

UNDERSTANDING LOCAL ENQUIRIES



Challenge 5 Module 1 WORKSHEET

Challenge 5 Module 1

Understanding Where Local Enquiries Come From

Overview

Many electricians believe they know where their work comes from.

Most rely on memory rather than real data.

Without tracking enquiries properly, it becomes impossible to understand what is actually working.

Some electricians believe all their work comes from word of mouth. Others assume Google is responsible for most enquiries.

It's usually a mixture of several sources.

This module focuses on identifying where your enquiries currently originate and understanding how local homeowners typically search for electricians.

Once this becomes clear, it's much easier to improve lead generation.

Why This Matters

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

You cannot improve what you do not measure.

Many electricians spend money on marketing without knowing which activities generate enquiries.

Understanding where your leads come from helps you:

- Invest more in what works
- Stop wasting time on what doesn't
- Create a more predictable flow of enquiries
- Build a stronger, more resilient business

Good marketing decisions are based on facts, not assumptions.

Module 1 Task 1

Analyse Your Last 10 Enquiries

1. What is required

List your last 10 enquiries.

For each enquiry record:

- Date of enquiry
- Type of work requested
- How the customer found you

Possible sources may include:

- Google Search
- Facebook
- Referral
- Neighbour recommendation
- Leaflet
- Local directory
- Other

2. Learning outcome

You gain a clear picture of where your enquiries currently originate and identify the marketing activities already producing results.

3. Evidence required

Upload your list of the last 10 enquiries and their sources in the Module 1 Task Post comments section.

Tips for mastery

Do not rely on memory in the future.

Create a simple habit of recording every new enquiry as it comes

Module 1 Task 2

Identify Where Your Ideal Customers Search

1. What is required

Think about the Ideal Customer you identified in Challenge 2.

Where are they most likely to search when they need an electrician?

Examples may include:

- Google Search
- Facebook community groups
- Local recommendation posts
- Neighbours and friends
- Nextdoor

Write down your top five likely sources.

2. Learning outcome

You understand where your ideal customers are already looking, allowing you to focus your marketing where it is most effective.

3. Evidence required

Upload your list of the top five places your ideal customers search in the Module 1 Task Post comments section.

Tips for mastery

Follow customer behaviour, not marketing trends.

The best marketing appears where your ideal customers
are already searching.

Module 1 Task 3

Identify Risk in Your Lead Source

1. What is required

Look at your list of enquiry sources.

Ask yourself:

Am I relying too heavily on one source?

Write a short summary describing whether your enquiries come from:

- A balanced mix of sources
- One or two dominant sources

Identify any risks you notice.

2. Learning outcome

You recognise whether your enquiry pipeline is stable or vulnerable and identify opportunities to diversify your lead generation.

3. Evidence required

Upload your written summary of your current lead source mix in the Module 1 Task Post comments section.

Tips for mastery

A healthy business is not dependent on a single source of enquiries.

The more diverse your lead sources become, the more resilient
your business will be.



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