

CREATING A SIMPLE VISIBILITY RHYTHM



Challenge 4 Module 4 WORKSHEET

Challenge 4 Module 4

Creating a Simple Visibility Rhythm

Overview

Awareness grows through repetition.

Posting occasionally will not create visibility.

Consistency builds recognition.

Customers are more likely to remember businesses they see regularly than businesses they see once.

This module focuses on creating a simple content rhythm that you can realistically maintain over the long term.

Why This Matters

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

The most successful electricians are not always the ones who post the best content.

They are the ones who show up consistently.

A simple posting rhythm helps you:

- Stay visible in your local community
- Build familiarity over time
- Reduce the stress of deciding what to post
- Keep your marketing moving even when you're busy

Visibility is built through consistency, not occasional bursts of activity.

Module 4 Task 1

Create Your Weekly Posting Plan

1. What is required

Design a simple weekly posting structure.

For example:

Monday - Information
Wednesday - Education
Friday - Entertaining
Weekend - Promoting

Write down your own weekly schedule.

Choose days that suit your business and that you can realistically maintain.

2. Learning outcome

You create a repeatable marketing routine that removes guesswork and makes consistency easier.

3. Evidence required

Upload your weekly posting plan in the Week 4 Task Post comments section.

Tips for mastery

Keep your schedule realistic.

A simple plan followed every week is far more effective than
an ambitious plan that lasts only a few days.

Module 4 Task 2

Plan Four Future Posts

1. What is required

Write down four post ideas that you will publish next week.

Use the I.E.E.P. Content System as your guide.

Include a mixture of:

- Information
- Education
- Entertaining
- Promoting

2. Learning outcome

You develop the habit of planning ahead, making it easier to stay consistent with your marketing.

3. Evidence required

Upload your four planned post ideas in the Week 4 Task Post comments section.

Tips for mastery

Planning ahead removes the pressure of deciding what to post each day.
Spend 30 minutes planning once a week and you'll save hours of uncertainty.

Module 4 Task 3

Publish One Additional Post

1. What is required

Publish one additional post that shows your expertise.

For example:

- Explain a recent job
- Share a useful electrical safety tip
- Highlight a completed project
- Answer a common customer question

2. Learning outcome

You strengthen your visibility by consistently sharing valuable content that builds trust and shows expertise.

3. Evidence required

Upload a screenshot or link to your newly published post in the Week 4 Task Post comments section.

Tips for mastery

Do not worry about likes or comments.

Focus on showing up consistently.

Every quality post increases the chances of being remembered
when someone needs an electrician.



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