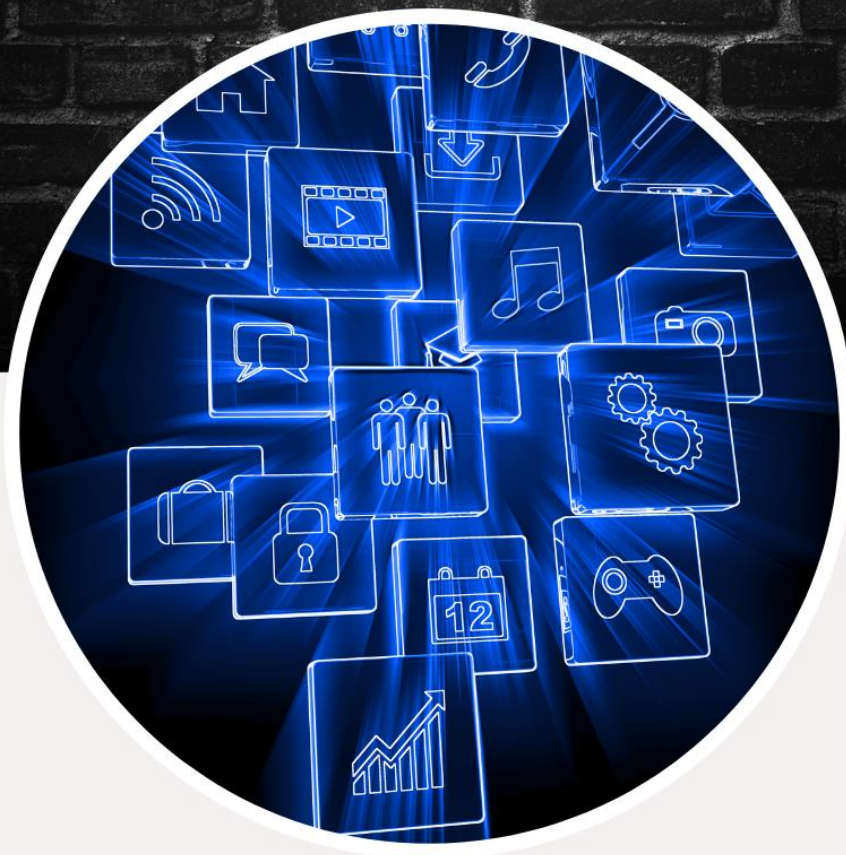


THE I.E.E.P CONTENT SYSTEM



Challenge 4 Module 3 WORKSHEET

Challenge 4 Module 3

The I.E.E.P. Content System

Overview

Many electricians avoid posting online because they believe they must constantly sell.

In reality, people engage more with useful or interesting content.

The I.E.E.P. Content System creates balance by helping you share a variety of content that builds trust and keeps your audience engaged.

It consists of:

- Information
- Education
- Entertaining
- Promotion

This simple structure makes content easier to create and more valuable for your local community.

Why This Matters

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

Customers rarely buy after seeing one promotional post.

They buy from businesses they have seen consistently over time.

Balanced content helps you:

- Stay visible
- Build trust
- Increase engagement
- Become the electrician people remember

People follow businesses that provide value, not just advertisements.

Module 3 Task 1

Create One Information Post

1. What is required

Create a post that shares something useful or interesting for local homeowners.

Examples include:

- Local event information
- Weather-related electrical safety reminders
- Community updates
- Seasonal home maintenance reminders

2. Learning outcome

You learn how informative content keeps your business visible without selling.

3. Evidence required

Upload a screenshot or link to your Information post in the Module 3 Task Post comments section.

Tips for mastery

Not every post needs to generate enquiries.

The goal is to stay visible and useful within your local community.

Module 3 Task 2

Create One Education Post

1. What is required

Create a post explaining something helpful about electrical systems.

Examples include:

- How to test a smoke alarm
- Why RCDs matter
- When to replace a consumer unit
- Common electrical safety mistakes homeowners make

2. Learning outcome

You position yourself as a knowledgeable professional by helping customers understand common electrical topics.

3. Evidence required

Upload a screenshot or link to your Education post in the Module 3 Task Post comments section.

Tips for mastery

Keep your language simple. No Jargons.

Explain electrical topics in a way homeowners can easily understand.

Module 3 Task 3

Create One Entertain or Promote Post

1. What is required

Choose one of the following:

Entertaining

Share a light-hearted, interesting, or community-related story.

OR

Promotion

Highlight one of your services, a recent project, or explain how you help local homeowners.

2. Learning outcome

You understand how balanced content creates engagement while still promoting your business naturally.

3. Evidence required

Upload a screenshot or link to your Entertaining or Promotion post in the Module 3 Task Post comments section.

Tips for mastery

Do not worry about creating perfect content.
Showing up consistently is far more important than
producing perfect posts.



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