

GHOST REVENUE

*The Operating Manual for Finding and Recovering the Money Your Business
Already Earns*

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To my mom — who believed before there was anything to believe in.

To God — for the strength on the hard days and the clarity on the confused ones.

To everyone who believed in me, and to every client, old and new, who trusted me
with their business.

And to you — the owner who wants to grow without the bullshit.

This one's yours.

FRONT MATTER

Read This First

Ninety seconds. Then we go find your money.

You own a business where leads become customers — contracting, real estate, loans, a franchise, a med spa, a restaurant, any service business. Doesn't matter which. You work hard. That was never the problem. The problem is the money your hard work already earns that your systems quietly lose. This book finds it, puts a dollar figure on it, and builds the machine that gets it back.

By page 30 you'll know, in dollars per month, what your business is losing — your Ghost Number™. By the end you'll have installed a twelve-part machine that recovers it, and a twenty-minute weekly habit that keeps it recovered without you. Everything is numbered, everything is inspectable, and nothing in here requires buying anything beyond the book you're already holding.

This is a manual, not a novel. Write in it, argue with it, honor the checkpoints — each chapter stands on the installed work of the last. It won't teach you hiring, cash flow, or leadership; it does one thing, thoroughly. And if you were hoping for hustle quotes, I'd like to apologize now and save us both the time.

STRAIGHT TALK ABOUT THE EXAMPLES

Reyes Plumbing — the company you'll follow through every chapter — is a composite of real client installs, with numbers picked to be typical instead of impressive. Every named example is the same. Nothing in these pages is a promise of results; the arithmetic is the promise, and you'll run it on your own numbers in Chapter 2. How we measure: Appendix E.

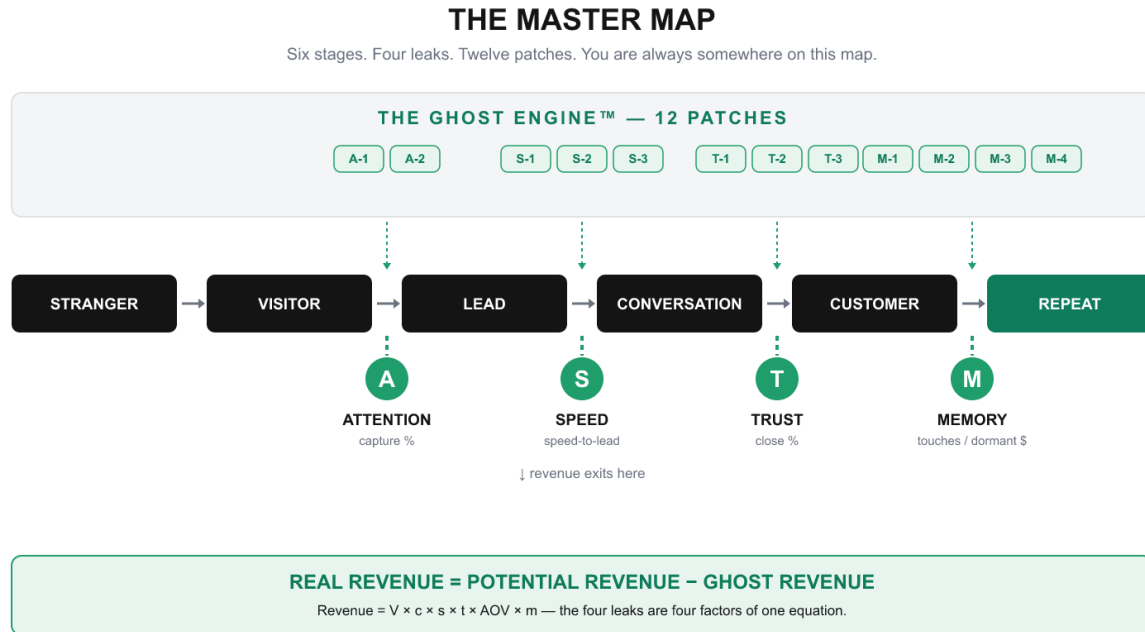
The Ten Ghost Laws

The field rules. You'll meet each one where it does its work.

1. Revenue leaks before it ever reaches a report.
2. A lead's interest halves faster than your intention to call them back.
3. Speed beats skill in the first hour. Skill beats speed everywhere after.
4. "Lost on price" is how "lost on trust" looks in your notes.
5. Silence isn't rejection. Silence is a lead waiting to be deserved.
6. The follow-up you're embarrassed to send is usually the one that closes.
7. A system that isn't written down is a mood.
8. Whatever you don't automate, you'll eventually skip.
9. The cheapest customer you'll ever acquire is the one you already have.
10. Doing nothing is a decision, and it compounds daily.

The Map

Six stages. Four leaks. Twelve patches. You are always somewhere on this page.



The Master Map — the terrain the whole book runs on. The full wall Blueprint (map, laws, instruments, loop, and scoreboard on one poster) is the foldout in the print edition, and free at infusesales.ai/fieldkit.

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PART I

THE GHOST

Seeing the money you cannot see — and putting your name on the number.

The \$10 Million Lie

The most expensive sentence in your business — and the four levers that actually move money.



GHOST LAW #10 “Doing nothing is a decision, and it compounds daily.”

The Principle — why this happens

Almost every owner opens with the same line: “I just need more leads.” About 85% of the time it’s wrong — not technically wrong, actually wrong. Believe it and you’ll spend years pouring money into a bucket that leaks.

The mechanism is arithmetic. Revenue isn’t one number; it’s several multiplied together — the short-form sketch looks like this:

$$\text{Revenue} = \text{Leads} \times \text{Close Rate} \times \text{Average Order Value} \times \text{Repeat Rate}$$

(Chapter 2 turns this sketch into the full instrument — six factors, four leaks, and a dollar figure with your name on it.)

Owners fixate on the first term because it’s the only one the marketing industry sells. But “more leads” multiplies every term — including the leaks. Double the leads into a system that closes 10% and answers in four hours, and you double the wasted spend, the chaos, and the stress right alongside the revenue. A leaking system multiplied is a bigger leaking system with a bigger bill. “More leads” is a multiplier, not a lever.

What It Looks Like

MORTGAGE — the doubling that broke him

A broker took ad spend from \$50 to \$100/day. Leads doubled, exactly as promised; his close rate stayed at 10% because nothing downstream changed. Result: twice the ad cost, twice the after-hours chaos, and a thinner margin than before he spent a dollar more.

The tell: when asked his close rate, he didn’t know it. When asked his speed-to-lead, he guessed “pretty quick.” Measured, it was four hours. You cannot fix what you refuse to measure — and Chapter 2 exists because of exactly this.

The Numbers — buy leads vs. fix the leak

Same starting point for both paths: 100 leads/month, 10% close, \$2,000 average sale = \$20,000/month. Watch what each path actually nets.

Path	What changes	Monthly revenue	Cost added
Do nothing	—	\$20,000	—
Buy more leads	2× ad spend + 2× labor	\$40,000	High
Fix the leak	Close rate 10% → 18%	\$36,000	Almost none

“Buy more leads” looks like it wins by \$4,000 — until you subtract the doubled ad spend and labor, at which point it usually loses. “Fix the leak” adds almost no cost and keeps compounding every month after. One number went from 10 to 18. That’s the whole game.

BY THE NUMBERS — asset vs. expense

A close rate is an asset: build it once and every future lead is worth more, forever. Ad spend is an expense: you rent it, and the day you stop paying, it stops. For most operators, a 3–5 point lift in close rate beats a 30% lift in lead volume — it’s cheaper to build and it compounds.

The Territory — your first look at the Master Map

Everything in this book happens on one map: six stages a stranger walks from “never heard of you” to “buys again,” and four leaks where revenue quietly exits — Attention, Speed, Trust, Memory. The strip at the top of every chapter shows you where you are. Chapter 2 walks the full map and puts a dollar figure on your leaks; for now, one preview is enough:

Lever (ranked by ROI)	What it is	Which leak it patches	How fast it pays
1. Response speed	How fast you react when a stranger raises a hand	S — Speed	This week
2. Close rate	What % of conversations become revenue	T — Trust	Compounds
3. Follow-up	How many times you touch a lead who didn’t buy today	M — Memory	2–6 weeks
4. Order value	How much each sale is worth	AOV — a factor, not a leak	Immediately

Notice where “more leads” sits in that table: nowhere. Volume is the V at the front of the equation — it multiplies whatever system it enters, including the leaks. Seal first. Then buy all the demand you can afford.

