

TRACKING LEAD GENERATION



Challenge 5 Module 3 WORKSHEET

Challenge 5 Module 3

Tracking and Improving Lead Generation

Overview

Many electricians guess where their work comes from.

Successful businesses track this information.

Tracking allows you to see which methods generate enquiries and which methods waste time.

This module focuses on implementing a simple system for tracking enquiries.

Why This Matters

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

Tracking your enquiries helps you:

- See where customers are finding you
- Identify your strongest lead sources
- Spot marketing that is not producing results
- Make better decisions about where to spend your time and money
- Build a more predictable flow of enquiries

You do not need a complicated system.

You just need to record the right information consistently.

Module 3 Task 1

Create a Lead Tracking Sheet

1. What is required

Create a simple spreadsheet or notebook to track your enquiries.

Include the following columns:

- Date
- Customer name
- Type of work
- Enquiry source
- Outcome

Your tracking system does not need to be complicated.

It simply needs to be something you will actually use.

2. Learning outcome

You create a simple system that gives you a clearer picture of where your enquiries come from and what happens to them.

3. Evidence required

Upload a screenshot or photo of your completed lead tracking sheet in the Module 3 Task Post comments section.

Tips for mastery

Keep it simple.

If your tracking system takes too long to update, you are less likely to use it.

A basic system used consistently is better than a complicated system you abandon.

Module 3 Task 2

Record Your Next Enquiries

1. What is required

Start recording the next enquiries you receive using your new tracking system.

For every new enquiry, ask:

“How did you find me?”

Record the answer rather than relying on memory later.

Make sure you also record what happened with the enquiry.

2. Learning outcome

You begin collecting real information about where your customers come from instead of relying on assumptions.

Over time, consistent tracking will reveal patterns.

3. Evidence required

Confirm in the Module 3 Task Post comments section that you have recorded at least one new enquiry using your tracking system.

Tips for mastery

Make asking **“How did you find me?”** part of every new enquiry conversation.

It takes seconds, but over time the information becomes extremely valuable.

Module 3 Task 3

Review Your Lead Sources

1. What is required

Look back at the lead sources you have identified throughout this month.

Write a short summary answering:

- Which sources look strongest?
- Which sources need improvement?
- Which sources will you focus on next?

Do not base your decision on what you think should work.

Use the information you have collected.

2. Learning outcome

You learn to make marketing decisions based on results rather than guesswork.

You also begin identifying where your time and marketing effort are most likely to generate future enquiries.

3. Evidence required

Upload a short summary explaining which lead sources you plan to focus on next in the Module 3 Task Post comments section.

Tips for mastery

Do not judge a marketing method from one enquiry.

Look for patterns over time.

The more information you collect, the easier it becomes to see what is genuinely working.



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