FIELD PLAYBOOK · 2026

Ageniqo

AI SOLUTIONS

7 AI systems every local business is losing money without

Seven money leaks quietly costing local businesses $10k–$50k a month.
And the 90-minute fixes nobody's running.

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A NOTE BEFORE YOU START

I spent six years finding where businesses lose money. Now I do the same on the revenue side.

I spent six years as a finance and cost analyst. I spent most of that time looking at where money was leaving businesses that nobody was watching — inventory shrinkage, miscoded expenses, phantom subscriptions, discount creep. The pattern was always the same: the leak was small per event, invisible per day, and enormous per year.

When I started building automation systems for local businesses, I saw the same pattern on the revenue side. Calls that nobody returns. Leads that go cold in a spreadsheet. Appointments that nobody reminds. Lapsed customers that nobody wins back. Every one of these is a leak. Each one is small per event. Most operators cannot see them at all.

This playbook puts dollar figures on seven of the most expensive leaks I see in local businesses. For each leak, it describes the exact system that plugs it, the exact tools you need, and how to ship it in about 90 minutes of work.

The goal is not to impress you with AI. The goal is to make these leaks visible and fixable by next Tuesday.

— MARIIA

HOW TO USE THIS PLAYBOOK

Read it once. Pick the biggest leak. Ship it in 90 minutes.

Read it once front to back. It takes an hour.

Then do these three things:

1. **Score yourself.** At the end of each chapter there is a one-question self-assessment. If you answer "no" or "not sure," that chapter is a leak you have today.
2. **Pick the biggest leak.** Not the most interesting one. The biggest one. Dollar figures are in every chapter.
3. **Ship it in 90 minutes.** Each chapter has a setup path that takes 90 minutes or less. Block the time on your calendar this week. Ship before you get talked out of it.

If you get stuck, the last page of this playbook has a link to book a free 20-minute walkthrough. The only thing I sell on that call is clarity on which leak to fix first. That is on purpose.

The math: how we put a dollar figure on a leak

Every leak in this playbook uses the same simple math:

> THE FORMULA
>
> **Missed lead volume × Average booking value × Close rate = Monthly money left on the table.**

For a **real-estate agent**, a missed lead might be a buyer who called Saturday morning and got voicemail. Average booking value (your commission on a closed deal) is large; close rate is low; volume is small. The math still works.

For a **salon**, a missed lead might be a walk-in who called during a blowout and got voicemail. Booking value is smaller; close rate is higher; volume is much larger. The math still works.

For a **dental clinic**, a missed lead might be a new-patient inquiry that came in after hours. Booking value is a lifetime-value number — first visit plus follow-ups — which is large. Close rate is high if you call back in under an hour, and near zero if you don't. The math still works.

You will see this formula throughout. When you can say out loud how much a leak is costing you, fixing it stops being optional.

CONTENTS

Seven systems, seven leaks, seven 90-minute fixes.

SYSTEM 01

The after-hours call

Costing you: $2,880–$46,080/month depending on your industry.

The leak: 40–60% of the calls to your business happen when no one is there to answer them.

The share lands outside business hours. Evenings. Weekends. Lunch break. While you are with another client. It's even higher in real estate (people call when they see the yard sign on Saturday) and in cosmetic and dental (people call when their own day ends at 6 pm).

Of those missed calls, the average local business returns about one in three, and usually not within the first hour — which is the window where the caller decides whether to wait or call the next business on the list.

The math on this one

Run this for your own business:

- **Calls you miss per week.** Pull your phone provider's log. Count unanswered inbound calls.
- **Booking value if that call had converted.** For realtors, use a typical commission. For salons, use average ticket. For clinics, use first-visit value plus the realistic continuation rate.
- **Close rate if you had answered.** Be honest — for most local service calls it's somewhere between 30% and 60%.