The SOP — the four-number diagnostic

Before you spend another dollar on leads, run this. It takes 20 minutes and feeds directly into Chapter 2’s full audit.

1. Pull your last 90 days: total new inquiries, and total closed deals. No CRM? Your phone log, calendar, and invoice stack hold the same answers — estimates are allowed.

2. Compute your four numbers — leads/month, close rate (closed ÷ inquiries), average order value, and average follow-up touches per lead before you quit.
3. Model both paths using the table above with YOUR numbers: what does doubling leads net vs. lifting close rate 5 points?
4. Circle the lever you cannot even fill in. A blank is a finding — it means the leak isn't just open, it's unmeasured.

CEO NOTE

If you're buying more leads before sealing your leaks, you're pouring water into a bucket with holes. Patch the bucket first. Everything else is a bigger bucket.

AI Implementation

- Feed a CRM export (leads, dates, outcomes) to Claude or ChatGPT and ask it to calculate your real close rate and median response time — most owners' mental numbers are off by half.
- Have it run the two-path model on your actual four numbers and return the dollar delta of +5 points of close rate vs. 2× leads.
- **Prompt starter:** *"Here is 90 days of leads with dates and close/no-close. Calculate close rate, median speed-to-lead, and model revenue if close rate rises 5 points vs. if lead volume doubles."*

Score Yourself

Score yourself — one point each	Y / N
I know my close rate — the actual number, not an estimate.	☐
I know my average speed-to-lead, measured with a stopwatch this month.	☐
I know my average order value to the dollar.	☐
I know how many times I follow up before I quit on a lead.	☐
I have modeled "+5 points close rate" against "2× leads" for my business.	☐

THE CHALLENGE — the four-number test

Within 24 hours, write your four numbers on one index card. If you can't fill in even one without guessing, that blank is your finding — and your first project. Owners who can recite these four numbers are the ones who don't get sold expensive fixes to the wrong problem.

EXECUTIVE SUMMARY

The Principle: Revenue is multiplication. "More leads" multiplies the leaks too — it's the V in the equation, not a lever.

The Mistake: Buying volume to fix what is actually a speed, trust, or memory leak (~85% of cases).

The Solution: Read the Master Map; treat close rate as an asset, ad spend as an expense; seal first, then buy demand.

Implementation: Run the four-number diagnostic; a blank you can't fill is your first project.

Key Metrics: Close rate, speed-to-lead, average order value, follow-up touches.

STOP — IMPLEMENTATION CHECKPOINT

Have you written your four numbers on one card — leads, close rate, average order value, follow-up touches?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

Find Your Ghosts

The 20-minute audit that puts a dollar figure on everything you're losing.



GHOST LAW #1 “Revenue leaks before it ever reaches a report.”

The Principle — why you can’t see the money you’re losing

Your P&L is honest about two things: money you made and money you spent. It has no line for money that almost arrived — the lead who bought from whoever answered first, the quote that died in silence, the customer who would have come back if anyone had ever asked. That money is Ghost Revenue: money your business already earned the right to collect but lost invisibly in its own process.

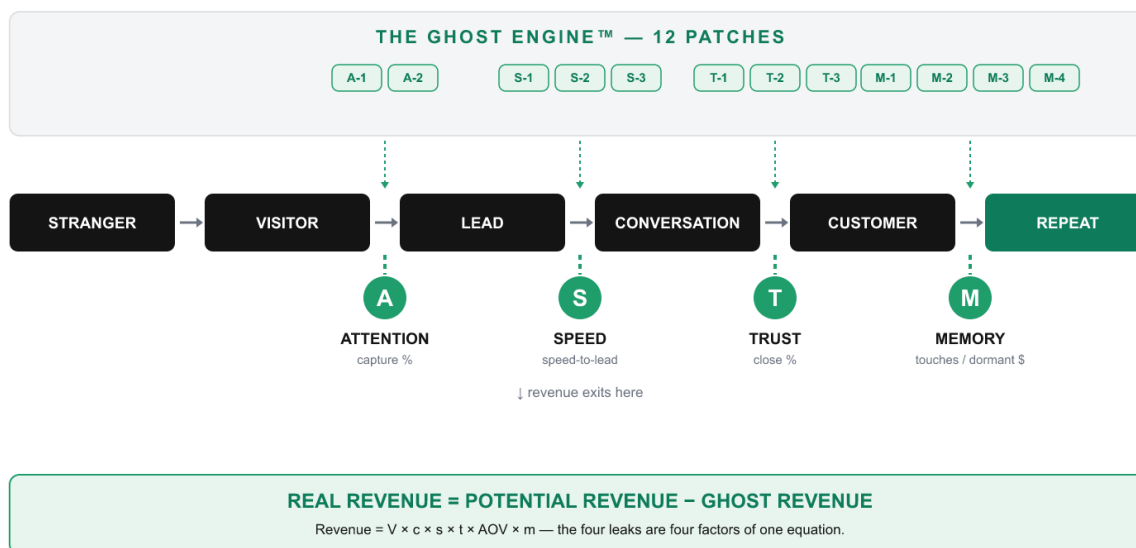
Because the loss is invisible, it’s unmanaged — and what is invisible cannot be managed. So this chapter does one thing: it makes your ghosts visible, in dollars, with a number specific enough to hurt. Everything after this chapter is about going and getting that money back.

The Master Map — where revenue exits

Every customer your business will ever have walks the same six stages. Revenue exits at four fixed points along the way — the four leaks. Every leak has a metric, a benchmark, and numbered patches that seal it (the patches live in the Ghost Engine™, which you’ll install in Part III).

THE MASTER MAP

Six stages. Four leaks. Twelve patches. You are always somewhere on this map.



The Master Map. The geometry never changes: pipeline left to right, leaks below, Engine above.

Leak	The question it asks	Benchmark, in plain counts
A — Attention	Of the people who look, how many raise a hand — and do you catch it?	A decent web page converts 10–25% of visitors. An answered phone captures ~95% of callers.
S — Speed	When a hand goes up, how fast does a human respond?	Out of 10 calls you miss, about 8 call the next business on the list.
T — Trust	Of the people you actually talk to, how many believe you enough to buy?	A structured operation closes ~25% of real conversations.
M — Memory	Of the people who didn't buy today, how many ever hear from you again?	The average sale takes 7+ touches. Most businesses quit at 2.

The Equation — one line of math runs this whole book

REAL REVENUE = POTENTIAL REVENUE - GHOST REVENUE

Revenue = V × c × s × t × AOV × m

Six factors: V is how many people raise a hand each month; c is the share you capture into one system (leak A); s is the share that gets a real conversation (leak S); t is the share of conversations that close (leak T); AOV is the average sale; m is the repeat multiplier — how much each customer is worth beyond the first purchase (leak M).

Run the equation twice. Once with your measured rates: that's your Real Revenue — the number you already know. Once with benchmark rates: that's your Potential Revenue — what the same demand, the same phone, the same crew would produce with the leaks sealed. The gap between them is your Ghost Number™. And the ratio — $\text{Real} \div \text{Potential} \times 100$ — is your Ghost Score™: your recovery grade from 0 to 100.

THE SEQUENCING COROLLARY

It's always cheaper to shrink the Ghost than to grow the Potential. Seal first. Then buy all the demand you can afford. This one sentence settles every "should I spend more on ads?" debate you'll ever have — the answer is a number, not an opinion.

