 4 Module 1 WORKSHEET

Challenge 4 Module 1

Understanding Local Visibility

Overview

Many electricians believe they are visible because they have a website or a Facebook page.

In reality, most local businesses are rarely seen.

Customers choose from the businesses they remember.

If your business rarely appears in front of local homeowners, they simply forget you exist.

Awareness is about becoming visible often enough that when someone needs an electrician, your name comes to mind.

This module focuses on understanding how **local visibility** actually works and where customers typically discover tradespeople.

Why This Matters

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

You cannot be chosen if you are not seen.

Many electricians focus on improving their services while ignoring visibility.

The reality is:

- Good businesses can still be overlooked
- Customers buy from businesses they recognise
- Familiarity creates trust
- Consistent visibility creates more opportunities

The goal is not to be famous.

The goal is to be remembered.

Module 1 Task 1

Identify Where Customers Currently Find You

1. What is required

List the last 10 enquiries you received.

For each enquiry write down how they found you:

- Google search
- Facebook
- Recommendation
- Neighbour
- Other source

If you are unsure, make your best estimate.

2. Learning outcome

You discover where your visibility already exists and which marketing activities are currently generating enquiries.

3. Evidence required

Upload your list of the last 10 enquiries and their likely source in the **Week 1 Task Post** comments section.

Tips for mastery

Do not guess going forward.

Start asking every new enquiry:

"Can I ask how you found us?"

This simple habit provides valuable marketing data.

Module 1 Task 2

Identify Where Local Customers Search

1. What is required

Think about how homeowners typically find electricians.

Write down where your ideal customer is likely to search.

Examples include:

- Google
- Facebook community groups
- Local recommendations
- Nextdoor
- Word of mouth

2. Learning outcome

You understand where customer attention already exists and where your marketing efforts should be focused.

3. Evidence required

Upload your list of where customers search locally in the **Week 1 Task Post** comments section.

Tips for mastery

Marketing works best when it follows customer behaviour.

Go where customers already spend their time rather
than trying to create new habits.

Module 1 Task 3

Define Your Expert Identity

1. What is required

Score your current visibility on the following platforms:

- Website
- Google Business Profile
- Facebook Page
- Nextdoor
- YouTube

Use the following scale:

- Strong
- Average
- Weak
- Does Not Exist

2. Learning outcome

You gain an honest assessment of your current visibility and identify the areas with the greatest opportunity for improvement.

3. Evidence required

Upload your completed visibility self-assessment in the **Week 1 Task Post** comments section.

Tips for mastery

Be realistic.

Most businesses overestimate their visibility.

The purpose of this exercise is not to impress anyone.

It is to identify where improvement is needed.



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