> REAL NUMBERS
>
> A solo realtor missing six calls a week with a $4,000 commission and a 35% close rate is leaving **$33,600 a month** on the table. A three-chair salon missing twelve calls a week with a $120 ticket and a 50% close rate is leaving **$2,880 a month.** A two-dentist clinic missing eight calls a week with a $2,400 first-year patient value and a 60% close rate is leaving **$46,080 a month.**

The system: a voice AI agent that answers like you would

A voice AI agent picks up calls you cannot take. It sounds human. It asks the two or three qualifying questions you would ask. It either:

1. **Books the appointment** directly into your calendar when the caller just wants to book something you offer.
2. **Captures the lead** (name, phone, reason for call, availability) into your CRM when the caller needs a human.
3. **Escalates** (text you immediately, or forward to an on-call number) when the caller says a predefined emergency keyword.

The caller never hears "please leave a message." They get a conversation. You get a structured lead in your CRM before your next client walks in.

The tools

- **Voice AI platform.** Vapi, Bland AI, Retell AI, or the voice-agent product inside GoHighLevel. All four support natural conversation, call recording, and structured lead capture. Pricing is roughly $0.05–$0.15 per minute of conversation. A busy salon with 200 after-hours calls a month costs about $25–$75.
- **Phone number.** Porting your existing business line is ideal. Alternative: get a second line (Twilio, GHL numbers) and route only after-hours calls to the AI.
- **CRM.** GoHighLevel is the simplest — lead capture from the voice agent writes directly into a contact record with the call transcript attached. Any CRM with a webhook works.
- **Calendar.** Calendly, GHL's native booking calendar, or Google Calendar via Zapier.

Setup in 90 minutes

1. **Minutes 0–15.** Sit down and write the three questions you actually ask new callers. For a salon: "What service are you interested in?" "When would you like to come in?" "Have you been to us before?" Write them the way you would speak them.
2. **Minutes 15–40.** Create the voice agent in your chosen platform. Paste your three questions. Set the greeting: "Hi, thanks for calling [business]. Our team is with clients right now — I can help you book or take a message, whichever is faster." Record yourself reading three common objections ("too expensive," "I'll think about it," "is this a real person?") and upload so the voice clones your tone.
3. **Minutes 40–60.** Wire the lead capture. Connect the voice agent's webhook to your CRM: create a new contact, tag it "voice-agent-lead," attach the call recording, send you a Slack or SMS notification.
4. **Minutes 60–80.** Configure call routing. In your phone provider or GHL, set after-hours + missed-call forwarding to the voice agent's number. Test with your own phone three times: ring once, ring during business hours, ring at 2 am.
5. **Minutes 80–90.** Write the follow-up SMS that fires the moment a voice-agent lead hits your CRM: "Thanks for calling — we got your message about [reason]. Want me to hold the [time] slot you mentioned?"

What to watch after launch

- **Answer-rate per week.** Should go from whatever it is today to 100% within two weeks.
- **Voice-agent-to-booking conversion.** Expect 40–70% in week one. If it's under 30%, your three questions are wrong — rewrite them.
- **Call transcripts.** Read five per week for the first month. This is the fastest way to find things your website or intake form should explain better.

SELF-CHECK

Do you return every missed call within the first hour? If no, System 01 is a leak.

SYSTEM 02

The missed-call text-back

Costing you: ~$4,800/month on 80 weekly inbound calls.

The leak: the caller hangs up and immediately calls your competitor.

If a prospect calls and doesn't reach you, they are already looking at their next option. In most local service categories, the "next option" is already in a saved tab or is one Google Maps tap away. You have about 90 seconds before that second call happens.

A missed-call text-back sends the caller an SMS within 30 seconds: "Hi, this is [you] — sorry we missed your call. Can I help by text, or would you like me to call you back in 15 minutes?" That one message recovers somewhere between 35% and 55% of missed-call leads.

Why it works

Three reasons, in order of importance:

1. **Speed wins.** If a competitor is also texting back (most aren't), you're still in the race. If they're not, you've already won.
2. **Text feels lower-pressure.** Someone who had their call go to voicemail doesn't want to leave another voicemail. They will happily tap reply and say "just wanted to ask about pricing."
3. **It's cheap.** At roughly $0.01 per SMS, you can send 1,000 text-backs for ten dollars. The first one that converts has already paid for the year.

