

NOVABUZZ

# Automate it, or **never** automate it

A checklist for deciding, before you wire anything up.

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Automation goes wrong in predictable places. This is the line we draw, and the questions to ask before anything runs without a human watching.

Free. No email, no call, no pitch. You asked by commenting **LINE**, so here it is. Share it with anyone who needs it.

## Safe to automate

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- ☐ It happens the same way nearly every time
- ☐ Getting it wrong costs minutes, not money or trust
- ☐ You would be happy for the customer to know it was automated
- ☐ A person still sees the result before anything irreversible happens
- ☐ You could explain the whole thing to a new hire in five minutes

If you ticked all five, automate it and stop thinking about it.

## Never automate

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- 1 Anything that moves money. Refunds, discounts, credits, payment terms.
- 2 Anything with legal weight. Contracts, scope changes, warranty wording.
- 3 The apology. An automated sorry makes a bad moment worse.
- 4 Ending a relationship. Customer, staff or supplier, they hear it from a person.
- 5 The first real conversation. People can tell, and the trust does not come back.

The rule in one line. *Automate the repeatable, keep the judgement.* You approve, you stop assembling.

## The five questions before you switch anything on

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- 1 What is the worst thing this sends if the data is wrong?
- 2 How would I find out it broke, and how long would that take?
- 3 Who does the customer reach if they reply to it?
- 4 Can I turn it off in under a minute?
- 5 Would I be comfortable if a customer screenshotted it?

If you cannot answer all five, it is not ready to run unattended. Run it in draft mode for a fortnight first, where it prepares everything and you press send.

## Your own line

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Three things in your business that are safe to automate today

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Three things you will always keep your hands on

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