

NOVABUZZ

The 5 automations to build **first**

In order, with what to say and where people get stuck.

Most owners start at number four and wonder why nothing changed. The order matters more than the tools. Build one, live with it a week, then build the next. If you only ever do the first two, you will still get most of the benefit.

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

1. Catch every inbound in one place

You cannot automate what is scattered. Calls, web forms, texts, Instagram DMs and the email address on the van all need to land in one list before anything else works.

- 1 Write down every way a stranger can reach you. Most owners find seven.
- 2 Pick one place everything will land. A shared inbox is fine. A spreadsheet is fine.
- 3 Forward each channel into it. Start with the two that bring the most work.
- 4 For one week, log every enquiry by hand if you have to. You need the baseline.

The point of week one is the number. Almost everyone discovers they were losing enquiries they never knew existed. That number is what makes the rest worth doing.

The ways people currently reach you

2. Acknowledge inside five minutes

Not a bot pretending to be you. A short honest note that says you have it and when you will call. Interest decays fast and the first real response usually wins the job.

USE THIS

Hey, thanks for getting in touch. I have got your message and I am on a job until about 4. I will call you straight after. If it is urgent just reply URGENT here and I will step off and ring you.

Two things make this work. It gives a real time, and it gives them a way to escalate. Never promise a time you will not hit.



It says who you are

- ☐ It gives an actual time, not soon
- ☐ It offers a way to reach you faster
- ☐ It sounds like a person typed it

3. Let them book themselves

Every back and forth is a chance to lose the job to whoever answered faster. One link, your real availability, a confirmation and a reminder.

- 1 Block out the hours you will genuinely take appointments. Be honest or you will hate this.
- 2 Put buffer either side. Travel time is real and back to back bookings are how the system loses your trust.
- 3 Send a confirmation immediately and a reminder the day before.
- 4 Put the link in your reply from step two, your signature, and your profiles.

The reminder is not optional. It is the single cheapest thing you can do about *no shows*.

4. Follow up four times, then stop

Most of your money is sitting in people who already said maybe and then never heard from you again. Four messages. Then you stop, and stopping is what keeps you welcome.

DAY 1, SAME DAY

Hey it was good talking. Sending the quote now so you have it in writing. Any questions just text me here, I would rather you ask than wonder.

DAY 3

Just checking you got the quote. No rush at all. If the timing is off tell me and I will follow up whenever suits you better.

DAY 7

Thought of you today. Most people in your spot ask about how long the work takes and whether we can phase it. Happy to break either down if that is useful.

DAY 21, CLOSE THE LOOP

I am going to stop chasing so I am not a nuisance. If it comes back around you know where I am. Either way good luck with it.

Day 21 gets the most replies of the four. People answer the message that lets them off the hook.

5. Invoice and chase automatically

Invoice the day the work is done, not the Sunday you get around to it. Then let reminders do the awkward part so you never have to be the bad guy.

- 1 Invoice goes out the same day the job finishes.
- 2 Friendly reminder at 7 days.
- 3 Firmer reminder at 14 days that restates the terms.
- 4 At 21 days it becomes a phone call from you. Automation stops here.

Getting paid two weeks earlier is the cheapest cash you will ever raise. No interest, no application, no personal guarantee.

Where people actually get stuck

- ☐ Trying to build all five at once. Do one a week.
- ☐ Automating the sales conversation. Do not. Route it, then show up.
- ☐ Writing messages that sound like a company. Read them aloud first.
- ☐ Skipping step one because it feels too basic. It is the one that makes the rest work.
- ☐ No baseline number, so you can never tell if it helped.

Which one are you building first, and by when

Nova Buzz Marketing. Built to be used, not sold. If it helped, pass it on.