The math on this one

> REAL NUMBERS
>
> For a business with a reasonable call volume: 80 inbound calls a week. 30% go to voicemail (24 missed calls). Current voicemail-to-booking rate: ~5%. Text-back lifts that to ~40%. Net new bookings per week: **8** (from 1–2).
>
> At a $150 average booking value, that's **$4,800 in recovered revenue per month** for about four minutes of setup.

The tools

- **GoHighLevel.** Has missed-call-text-back as a one-click automation. If you already pay for GHL ($97–$297/month), this is included.
- **Twilio + Zapier.** If you aren't on GHL, Zapier's "Missed call → SMS" template works in under ten minutes. About $20/month for the Zapier tier plus Twilio SMS usage.

- **Local phone ecosystem.** If you use RingCentral, Google Voice, or Grasshopper, most have native missed-call-text-back built in. Check settings before you buy a new tool.

Setup in 90 minutes (honestly 20)

1. **Minutes 0–5.** Open your phone/CRM tool. Find the "missed call" or "call ended without answer" trigger.
2. **Minutes 5–15.** Write the SMS. Short. Friendly. Human. One question. Template: "Hi, this is [name] at [business]. Sorry I missed your call — what were you hoping to book? Text back here and I'll handle it, or say 'call me' if you'd rather talk."
3. **Minutes 15–20.** Connect the trigger → SMS action. Set a 30-second delay (not zero — a half-minute delay makes it feel like a real person, not a bot).
4. **Test.** Call your business line from another phone, let it ring out, hang up. You should get the SMS within a minute.

What to watch

- **Reply rate.** Target: 40%+. If lower, your SMS is too long or too salesy.
- **Reply-to-booking rate.** This is a human handling the conversation. Target: 50%+ of replies become bookings.

> SELF-CHECK
>
> Does a caller who goes to voicemail get a text from you within 90 seconds? If no, System 02 is a leak — and it's the cheapest leak in this playbook to plug.

SYSTEM 03

The website that actually captures

Costing you: 60% of every form submission, quietly lost to slow response.

The leak: your website gets traffic, and none of it ends up in your CRM.

Most local-business websites have a "Contact" form that emails someone at the business who checks email twice a day. The form is not connected to a CRM. Nobody is on the hook for responding within a defined time. The lead effectively goes into a black hole that's opened occasionally.

Here's what happens to each lead that fills out your form today:

- **40% will email again or call** if they don't hear back in a day. Those are the persistent ones.
- **35% will book with a competitor** who responded faster.
- **25% will do nothing** — the decision passed, the mood passed, the urgency passed.

The persistent 40% still book. Your form is selecting for the lowest-intent segment of your audience — the only ones patient enough to chase you.

The fix

Three pieces, in order:

1. **Wire the form to your CRM with a webhook, not an email.** The lead appears in your CRM within five seconds of form submission, tagged with the source and any form-field answers.
2. **Fire a response within 60 seconds.** Either an SMS ("got your message — is right now a good time to talk, or should I call you in 30 min?") or an automated email with a booking link.
3. **Add three qualifying questions to the form.** Not twenty. Three. The right three double your close rate on the lead by letting you show up to the conversation already prepared.

The three questions that double qualification

This varies by industry. The rule: ask for the thing the caller wants to know from you, reversed so they tell you first. Examples:

- **Real estate (buyer side).** Price range. Timeline. Areas you're looking at.
- **Real estate (seller side).** Property address. Move-by date. Reason for selling ("what's prompting the move?").
- **Beauty salon.** Service they want. Preferred date range. Whether they've been before.
- **Med spa.** Treatment they're curious about. Previous experience with the treatment. Budget range ("under $500" / "$500–$2k" / "$2k+").
- **Dental.** New or returning patient. Reason for visit (cleanup, emergency, consult). Dental insurance they have, if any.