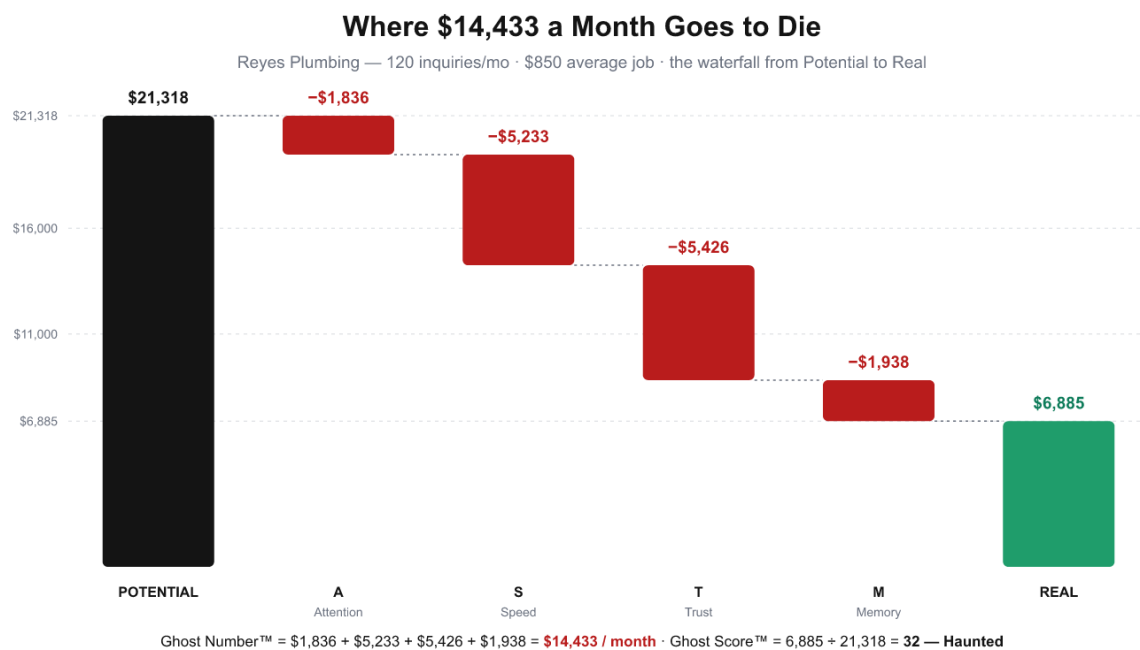
What It Looks Like — Reyes Plumbing

Meet the business we'll follow through this entire book. Reyes Plumbing is a composite of real installs — five employees, two trucks, \$850 average job, solid reviews, an owner who works six days a week. 120 people a month raise a hand: calls, a website form, Angi. Here are his six factors, measured, next to benchmark:

Factor	Reyes — measured	Benchmark	What the gap is
V — hands raised	120 / month	120 / month	Demand isn't his problem.
c — captured (A)	75% — missed calls, unlogged DMs	95%	30 hands a month vanish uncaught

Factor	Reyes — measured	Benchmark	What the gap is
s — real conversation (S)	50% — “I call back when I can”	80%	Half his leads never get a conversation
t — closed (T)	18% — quotes by feel	25%	Trust leaks in the unstructured call
AOV	\$850	\$850	—
m — repeat (M)	1.00 — never contacts past customers	1.10	Zero reactivation, zero repeat system

Real: $120 \times .75 \times .50 \times .18 \times \$850 \times 1.00 = \$6,885$ a month. Potential: $120 \times .95 \times .80 \times .25 \times \$850 \times 1.10 = \$21,318$ a month. Same phone. Same trucks. Same demand.



The waterfall: each leak's share of the Ghost Number, attributed in map order (A → S → T → M).

READ THE WATERFALL CAREFULLY — one rule

Leak-vs-leak comparisons are valid only within one audit. When you patch an upstream leak, downstream leaks briefly look bigger — that's recovered volume arriving, not new loss. Watch the total. Quarter over quarter, you compare two numbers only: the Ghost Number and the Ghost Score.

Reyes' Ghost Number is \$14,433 a month — \$173,000 a year. His Ghost Score is 32: Haunted. Nobody at Reyes Plumbing is lazy, and nothing about this is rare — this is what an ordinary, hard-working, un-systemized service business looks like when you finally put a flashlight on it.

The SOP — run your own audit (the Ghost Ledger)

This isn't a worksheet. It's an MRI. Twenty minutes, and you'll see what has been invisible for years — in dollars, with your name on it.

The Ghost Audit™ is 12 questions — three per leak. Answer every question in one of three modes: Measured (you have the data), Estimated (use the plain-count proxies below), or Unknown.

Unknown is a legal answer and it isn't a zero — an Unknown is itself a leak indicator, because what you can't measure, you're losing. Estimates are fine: the audit gets sharper every quarter you run it. Tonight, at the kitchen table.

#	Question	No CRM? Answer it like this
A1	List every place a customer can raise a hand (phone, form, Angi, DM, walk-in) and the monthly count of each.	Your call log, inbox, and platform apps hold the counts. This inventory IS the question.
A2	What share of each source actually lands in one system you can see?	Count last week's missed calls and unanswered DMs; multiply by 4.
A3	Does every source land in ONE place — or in your phone, your partner's inbox, and a notebook?	If the answer is "several places," write No. No is data.
S1	Median time from a new lead to your first response?	Submit a test lead to your own site tonight and time it. The stopwatch never flatters.
S2	What % of missed calls get any text back?	If nothing fires automatically, the answer is 0%. Write 0%.
S3	What % of leads get a live call attempt within 5 minutes?	Check your last 10 leads' timestamps against your outbound call log.
T1	Of real conversations, what % become customers?	Last 90 days: closed jobs ÷ real conversations. Invoices ÷ estimates is close enough.
T2	Reviews per month, and average rating?	Open your Google profile right now. Count last month's.
T3	What % of booked appointments actually happen?	Last 20 bookings: how many showed? No-shows are a trust leak, not bad luck.
M1	How many touches does a non-buyer get before you quit?	Be honest. Most owners answer "one, maybe two." The sale averages seven.
M2	What % of past non-buyers are in any active follow-up?	If you've no nurture list, the answer is 0%. Write 0%.
M3	How many contacts have been silent 90+ days — and when did you last text them?	Count old estimates, old customers, dead inquiries. That list is money.

Then compute, exactly as we did for Reyes:

1. Turn your answers into the six factors: V, c, s, t, AOV, m. (A1–A3 give you V and c; S1–S3 give you s; T1–T3 give you t; M1–M3 give you m. Where you wrote Unknown, use the benchmark minus half the gap — and mark the result “low confidence.”)
2. Real Revenue = your six factors multiplied. Sanity-check it against your actual monthly revenue; if it's far off, revisit your estimates.
3. Potential Revenue = the same math at benchmark: 95% capture (phone) / 15% (web), 80% conversation rate, 25% close, m = 1.10.
4. Ghost Number™ = Potential – Real. Ghost Score™ = Real ÷ Potential × 100.
5. Attribute the Number across the four leaks in map order (A → S → T → M), upgrading one factor at a time like the waterfall above — each step's gain is that leak's dollar value. The four values sum to your Number, always. (One worked step so you can check yourself: Reyes' Real is \$6,885. Upgrade capture alone, .75 → .95: $120 \times .95 \times .50 \times .18 \times \$850 = \$8,721$. The \$1,836 difference is leak A's dollar value. Now do S, then T, then M, from each new baseline.)

TRANSPARENCY — where software fits

The Ghost Ledger worksheet in the Field Kit does this arithmetic on paper, and the free Ghost Number calculator at infusesales.ai/fieldkit does it in three minutes and emails you the waterfall. Software makes it easier — not possible. Everything in this chapter runs with a pencil and tonight's phone log.

BUSINESS BUILDER — the Ghost Ledger (write-in)

My six factors: V _____ c _____ s _____ t _____ AOV \$ _____ m _____

Real Revenue: \$ _____ / month Potential Revenue: \$ _____ / month

GHOST NUMBER™: \$ _____ / month = \$ _____ / year

By leak: A \$ _____ S \$ _____ T \$ _____ M \$ _____

GHOST SCORE™: _____ / 100 → Haunted (0–39) • Leaking (40–69) • Patched (70–89) • Ghostproof (90–100)

Answers I marked Unknown (each one is a leak): _____

Your Ghost Number isn't a prediction.

It's money your business was already capable of earning.

You didn't lose it because your market was bad.

You lost it because your system leaked it.

\$ _____ / month

Write it. Say it out loud. Then turn the page and go get it.

CEO NOTE

Your Ghost Number is the size of the hole, not the size of the bucket you'll carry out — no honest system recovers all of it, and anyone who promises to is selling you something. But it's the only number in your business that's pure upside, already paid for, and entirely yours to go get. Write it where you make decisions.

