

OFFLINE LEAD GENERATION



WORKSHEET

Offline Lead Generation That Still Works

Overview

Many electricians believe all marketing must happen online.

In reality, offline methods still generate strong enquiries in local communities.

Leaflets, local magazines, and a visible presence in neighbourhoods can still produce excellent results when used consistently.

The key difference between success and failure is targeting and repetition.

This module focuses on identifying one offline lead generation method you can begin using.

Why This Matters

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

Not every customer finds an electrician online.

Many homeowners still respond to businesses they regularly see in their local area.

Effective offline marketing helps you:

- Increase local awareness
- Reach homeowners who are ready to buy
- Support your online marketing
- Create a steady flow of local enquiries

The goal is not to market everywhere.

The goal is to become well known in the areas you want to serve.

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Identify Suitable Neighbourhoods

1. What is required

Identify three local areas where your ideal customers live.

Consider:

- Property type
- Home ownership levels
- Neighbourhood stability

Choose areas where electrical work is more likely to be required.

2. Learning outcome

Identify the locations where your marketing is most likely to reach profitable customers.

3. Evidence required

Upload the three neighbourhoods you have identified in the Task Post comments section.

Tips for mastery

Do not try to cover your entire town.

Concentrating your efforts in a few carefully chosen areas builds stronger local recognition.

Choose One Offline Lead Generation Method

1. What is required

Choose one offline marketing method that you could begin using.

Examples include:

- Leaflet distribution
- Local magazine advertising
- Community noticeboards

Write down which method you will test first and why you chose it.

2. Learning outcome

You simplify lead generation by focusing on one method instead of trying several at once.

3. Evidence required

Upload the offline lead generation method you have chosen in the Task Post comments section.

Tips for mastery

Master one marketing method before adding another.

Consistent execution almost always produces better results than constantly switching strategies.

Create a Simple Marketing Message

1. What is required

Write a simple message for your leaflet or advert.

Include:

- Who you help
- What services you provide
- Your service area
- Your contact details

Keep your message short, clear, and easy to understand.

2. Learning outcome

You create a clear marketing message that encourages local homeowners to take action.

3. Evidence required

Upload your draft leaflet or advert message in the Task Post comments section.

Tips for mastery

Avoid trying to say everything.

A simple message that clearly explains who you help and how to contact you will always outperform a busy advert full of unnecessary information.



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