- **Medical clinic.** New or returning. Concern in a sentence. Preferred appointment window.

None of these are invasive. Each one cuts the qualifying part of the call in half.

The tools

- **Form builder with webhook.** GoHighLevel forms, Tally, Fillout, Typeform, or whatever your website builder offers natively as long as it supports webhooks. Avoid Google Forms if you can — no webhook without Apps Script.
- **CRM.** GoHighLevel is the simplest. HubSpot free tier also works. Any CRM with an inbound webhook endpoint.
- **SMS/email responder.** GHL or Zapier-triggered email/SMS inside 60 seconds of webhook arrival.
- **Booking calendar.** Linked from the responder. Calendly or GHL's native calendar.

Setup in 90 minutes

1. **Minutes 0–20.** Write your three qualifying questions. Test them on one friend — they should take under 40 seconds to answer.
2. **Minutes 20–40.** Build the form in your form builder. Three questions + name + email + phone. No more. Set the form to require phone (not just email) — this is a local business, you're going to call them.
3. **Minutes 40–60.** Wire the webhook. When the form is submitted, the webhook creates a new contact in your CRM with the three answers as custom fields.
4. **Minutes 60–80.** Build the 60-second response automation. Template: "Hi [first name] — I see you asked about [service]. I can do [option A] today or [option B] tomorrow. Reply 1 for today, 2 for tomorrow, or tell me what works."
5. **Minutes 80–90.** Test end-to-end. Submit your own form. You should get the SMS within a minute and see yourself in the CRM tagged with the form answers.

What to watch

- **Response time median.** Target: under 60 seconds. If it's longer than 5 minutes, the magic is lost.
- **Form-to-booking rate.** Before automation, this is usually 10–25%. After, 40–55% is normal for a local business.

> SELF-CHECK
>
> If someone fills out your contact form at 9:17 pm, are they talking to you by 9:19? If no, System 03 is a leak.

SYSTEM 04

The review engine

Costing you: one or two ranking positions in the local pack — typically half your organic leads.

The leak: every happy customer could give you a Google review, and 95% don't.

For local businesses, Google reviews are the single largest organic lead source. The math is straightforward: more recent five-star reviews equals higher ranking in the local pack equals more traffic equals more bookings. The compounding is meaningful — a business with fifty reviews at a 4.8 average, with ten added in the last 90 days, outranks a business with two hundred reviews at a 4.7 average, with one added in the last 90 days.

Most local businesses review-ask passively ("we'd love a review if you enjoyed your visit" on a business card) and get a 2–5% conversion. You can move this to 30–45% by asking actively at the right moment.

Why "review velocity" matters more than "review count"

Google's ranking algorithm weights recency. Ten reviews in the last 30 days moves you more than twenty reviews over the last two years. This is the reason a new business with forty recent reviews often outranks an established one with three hundred old reviews.

What this means for you: **your review engine must produce reviews on a continuous basis, not in one campaign push.**

The system

1. **Trigger.** An appointment moves to "completed" status in your CRM or booking tool.
2. **Delay.** Two hours. Enough time that the person is home, still happy, with a free moment.
3. **SMS.** "Hi [first name] — was everything good today? Reply with the number that feels right: 1 = great, 2 = ok, 3 = not great."
4. **Branching.** If 1: "Thanks — would you share it in a quick Google review? [link]" Else: "Thanks for the honesty — what would have made it great?" [staff replies personally]

The second branch is critical. Unhappy customers must go to you, not to Google. The split captures both loops.

The math on this one

REAL NUMBERS

For a two-person salon doing 40 appointments a week: 40 completed visits × 90% review-capable = 36 review asks. 45% give a score of 1 (great). 60% of those go through to leave the Google review. **~10 new reviews per week.**

After 90 days, you have 120+ new reviews and your ranking in the local pack has climbed a position or two. Each position in the local pack typically doubles organic traffic.