AI Implementation

- Paste your 12 answers into Claude or ChatGPT and have it run the arithmetic — the six factors, both revenue runs, the Number, the Score, and the waterfall — and flag which answers most need to move from Estimated to Measured.
- **Prompt starter:** *“Here are my 12 Ghost Audit answers with mode (Measured/Estimated/Unknown). Compute Real, Potential (benchmarks: capture 95% phone / 15% web, conversation 80%, close 25%, m 1.10), my Ghost Number and Ghost Score, and attribute the Number across A/S/T/M by upgrading one factor at a time in that order.”*
- A falling Score during a growth spurt means demand outran your systems — the best problem this book can give you. Ask the AI to recompute Potential at your new lead volume so you can see it.

Score Yourself

Score yourself — one point each	Y / N
I answered all 12 questions — Unknown counted as an answer, not a skip.	☐
I computed my Ghost Number in dollars per month, confidence-labeled.	☐
I know my Ghost Score and which band I'm in — and I said it out loud.	☐
I know which single leak carries the most dollars this audit.	☐
My Number is written where I will see it every working day.	☐

THE CHALLENGE — the 20-minute audit

Tonight: phone log, calendar, invoices, twelve questions, one pencil. Estimates allowed, Unknowns allowed. You aren't building anything yet — you're turning on the flashlight. When the Number is on paper, tell one person. A leak you've named out loud is very hard to keep ignoring.

Free companion resource: the printable Ghost Ledger and the free Ghost Number calculator are in the Field Kit at infusesales.ai/fieldkit.

EXECUTIVE SUMMARY

The Principle: Your P&L can't see money that almost arrived. Ghost Revenue is invisible until you audit for it — and what is invisible cannot be managed.

The Mistake: Running a business on the two numbers you can see, while the largest number — the leak — goes unmeasured forever.

The Solution: The Ghost Audit: 12 questions, six factors, one equation. Real vs. Potential = your Ghost Number; the ratio is your Ghost Score.

Implementation: Run the Ledger tonight in 20 minutes — Measured, Estimated, or Unknown. Attribute by the waterfall. Compare totals only across quarters.

Key Metrics: Ghost Number (\$/mo), Ghost Score (0–100), dollars per leak, count of Unknowns.

REYES TRACKER Ghost Number \$14,433/mo · Ghost Score 32 (Haunted) · Engine 0/12 —
baseline set — the hunts begin

STOP — IMPLEMENTATION CHECKPOINT

Have you computed your Ghost Number — and written it where you make decisions?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

Busy & Broke

Fully booked, working weekends, nothing in the bank — and why more volume makes it worse.



GHOST LAW #7 “A system that isn’t written down is a mood.”

REYES TRACKER Ghost Number \$14,433/mo · Ghost Score 32 (Haunted) · Engine 0/12 — *the hunts start next chapter — this one buys back the hours to run them*

The Principle — why this happens

There’s a specific kind of broke that only happens to business owners. Fully booked. Seventy-hour weeks. The phone rings, the trucks roll — and the month ends with nothing in the bank. Profitable on paper. Broke at the ATM. Your accountant says congratulations; your checking account disagrees.

Busy-and-broke is a pricing and systems problem, never a volume problem. Add more leads to a busy-and-broke business and you get a busier, broker business. Volume is the disease wearing the costume of the cure.

This chapter sits between your audit and your hunts on purpose. The hunts in Part II need an owner with hours to install them. Right now your hours are being eaten by work that pays you less than it costs you — and we can prove it with one division problem.

What It Looks Like

FRANCHISE — four locations, no paycheck

An owner with four units and a team of thirty hadn’t paid himself in five months — every dollar in the front door went out the back to serve customers he had priced too low. We raised prices, cut his two worst service lines, and automated the busywork. Same four units; two quarters later he was paying himself and taking weekends.

He thought a fifth location would fix it. A fifth location would have buried him. Nothing about his volume changed. Everything about his math did.

The Numbers — the raise you’re afraid of

Say you run 100 jobs a month at \$1,000. Raise prices 15% and lose a full 20% of your customers out of spite — the nightmare scenario. Watch what the nightmare actually does:

Path	Jobs delivered	Revenue	Hours worked	Margin
Today	100	\$100,000	100%	Thin
+15% price, -20% jobs	80	\$92,000	-20%	Up on every job

Ninety-two percent of the revenue for eighty percent of the work — and the customers who left were the ones who haggled hardest, paid slowest, and complained most. A price increase that scares off your worst customers isn't churn. It's a promotion.

BY THE NUMBERS — your hourly floor

Take the annual income you want. Divide by 2,000 (a working year). That's your hourly floor. If your floor is \$85 and you personally send appointment texts, chase invoices, and answer "did you get my quote?" calls, you're paying an \$85/hour employee — you — to do \$5 work. Automation isn't a cost. It's a swap: \$5 work out, \$85 work in, every hour, forever.

The Three Paths Out

1. **Raise your price.** The fastest, least glamorous move — run the table above with your own numbers before you dismiss it. Most owners underprice out of fear of losing sales they'd be better off losing.
2. **Tighten your scope.** Stop being the business that does a little bit of everything. Rank your services by margin per hour and sell the top two or three. The remodeler who stops doing handyman calls watches profit and sanity climb together.
3. **Install systems that buy back your time.** Every below-floor task you do by hand is an hour not spent on the hunts. The patches in Part II exist to take that work — the confirmations, the follow-ups, the reminders — and run it without you, at 2 p.m. or 2 a.m., identically.

The SOP — the Hourly Floor audit

1. Compute your floor: target annual income ÷ 2,000. Write it down.
2. For three working days, log every task in 30-minute blocks. No judgment, just the log. (A system that isn't written down is a mood — Ghost Law #7. So is a workday.)
3. Tag every block worth less than your floor. Typical finds: scheduling texts, invoice chasing, quote-status calls, calendar tetris.
4. Rank your services by margin per hour: revenue minus direct costs, divided by hours to deliver. Kill or re-price the worst line this month.
5. Hand your three worst below-floor tasks to the Engine — they are literally patches: confirmations are T-1, follow-ups are M-1, the monthly touch is M-3. You'll install them in Part II.

SCRIPT — Price Increase Notice (send 30 days ahead — no apology, no essay)

Hey [first name] — quick heads-up: starting [date], [service]

moves to [new price]. Any quote you already have is honored through [date + 30 days]. Wanted you to hear it from me first. Thanks for trusting us with [their work]. – [your name]

CEO NOTE

You don't need to work more hours. You need to work different hours. The owner's job isn't to do the \$5 work perfectly — it's to build the machine that never forgets to do it.

AI Implementation

- Paste your P&L and a rough timesheet into Claude or ChatGPT and ask for margin per hour by service line — most owners discover their “best seller” is their worst payer.
- Have it draft your price-increase notice and your kill-list announcement in your voice, from the script above.
- **Prompt starter:** *“Here are my services, revenue, direct costs, and hours for each. Rank by margin per hour, flag anything below \$[floor], and draft a 30-day price-increase notice for the top line.”*

Score Yourself

Score yourself — one point each	Y / N
I know my hourly floor — the actual number.	☐
I logged three days of my time and tagged every below-floor block.	☐
I know my margin per hour by service line.	☐
I killed or re-priced my worst service line this month.	☐
My three worst below-floor tasks are queued for the Engine.	☐

THE CHALLENGE — the floor test

Tonight: one division problem — target income ÷ 2,000. Tomorrow: start the three-day log. By Friday: name the one task you'll never do by hand again. That single decision usually returns 3–10 hours a week — the exact hours Part II needs.

REYES CHECK-IN — the audit of his hours

Hourly floor: \$85/hr (\$170,000 target ÷ 2,000)

Three-day log found: 11 hrs/week below the floor

(scheduling texts • invoice chasing • “got my quote?” calls)

Killed this month: free camera inspections (negative margin per hour)

Recovered: 9 hours every week — the hours that build the Engine

His Ghost Number didn't move this chapter. His capacity to fix it did. The hunts begin with an owner who has time to hunt.

EXECUTIVE SUMMARY

The Principle: Busy-and-broke is a pricing and systems problem. Volume multiplies it — it never fixes it.

The Mistake: Working harder inside broken math: underpricing, over-scoping, and doing \$5 work at an \$85 floor.

The Solution: Three paths out — raise price, tighten scope, install systems. Usually in that order, usually all three.

Implementation: Hourly floor audit: compute the floor, log three days, rank margin per hour, kill one line, queue three tasks for the Engine.

Key Metrics: Hourly floor, margin per hour by service, below-floor hours per week, price-change date.

