

THE 11 PM EMPLOYEE

5 jobs AI can take off your plate this week.

None of these need a new website, an ad budget, or you learning to code. Each one plugs a leak where a customer was ready to hire you and **you never found out**. Check them off as you go, starting with number one.

~1 in 5CALLS TO SMALL BUSINESSES
GO UNANSWERED**85%**OF CALLERS WHO DON'T REACH
YOU WON'T CALL BACK**21×**MORE LIKELY TO QUALIFY A LEAD
REACHED IN 5 MIN VS 30

- ☐ **01 Text back every missed call, automatically**
WHAT IT FIXES
The caller who hits voicemail, doesn't leave a message, and dials the next business on Google.
START THIS WEEK
Ask your phone provider or scheduling software if it can auto-text missed calls. Write the text now: "Sorry I missed you, I'm on a job. What do you need help with? I'll call you back within the hour."
- ☐ **02 Answer every web lead in minutes, even at night**
WHAT IT FIXES
The form or message that sits in your inbox until morning, while a faster competitor books the job.
START THIS WEEK
Submit your own website form at 9 PM tonight and time how long before a "customer" hears back. Then set an instant auto-reply that confirms receipt and asks one question: "What's the address, and when works for you?"
- ☐ **03 Ask every customer for an honest review**
WHAT IT FIXES
Great work that never shows up on Google, because nobody asked while the job was still fresh.
START THIS WEEK
Copy your review link from your Google Business Profile (the "Ask for reviews" button). Text it to every customer the same day the job wraps. Not just the happy ones, and never for a discount. Google's rules ban both.
- ☐ **04 Send appointment reminders without thinking about it**
WHAT IT FIXES
No-shows, locked gates, and "oh, was that today?" Every one is a drive and a time slot you can't bill.
START THIS WEEK
Check the settings in the booking or scheduling tool you already pay for. Most have automatic text reminders built in and switched off. Turn on one reminder the day before.
- ☐ **05 Follow up on every quote that went quiet**
WHAT IT FIXES
The estimate you sent and never heard back on. Usually not a no. Usually a busy person who forgot.
START THIS WEEK
Pull every quote from the last 60 days with no answer. Send one short text: "Still thinking it over? Happy to answer any questions." Then set a follow-up to go out at 2 days and 7 days on every new quote.

DO THIS TONIGHT
The 2-minute test

Call your own business after hours from a phone it doesn't recognize. **Whatever happens next is exactly what your customers get.** If the answer is "nothing," start with job number one.

RATHER HAVE IT DONE FOR YOU?

I set these up for local businesses around Sacramento. Start with a **free visibility audit**: a 20-minute call and a written breakdown of where your leads are leaking. You keep it either way.

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