The tools

- **GHL native review automation.** Simplest. Built in.
- **NiceJob, Birdeye, Podium.** Specialized tools — overkill for one location but pay off at three or more.
- **Twilio + Zapier.** Workable DIY if you don't want a dedicated tool.

Setup in 90 minutes

1. **Minutes 0–15.** Get your Google Business Profile review link. Go to your profile, click "Ask for reviews" — copy the short URL.
2. **Minutes 15–45.** Build the trigger: appointment completed → wait 2 hours → send SMS. Include the three-option reply.
3. **Minutes 45–75.** Build the branching: if reply = 1, send follow-up with Google link; else, send follow-up to your phone with the customer's response attached.
4. **Minutes 75–90.** Write the three replies. Keep them short and human.

What to watch

- **Reply rate.** Target: 50%+.
- **Five-star velocity.** Reviews per week should double within the first month.
- **Negative feedback that never goes public.** You should see one or two per week in the "what could have been better" branch. Fix them privately; they become your next set of improvements.

SELF-CHECK

Did you get at least three Google reviews last week? If no, System 04 is a leak.

SYSTEM 05

The booking + reminder loop

Costing you: ~$16,000/month for a 120-appointment-a-week clinic (18% no-show rate).

The leak: appointments that never happen.

No-show rates in local service businesses run 15–25%. That's one in every four to seven booked appointments that simply doesn't show up. For a salon, that's an empty chair for an hour. For a clinic, it's an empty room plus wasted prep time. For a real-estate agent, it's an unmade showing. The compound cost over a month is enormous.

The fix is a two-touch reminder sequence paired with frictionless self-serve rescheduling. Done well, no-show rates drop below 5%.

The system

1. **Booking confirmation.** Fired within 5 seconds of booking. SMS + calendar invite. Include a one-tap reschedule link.
2. **Reminder 1.** 24 hours before appointment. SMS. "Looking forward to seeing you tomorrow at [time]. Reply 'Y' to confirm or tap here to reschedule: [link]."
3. **Reminder 2.** 2 hours before appointment. SMS. "See you in 2 hours at [time]. Need to reschedule? [link]."

The 24-hour reminder is the one that saves no-shows. The 2-hour reminder is the one that saves logistics — it's the one that gets you "running 10 minutes late" messages so you aren't standing around wondering.

The math on this one

> REAL NUMBERS
>
> For a clinic running 120 appointments a week: current no-show rate 18% = 22 no-shows per week. At a $220 average appointment value, that's $4,840 in lost revenue per week. After automated reminders, no-show rate drops to 4% = 5 no-shows per week.
>
> **Net recovered: $3,740 per week, or about $16,000 per month.**

The tools

- **Booking calendar with reminders built in.** Calendly Pro, Cal.com, GHL's native calendar, SimplePractice (for medical/therapy), Acuity.
- **SMS sending.** Usually built into the calendar; else Twilio + a webhook.

Setup in 90 minutes

1. **Minutes 0–20.** Pick the booking tool or verify yours has SMS reminders. Set the default appointment duration and buffer.
2. **Minutes 20–40.** Publish the booking link in the four places it should appear: your website's "Book now" button, your Google Business Profile, your Instagram bio, and the automated responses from Systems 02/03.
3. **Minutes 40–70.** Configure the three touches: confirmation, 24-hour reminder, 2-hour reminder. Write the SMS copy for each.
4. **Minutes 70–90.** Test with your own phone. Book a fake appointment. Confirm all three messages arrive on time.

What to watch

- **No-show rate.** Before: 15–25%. After: under 5%. If it's not moving, your reminder copy is being ignored — shorten it.
- **Reschedules per week.** Should go up. This is good — a reschedule is a kept relationship.

> SELF-CHECK
>
> Does every confirmed appointment receive an SMS reminder 24 hours before? If no, System 05 is a leak.

SYSTEM 06

The follow-up nobody writes

Costing you: $1,500–$6,000/month in leads you already paid to acquire.

The leak: the 80% of leads who don't book on the first call and are never contacted again.