STOP — IMPLEMENTATION CHECKPOINT

Have you computed your hourly floor and killed — or queued for automation — one task below it?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

PART II

THE FOUR HUNTS

Four leaks, sealed in map order — each hunt banks the last one's recovery.

Hunt One: Attention

You never see the leads you lose first — sealing the leak that hides upstream of everything.



GHOST LAW #8 “Whatever you don’t automate, you’ll eventually skip.”

REYES TRACKER Ghost Number \$14,433/mo · Ghost Score 32 (Haunted) · Engine 0/12 — *the first hunt begins — upstream, where every other patch inherits the volume this one saves*

The Principle — why this happens

Chapter 2 priced Reyes’ four leaks. The hunts seal them in map order — upstream first — because every dollar recovered at Attention flows through every patch you install downstream.

Here is what an ad actually buys you: about two to eight seconds of a stranger’s attention. Not a customer. Not a lead. Seconds — rented, at \$3 to \$15 a click. The ad’s entire job is to move a Stranger to a Visitor. Everything after that jump belongs to you: the page, the form, the phone, the capture.

And the Attention leak has a cruel property: it’s invisible by definition. A lead who ghosts leaves a record. A visitor who bounces off an eleven-field form leaves nothing — no name, no number, no report. You cannot grieve what you never saw. That’s why this hole stays open for years while owners blame the ads.

What It Looks Like

CONTRACTOR — the eleven-field form

A contractor was “paying too much for leads” at \$110 each. His quote form had eleven required fields, including project budget and preferred start date. We cut it to five. Same ads, same spend — his cost per lead fell by more than half, because the leads were always there. The form was sending them away.

Reyes had the same leak wearing work boots: thirty raised hands a month vanishing — calls rung out during jobs, Angi inquiries answered “when things slowed down,” DMs nobody owned. Not an ads problem. A catching problem.

The Numbers

Capture point	Benchmark	Below this, the leak is here
Web landing page → lead	10–25% of visitors	Under 10%: your page, not your ads

Capture point	Benchmark	Below this, the leak is here
Inbound call → answered + logged	~95%	Every rung-out call is a paid-for lead, gone
Every source → ONE system	100%	A lead in three inboxes is a lead nobody owns

Do the arithmetic on your own page: at a 5% form rate you pay three times more per lead than at 15% — for identical ads. The cheapest lead you’ll ever buy is the one you stop losing.

The SOP — install Patches A-1 and A-2

Two patches seal this leak. Each has one job:

PATCH A-1 *“Catch every raised hand, in one place, every time.”*

PATCH A-2 *“Know the moment your front door stops converting.”*

1. Inventory your sources (this is Ledger question A1): every place a hand can go up — phone, form, Google profile, Angi, DMs, walk-ins.
2. **A-1, part one — one intake.** Route every source into one CRM inbox, tagged by source. Angi forwards in. The Google profile’s messages land there. The form posts there. If it can’t land in the system, it isn’t a channel — it’s a hole.
3. **A-1, part two — the five-field form.** Name, mobile, what do you need, when, zip. Every field past five takes capture; budget questions and essay boxes are for the conversation, not the form.
4. **A-2 — the threshold alert.** A monthly check that fires a task when landing conversion drops under 10%. You’ll not remember to check by hand — whatever you don’t automate, you’ll eventually skip (Ghost Law #8).
5. **Verify.** Submit a test from every source; each must arrive in the system, tagged. “A-1 verified, five sources” is a status. “I think they all come in” is not.

SCRIPT — PATCH A-1 · Thank-You Page Copy (sets up the 60-second promise)

Got it, [first name]. We’re calling you in the next 60 seconds —
keep your phone close.
— [your name], [business]

CEO NOTE

Attention is rented by the click. A phone number is owned for a decade. Every advertising dollar you ever spend should end in something you own.

AI Implementation

- Paste your form’s fields into Claude or ChatGPT and ask which to cut and why — then cut them. Every field must fight for its life.
- Monthly, feed it your visitor and lead counts by source: it computes conversion per source, flags anything under threshold, and drafts the fix list. (In Infuse OS this is A-2 running on its own.)

- **Prompt starter:** “Here are my lead sources, monthly visitor/inquiry counts, and captured leads for each. Compute capture rate per source, flag anything below benchmark (web 15%, phone 95%), and tell me which single fix recovers the most volume.”

Score Yourself

Score yourself — one point each	Y / N
Every lead source is inventoried with a monthly count.	☐
Every source lands in ONE system, tagged by source (A-1 verified).	☐
My form asks five fields or fewer.	☐
I know my landing conversion rate this month.	☐
A threshold alert — not my memory — watches the front door (A-2).	☐

THE CHALLENGE — the five-field Friday

Before Friday: cut your form to five fields and route one stray source (the Google profile messages nobody owns, the Angi app only you check) into your one system. Then submit a test from each source and watch them arrive. Two hours of work, and every hunt after this one inherits the volume.

REYES CHECK-IN — 60 days after the Attention install

Captured (c): 75% → 90% (one intake · 5-field form · Angi auto-forward)

Ghost Number: \$14,433/mo → \$13,056/mo (recovered: \$1,377 every month)

Ghost Score: 32 → 39 (still Haunted – one point from daylight)

Engine: 0/12 → 2/12 verified (A-1 · A-2)

The cheapest hunt came first. The big game is downstream — and now twice-caught volume flows into it.

EXECUTIVE SUMMARY

The Principle: Ads rent seconds; capture converts rented attention into owned contacts. The A-leak is invisible because the lost never become leads at all.

The Mistake: Blaming lead cost and lead quality while an eleven-field form and three unowned inboxes send paid demand away.

The Solution: Patch A-1 (one intake, five-field standard, source tags) and A-2 (threshold alert) — verified with a test from every source.

Implementation: Inventory sources, route everything to one system, cut the form, set the alert. Two hours; every downstream patch inherits the volume.

Key Metrics: Capture rate per source, landing conversion %, sources landing in one system (target: all), A-patch verify status.

STOP — IMPLEMENTATION CHECKPOINT

Is A-1 verified — a test submission from every source arriving tagged in one system — and is your form at five fields?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

Hunt Two: Speed — The 60-Second Rule

The highest ROI per hour of setup in your business — and how to install it this week.



GHOST LAW #3 “Speed beats skill in the first hour. Skill beats speed everywhere after.”

REYES TRACKER Ghost Number \$13,056/mo · Ghost Score 39 (Haunted) · Engine 2/12 —
Attention sealed last chapter (+\$1,377/mo) — entering the Speed hunt

The Principle — why this happens

A fresh lead is the most interested it will ever be the second it arrives — hand still in the air, problem top of mind. From that instant, interest decays. They get pulled into a meeting, fill out two competitors’ forms, or talk themselves out of it. Wait too long and you’re no longer catching someone with their hand up; you’re cold-calling a stranger about a problem they were on fire about an hour ago. That’s the Speed leak — and of the four, it’s the cheapest to seal and the fastest to pay you back.

What It Looks Like

MED SPA — same ad, same buyer, opposite outcome

Two spas run near-identical ads. A woman fills out both forms at 9:40 p.m. Spa A’s form lands in an inbox; the owner calls the next afternoon — she has already booked and prepaid elsewhere. Spa B auto-texts in 30 seconds and a human calls within a minute; she books before she falls asleep.

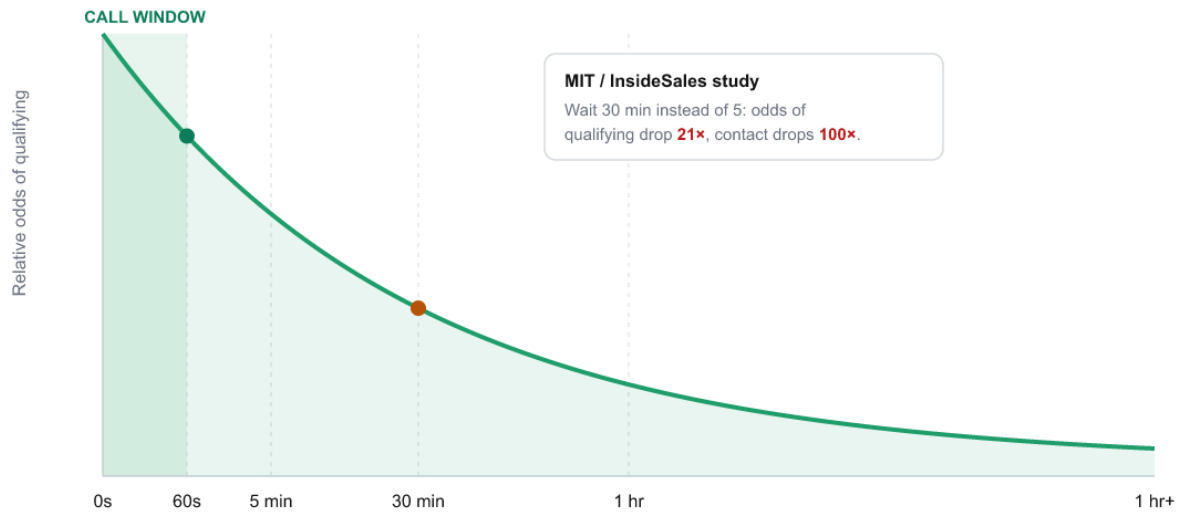
Same ad. Same lead. Same desire to buy. The only variable was speed — and Spa A will spend next month blaming “low-quality leads.” In Reyes Plumbing’s audit, this leak alone was worth \$5,233 a month.

The Numbers

Response time	Typical outcome
Under 1 minute	Highest contact and qualify rate — you catch the hand still raised
5 minutes	Still strong; the practical target for a live human call-back
30 minutes	Odds of qualifying fall sharply — many prospects have already moved on
1 hour +	Much lower odds of a meaningful conversation; you’re now cold-calling

The Half-Life of a Lead

A fresh lead is the most interested it will ever be. Interest decays by the minute.



Source: Lead Response Management Study, Dr. James Oldroyd (MIT Sloan / InsideSales) — 15,000+ leads, 100,000+ call attempts. Curve illustrative.

Interest decays the moment a lead raises their hand. Curve illustrative; ratios per the MIT/InsideSales study.

BY THE NUMBERS — what the research actually says

The MIT / InsideSales Lead Response Management Study (Dr. James Oldroyd) tracked 15,000+ leads and 100,000+ call attempts. Wait 30 minutes instead of 5 and your odds of contacting the lead drop about 100×, and your odds of qualifying it drop about 21×. (The widely-repeated “391%” figure comes from a separate vendor analysis, not this study — we cite the numbers that survive scrutiny.)

The SOP — install Patches S-1, S-2, S-3

You don’t hit 60 seconds by staring at your phone. You install three patches — automations built once that fire forever — and let the system carry the clock. Each patch has one job:

PATCH S-1 “Respond instantly, so your business arrives before your competitors do.”

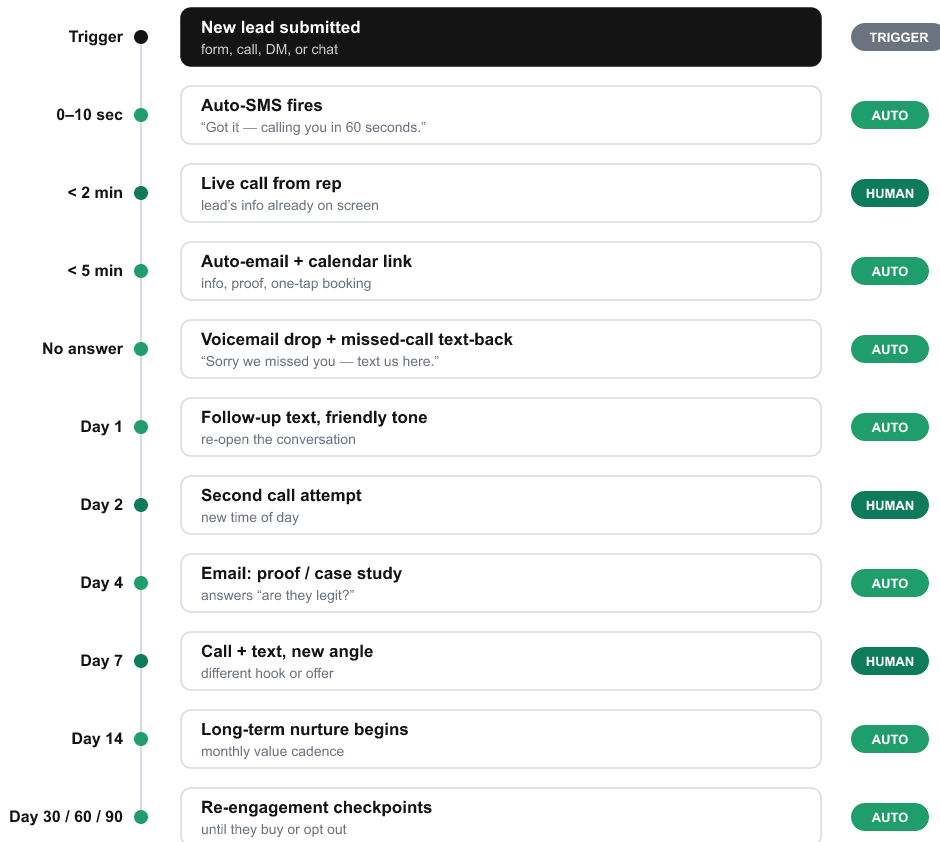
PATCH S-2 “Turn every missed call into a conversation instead of a competitor’s customer.”

PATCH S-3 “Put a live human on the phone while the lead’s hand is still up.”

Here is the exact install sequence.

The Speed-to-Lead SOP

One trigger. Eleven moves. The system runs it the same way at 2 p.m. or 2 a.m.



AUTO = system does it, every time. **HUMAN** = a person does the part only a person can.

One trigger, eleven moves. AUTO = the system does it; HUMAN = a person does the part only a person can.

- Hour zero — A2P registration.** Before any automated text can reliably deliver, your business number must be registered with US carriers (A2P 10DLC). File it first — approval typically takes 1–3 weeks, and everything else below gets built while the clock runs. Where: in GoHighLevel, Settings → Phone Numbers → Trust Center; on any other platform, your SMS provider's 10DLC registration page. Skip this and your texts get silently filtered.
- Patch S-1 — the 60-second auto-text.** The instant a form is submitted, the CRM fires the script below and simultaneously assigns the lead.
- Patch S-3 — rep rotation + one-tap dial.** The system pushes a notification with a pre-dialed number; a live human calls within 2 minutes with the lead's info on screen. No answer from the rep? It rotates to the next one.
- Patch S-2 — missed-call text-back.** Any inbound call you can't pick up fires the second script below. This one automation alone recovers deals you never knew you were losing.
- Auto-email within 5 minutes with information, proof, and a one-tap calendar link; if no contact, the voicemail drop and the day-1 follow-up run automatically, and the Memory patches (M-1, M-2) take the handoff at day 14.

6. **Verify it.** A patch isn't installed until it's verified: submit a test lead to your own site and keep the timestamped text as evidence. "I think it works" isn't a status. "S-1 verified, 41 seconds" is.

THE FIRST WEEKEND — if you've no CRM at all

Don't try to install everything. Your first weekend is three items: file the A2P paperwork, build S-1, build S-2. Ignore the other patches until the quarterly Loop tells you otherwise. Build in a weekend; texts go live when carrier approval lands.

Scripts — copy, paste, ship

SCRIPT — PATCH S-1 · 60-Second Auto-Text (fires on form submit)

Hey [first name], this is [your name] at [business] — got your request, calling you in 60 seconds.

SCRIPT — PATCH S-2 · Missed-Call Text-Back (fires on any missed inbound call)

Sorry we missed you at [business]! Text us back here, or grab a time that works for you: [calendar link].

CEO NOTE

"Respond faster" is boring. It isn't a new channel, not an AI trick, not a hack — which is exactly why almost nobody does it, and exactly why it works. The boring basics are where the money is. The flashy stuff is where the money goes to die.

AI Implementation

The Speed leak is where AI earns its keep in a service business — not by replacing your closer, but by being the tireless first responder.

- **First response:** an AI responder answers instantly, 24/7, qualifies the lead, and books the appointment — then hands a warm, fully-briefed prospect to a human.
- **Monitoring:** a good assistant speaks in coordinates: "S-2 hasn't fired in six days, but four calls were missed — check the integration." Silence from a patch is a leak reopening.
- **The hard rule:** never let AI run the close. The moment a prospect senses a bot at the point of sale, trust collapses — and trust is the whole game. AI opens the door; a human walks through it.