Most local businesses have one shot at a lead: the initial conversation. If that conversation doesn't end in a booking, the lead goes to an email list that never gets emailed, or to a CRM field that never gets filtered on.

But of the 80% who don't book the first time, a meaningful percentage will book in the next 45 days — if you stay in front of them. The follow-up drip converts 12–18% of this segment in most industries. That is revenue you are already paying to acquire.

The structure

Five emails over 21 days. Three SMS over 30 days. Synchronized but not identical.

- **Email 1 (day 0).** The "sent you everything we talked about" email. Attach the one-pager, pricing, intake form, or whatever they asked for. End with one low-pressure sentence.
- **Email 2 (day 3).** A case study. One paragraph. A specific customer, what they came in for, the outcome. No pitch — the pitch is the outcome.
- **Email 3 (day 7).** The "commonly asked" email. Three questions people asked in the first week, with honest answers. Address the objections they had on the call.
- **Email 4 (day 14).** A soft check-in. "Hey, still thinking about it? Happy to answer anything specific. No rush."
- **Email 5 (day 21).** The "final note" email. "I don't want to keep reaching out if this isn't a fit — want me to stop, or should I keep you in the loop for the next opening?"

- **SMS 1 (day 2).** "Hi [name] — sent you a note about [thing]. Questions?"
- **SMS 2 (day 10).** "Want to book in for [service] next [day]? I have [time] or [time]."
- **SMS 3 (day 28).** "Last check — want me to hold a spot for you or park this?"

Why this cadence works

- **The first three days capture the "I was busy" segment.** Usually about half of the converters in this drip.
- **Day 7–14 captures the "I needed to think / ask my partner" segment.** Usually a third.
- **Day 21–30 captures the "the trigger event happened later" segment** — someone whose kid's wedding got scheduled, whose move-in date got confirmed, whose vacation is now booked.

The math on this one

> REAL NUMBERS
>
> For a business generating 100 leads a month: 30% book on first contact (30 bookings). 70% don't (70 in the drip). Drip converts 14% = 10 bookings.
>
> **Net new revenue from drip: $1,500–$6,000/month** depending on booking value.

The tools

- **Email platform.** GHL's email, Mailchimp, ConvertKit, Customer.io. GHL is the easiest because the leads are already there.
- **SMS.** Same platform as email; keeps triggers synced.

Setup in 90 minutes (honestly 4 hours; split across two days)

1. **Session 1 (60 min).** Write the five emails. Each one is 150–250 words. Write them the way you would write them individually to a friend.
2. **Session 2 (60 min).** Write the three SMS. Each is under 160 characters. Tie them to email timing.
3. **Session 3 (60 min).** Build the drip in your platform. Set the trigger: lead created without a booking in 24 hours.
4. **Session 4 (60 min).** Write the "stop" condition: if the lead books at any point, the drip ends immediately and they get a "see you soon" confirmation.

What to watch

- **Open rate per email.** Target: 40%+ on emails 1 and 2, 20%+ by email 5.
- **Drip-to-booking conversion.** Target: 10%+ over the 30-day window.
- **Unsubscribe rate.** Should stay under 2%. If higher, your tone is off — likely too pushy.

> SELF-CHECK
>
> Of the leads you talked to two weeks ago and didn't close, did any of them hear from you last week? If no, System 06 is a leak.

SYSTEM 07

The reactivation campaign

Costing you: $3,000–$15,000 per campaign you don't send — typically 2–4 per year.

The leak: customers who used to buy from you and haven't in 90 days.

In most local service businesses, 20–40% of customers who were regulars three months ago are silent this month. Something changed — a life event, a move, a better parking spot at a competitor. Almost none of them got a reason to come back.

A reactivation campaign is one email + one SMS to that lapsed list, timed around a reason they'd actually respond to. Done right it is the single biggest revenue event of any month. I have seen first sends produce $3,000–$15,000 in the first 72 hours for a one-location business.