Score Yourself

Score yourself — one point each	Y / N
A test lead to my own site triggers a branded text in under 60 seconds (S-1 verified, timestamped).	☐
Every missed inbound call fires an automatic text-back (S-2 verified).	☐
A live human attempts a call within 5 minutes of a new lead (S-3 verified).	☐

Score yourself — one point each	Y / N
My business number is A2P-registered and texts actually deliver.	☐
I can see, per lead, every touch and every missed window.	☐

BUSINESS BUILDER (S) — speed audit · feeds Ledger questions S1–S3

Go submit a test lead to your own website right now, and fill this in:

Time to first text: _____ Time to first call: _____
 Was it branded? Y / N Did my team get notified? Y / N
 S-patches verified today: S-1 ☐ S-2 ☐ S-3 ☐

THE CHALLENGE — the 24-hour speed test

For one business day, respond to every new lead in under 60 seconds — by hand if you’ve to. Track three numbers: contact rate, appointments booked, and sales. Compare them to a normal day. You’ll not need me to sell you on automation after that; the numbers will do it.

Free companion resource: the Speed-to-Lead SOP, both scripts, and the audit worksheet are in the Field Kit — free at infusesales.ai/fieldkit. The exact GoHighLevel build is in Book 2, the GoHighLevel Buildout Checklist; the A2P registration walk-through is Book 3.

The Hunt, Closed — what Speed recovered

Ninety days after the Speed install, Reyes Plumbing re-ran the audit. Conversations went from 50% of captured leads to 72% — not the 80% benchmark yet, just three patches doing their job every hour of every day. Watch the two numbers that matter:

REYES CHECK-IN — 90 days after the Speed install

Ghost Number: \$13,056/mo → \$9,421/mo (recovered: \$3,635 every month)
 Ghost Score: 39 (Haunted) → 56 (Leaking)
 Engine: 2/12 → 5/12 verified (+ S-1 · S-2 · S-3)

One quarter. One leak. Three patches. He left Haunted — and the next hunt starts from higher ground.

EXECUTIVE SUMMARY

The Principle: A lead has a half-life; interest decays by the minute. Speed is the cheapest leak to seal — the highest ROI per hour of setup in the method.

The Mistake: Letting leads sit in an inbox — then blaming “lead quality” for the ones who booked a faster competitor.

The Solution: Patches S-1, S-2, S-3: auto-text + one-tap dial in 60 seconds, missed-call text-back, rotation — verified with a timestamped test lead.

Implementation: A2P at hour zero; the First Weekend if you're starting from nothing; verify every patch before you call it installed.

Key Metrics: Median speed-to-lead (target <60s), contact rate, S-patch verify status, missed-call recovery rate.

STOP — IMPLEMENTATION CHECKPOINT

Are S-1, S-2, and S-3 installed and verified — timestamped test lead in hand?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

PART II — THE FOUR HUNTS · CHAPTER 6

Hunt Three: Trust

Why you've never actually lost a job on price — and the three patches that make believing you easy.



GHOST LAW #4 *“Lost on price” is how “lost on trust” looks in your notes.”*

REYES TRACKER Ghost Number \$9,421/mo • Ghost Score 56 (Leaking) • Engine 5/12 — A and S sealed — \$5,012/month recovered so far; now the most expensive line on the waterfall

The Principle — why this happens

Two hunts down. Attention recovered \$1,377 a month; Speed recovered \$3,635 more. Reyes is out of Haunted — and staring at the biggest single line on his waterfall: \$5,426 a month dying inside conversations he is already having.

Here is what actually happens in those conversations. Your prospect has three bids open. Same promise, same ballpark price, near-identical trucks. They cannot evaluate your workmanship in advance — so they buy the thing they can evaluate: how safe you made them feel. The confirmations that arrived, the reminder that came the morning of, the forty reviews, the photos of finished work. Trust is built or destroyed in a hundred small touches before the pitch — and when it's missing, it surfaces at the only moment it has a voice: the price.

You've never lost a job on price. You've lost it on proof you didn't show, reminders you didn't send, and a no-show you called bad luck.

What It Looks Like

TWO BIDS — the \$300 “price” gap

A homeowner takes a \$2,400 bid over a \$2,100 bid. The winner sent a branded confirmation with the tech’s name and photo, a reminder the morning of, and had forty-one Google reviews; the loser had a better price and a silent phone. Ask the loser why he lost and his notes say: “price.”

Reyes closed 18% of his conversations — quotes by feel, no reminders, six reviews from four years of good work. His trust leak wasn’t a personality problem. It was an evidence problem.

The Numbers

Trust surface	Without the patch	With the patch (typical across installs)
Show rate on booked appointments	~60–70% — “no-shows happen”	85%+ with confirm + 24h/2h/morning reminders
Reviews	A trickle; asked “when we remember”	Every completed job asked, same day — the first proof a stranger checks
Proof before the close	Whatever the rep mentions	A day-3 proof email: before/after, a testimonial, license & insurance
Conversation → close	~18% unstructured	~25% benchmark with proof + structure

Framed per the method’s rules: these are ranges we see across installs, not promises. The direction, though, never changes — evidence closes what charisma cannot.

The SOP — install Patches T-1, T-2, T-3

Three patches seal this leak. Each has one job:

PATCH T-1 *“Look like the professional you are before they ever meet you.”*

PATCH T-2 *“Let your happy customers sell the next one.”*

PATCH T-3 *“Show proof before they ask for it.”*

1. **T-1 — confirmations and reminders.** Booking triggers a branded confirmation, then reminders at 24 hours, 2 hours, and the morning of — reply C to confirm, R to reschedule. Verify: book a test appointment; all four messages arrive.
2. **T-2 — the review engine.** Job marked complete → review request with a direct link, the same day, while the glow is warm. (Get your link once: Google Business Profile → “Ask for reviews” — copy that URL into the T-2 template.) Verify: complete a test job; the request fires.
3. **T-3 — armed proof.** First, arm it: three proof assets minimum — a before/after, a named testimonial, a license-and-insurance one-pager. Then the day-3 email sends proof to every open quote automatically. Verify: the email renders with a real asset, not a placeholder.

4. **The conversation itself — two rules.** Whoever asks the questions controls the call; and the prospect must say the problem before you do. The full minute-by-minute structure is Book 4's territory (the Discovery Call Blueprint); these two rules alone move most operators.

SCRIPT — PATCH T-1 · Appointment Reminder (24h before)

Hey [first name] — reminder: [service] with [business] tomorrow at [time]. [Tech name] will be your tech. Reply C to confirm or R to reschedule. See you then!

SCRIPT — PATCH T-2 · Review Request (fires on job completion)

Thanks for choosing [business], [first name]! If we earned it, a quick Google review helps more than you know — 30 seconds: [review link]

SCRIPT — PATCH T-3 · Proof Email (day 3 of any open quote)

Subject: The [neighborhood] job we just finished
Hi [first name] — while you're deciding, thought you'd want to see what [service] looks like when it's done right: [before/after].
Here's what [customer name] said: "[one-line testimonial]."
Licensed & insured — details attached. Questions? Just reply.

CEO NOTE

Proof beats persuasion. The operator with forty reviews and a reminder cadence doesn't need to out-talk anyone — he is believed before the call starts. Build the evidence machine once; it testifies forever.

AI Implementation

- Have Claude or ChatGPT draft personalized replies to every review — thanking specifics, naming the tech — so your profile reads alive, not automated.
- Feed it job photos and a customer quote; it assembles the T-3 proof email in your voice in seconds.
- Ask it weekly: "Which open quotes have had no proof touch in 3+ days?" — in Infuse OS, that's T-3's own alert.

Score Yourself

Score yourself — one point each	Y / N
Every booking triggers confirmation + three reminders (T-1 verified).	☐
Every completed job asks for a review the same day (T-2 verified).	☐

Score yourself — one point each	Y / N
Three or more proof assets are uploaded and current (T-3 armed).	☐
Open quotes get proof on day 3 without anyone remembering.	☐
I track my show rate — and it's above 85%.	☐

THE CHALLENGE — the proof sprint

This week: collect your three proof assets (one before/after, one named testimonial, one license-and-insurance one-pager) and send review requests to your last ten happy customers. Watch what one week of asking does to a Google profile that four years of good work never touched.