The rules

- **Don't discount.** That turns your regulars into discount-hunters. Offer a reason instead: a new service, a seasonal fit, a revamped thing they'd come for anyway.
- **Make it one email, one SMS.** Not a sequence. A reactivation is an event, not a drip.
- **Keep it personal.** First-name. Reference what they used to book. Acknowledge the gap.
- **Have a booking link ready.** This is the one campaign where a pre-filled calendar matters — the customer is going to decide in 90 seconds.

The template

> EMAIL SUBJECT: BEEN A MINUTE, [FIRST NAME]
>
> Hi [first name],
>
> I noticed it's been a while since we saw you — about [X] months. We've had a few changes since then you might like:
>
> - [One new thing you're genuinely proud of]
> - [One seasonal thing that fits the time of year]
> - [One back-in-stock or new-format version of their previous service]
>
> If one of those sounds right, here's the next week's availability: [booking link]
>
> If not — no pressure, and thanks for reading. We'd love to have you back when the timing fits.
>
> — [Your name]

SMS (sent two days after the email): "[First name] — sent you a note a couple days ago about what's new since you were last in. If you want to grab a slot this week, here: [link]. If not, totally fine. — [Your name]"

The math on this one

REAL NUMBERS

For a salon with a 500-customer database: 20% are lapsed (haven't booked in 90+ days) = 100 reactivatable customers. Typical reactivation response: 8–15%. Bookings recovered: 10 appointments. At a $150 average ticket, that's **$1,500 from the first send** — without a discount.

For a dental clinic with a 1,500-patient database: 30% have no future appointment booked = 450 reactivatable patients. Reactivation response: 6–10%. Bookings recovered: 30 patients. At $220 average visit value plus continuing care, that's **$6,600 in the first 60 days**.

The tools

- **CRM with a "last booking" field.** GHL, HubSpot, Jobber, Square, or whatever your booking tool stores bookings in.
- **Email + SMS sender.** Same platform you use for System 06.

Setup in 90 minutes

1. **Minutes 0–20.** Segment. Filter your CRM to customers whose last appointment was 90+ days ago. Exclude customers who actively unsubscribed.
2. **Minutes 20–50.** Write the email and SMS. Personalize with last-service data if your CRM supports it.
3. **Minutes 50–70.** Schedule the email + the SMS two days after.
4. **Minutes 70–90.** Build the feedback loop — every booking that comes from this campaign should tag the contact as "reactivated-Q2-2026" so you can measure the campaign against the cost.

What to watch

- **Open rate.** Target: 30%+ (lapsed lists get higher opens than active lists).
- **Reply rate + booking rate.** Combined target: 8–15%.
- **Revenue per send.** Set a target for the next one in six months.

SELF-CHECK

In the last 60 days, did you email or text a list of customers who haven't booked in 90 days? If no, System 07 is a leak.

WHAT TO DO NEXT

Pick one system. Ship it this week.

You just read 28 pages. If you skipped around, that's fine — skim the self-check at the bottom of each system and count how many you answered "no" to.

If you answered "no" to three or more of the seven self-checks: your business has more than $10k/month in leaks right now. You do not need more leads. You need to close the loops around the ones you already have.

Pick one system. Not the most exciting one — the one with the biggest dollar figure for your specific business. For most local operators, the ranking is:

1. **The after-hours call** (System 01) — because the per-call value is highest.
2. **The missed-call text-back** (System 02) — because the setup is fastest and the recovery rate is shocking.
3. **The booking + reminder loop** (System 05) — because it protects the bookings you already have.

Ship one this week. Block 90 minutes on your calendar tomorrow. Do it before you get talked out of it.

If you want help: book a free 20-minute missed-call audit. On that call I do one thing — map your own call volume, booking value, and conversion rate into a recovery range. You walk away knowing exactly where to start, whether or not you hire me.

If you want me to plug the leak: we can talk about that on the same call. Three-to-six-week engagements, flat pricing, no open-ended agency scope. I'll tell you on the first call whether I think you need me.

Book the call: https://calendly.com/mariia-ai/audit-call

Thanks for reading. — Mariia