REYES CHECK-IN — 90 days after the Trust install

Close rate (t): 18% → 23% (reminders killed half his no-shows;
reviews 6 → 31; proof on every open quote)

Ghost Number: \$9,421/mo → \$6,116/mo (recovered: \$3,305 every month)

Ghost Score: 56 → 71 (Leaking → PATCHED)

Engine: 5/12 → 8/12 verified (+ T-1 · T-2 · T-3)

He crossed 70. Eight patches in, the grade finally says what the work says: Patched. One leak left.

EXECUTIVE SUMMARY

The Principle: Buyers choose whoever made them feel safest. Trust is built in a hundred touches before the pitch — and its absence speaks with one word: “price.”

The Mistake: Treating no-shows as bad luck, reviews as optional, and proof as something the rep mentions if it comes up.

The Solution: Patches T-1 (confirm + reminders), T-2 (review engine), T-3 (armed proof on day 3) — plus two conversation rules.

Implementation: Install in order, verify each with a test booking/job/quote; arm T-3 with three real assets this week.

Key Metrics: Show rate (target 85%+), reviews per month, conversation→close %, T-patch verify status.

STOP — IMPLEMENTATION CHECKPOINT

Are T-1, T-2, and T-3 verified — and is T-3 armed with three real proof assets?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

Hunt Four: Memory

The biggest leak in most businesses, the slowest to hurt — and the fastest dollar in the whole method.



GHOST LAW #5 *“Silence isn’t rejection. Silence is a lead waiting to be deserved.”*

REYES TRACKER Ghost Number \$6,116/mo • Ghost Score 71 (Patched) • Engine 8/12 — *three* hunts, \$8,317/month recovered — *one leak left*

The Principle — why this happens

Three hunts have recovered \$8,317 a month. The last leak is the one that never announces itself: the deal you lose to Memory in March doesn’t hurt until September — and by September it’s a stranger’s invoice, and you never even know it was yours.

The research on this is unusually consistent: the average sale lands somewhere between five and twelve touches — call it seven. Most businesses stop at two. Which means most businesses quit at the halfway line and blame the track. The lead who went quiet didn’t say no. Nobody says no. They got busy, the kids got sick, the quote slid under a pizza menu — and the business that stayed politely present for ninety days got the job.

And Memory has a second vault: everyone you already served. The cheapest customer you’ll ever acquire is the one you already have (Ghost Law #9) — which is why reactivation is the fastest dollar in this entire method. The trust is paid for. The number is in your phone. The only thing missing is the text.

What It Looks Like

THE QUIET LIST — every business has one

A restaurant owner swears “the regulars always come back.” Meanwhile: 900 emails from online orders nobody has ever messaged, last spring’s catering inquiries sitting silent, and a private-events list that hasn’t heard a word since New Year’s. That list isn’t history — it’s inventory nobody counts.

Reyes’ version: 340 dormant contacts, $m = 1.00$ — mathematically, a business that has never once asked a past customer to come back.

The Numbers

The follow-up reality	The number
Touches the average sale takes	5–12 (average ≈ 7) — published follow-up research
Sales requiring 5+ follow-ups	~80%
Sellers who quit after one attempt	~44%
Typical opt-out per well-run send (across installs)	Under 2%
The math you're weighing	A <2% annoyance cost against the majority of your closes landing on touches 3–7

The fear that stops owners — “won’t I annoy them?” — is a two-percent problem guarding a fifty-percent opportunity. Until they unsubscribe, keep going. The follow-up you’re embarrassed to send is usually the one that closes (Ghost Law #6).

The SOP — install Patches M-1, M-2, M-3, M-4

Four patches seal this leak — the full second half of the Engine. Each has one job:

PATCH M-1 *“Follow up seven times, so the sale can happen when it’s ready.”*

PATCH M-2 *“Stay warm until they’re ready — months don’t matter, presence does.”*

PATCH M-3 *“One useful email a month, forever.”*

PATCH M-4 *“Wake the money already sleeping in your database.”*

1. **M-1 — the 14-day cadence.** The eleven-move sequence you saw in Chapter 5 runs it: text and call in the first minutes, voicemail drop, day-1 text, day-3 proof email (T-3 does double duty), day-7 new-angle call, day-14 handoff. Verify: a test lead walks every touch.
2. **M-2 — long-term nurture.** At day 14, non-buyers transition automatically to the low-frequency drip with re-engagement checks at 30, 60, and 90 days. Nobody exits to nowhere; every non-buyer lands in orbit.
3. **M-3 — the monthly email.** Four parts, twenty minutes, once a month: what we did this month · two useful tips · one customer story · “reply if you want to talk.” The streak is the metric — businesses that keep it for two years routinely find a second business hiding inside the first.
4. **M-4 — the quarterly reactivation.** Export every contact silent 90+ days. Segment three ways — past customers, ghosted leads, old quotes. Send each segment ONE personal text (script below). Call every reply within the hour; fold every non-reply into M-2/M-3 orbit. Compliance gate first: number registered (A2P), quiet hours respected, STOP honored — Book 3 has the full walk-through.

SCRIPT — PATCH M-4 · Reactivation (one text — not a sequence)

Hey [first name], this is [owner name] from [business]. It’s been a while — we just [new service / opened schedule / new pricing on X]. Wanted you to have the option before I open it up to new customers. Still in the market for [their original request]?

SCRIPT — PATCH M-1 · Estimate Follow-Up (day +1)

Hey [first name] — wanted to make sure you got the quote from yesterday. Happy to walk through any line item. When's a good 10 minutes?

SCRIPT — PATCH M-2 · Long-Term Nurture (day +30)

Hey [first name] — circling back. A lot's happened at [business] since we talked: [one-line update]. Let me know if [their service] is still on your radar — no pressure either way.

CEO NOTE

Nobody “comes back.” Systems bring them back. Your database is the cheapest ad campaign you'll ever run — the trust is already paid for, and the only thing between you and that money is one honest text a quarter and one useful email a month.

AI Implementation

- Draft the monthly email in twenty minutes: paste last month's completed jobs and one customer comment; Claude or ChatGPT returns the four-part email in your voice.
- Hand it the dormant export: it segments past customers / ghosted leads / old quotes and personalizes the [bracketed] variables for each — one text, individually dressed, at any volume.
- **Prompt starter:** *“Here is my 90-day-inactive export (name, last service, last contact date). Segment into past customers, ghosted leads, and old quotes; draft the M-4 text for each segment using this template; flag anyone who should NOT be texted (no consent on record).”*

Score Yourself

Score yourself — one point each	Y / N
Every new lead walks the full 14-day cadence without a human remembering (M-1 verified).	☐
Every non-buyer lands in long-term nurture at day 14 (M-2 verified).	☐
The monthly email went out this month — the streak is alive (M-3).	☐
My 90-day dormant list is exported and segmented.	☐
The first reactivation send is out — and every reply got a same-hour call (M-4).	☐

THE CHALLENGE — the 48-hour resurrection

Export fifty dormant contacts. Send the M-4 text — the compliant way, during business hours, from your registered number. Call every reply within the hour. Count the booked dollars at hour 48 and ask yourself what the other two hundred ninety contacts are worth. (No promised number here on purpose: run it and let your own list testify.)

REYES CHECK-IN — the last hunt

Repeat (m): 1.00 → 1.08 (cadence + nurture + monthly email running)

One-time: 340 dormant → 1 text → 31 replies → 6 booked jobs = \$5,100

Ghost Number: \$6,116/mo → \$4,900/mo (recovered: \$1,216 every month)

Ghost Score: 71 → 77 (Patched)

Engine: 8/12 → 12/12 verified (+ M-1 · M-2 · M-3 · M-4)

Every patch installed. The machine now remembers everyone — so he never has to.

Part II, Closed — the hunts in one table

Hunt	Patches	Recovered / month
A — Attention	A-1 · A-2	\$1,377
S — Speed	S-1 · S-2 · S-3	\$3,635
T — Trust	T-1 · T-2 · T-3	\$3,305
M — Memory	M-1 · M-2 · M-3 · M-4	\$1,216 (+ \$5,100 one-time reactivation)
Total	12/12 verified	\$9,533 / month

Same demand. Same trucks. Same crew. \$114,396 a year that was already his — recovered by twelve automations and four quarters of ordinary discipline. His Score is 77. Ghostproof starts at 90, and the remaining points don't live in the leaks anymore — they live in the machine that keeps them sealed without him. That's Part III.

EXECUTIVE SUMMARY

The Principle: The sale averages seven touches; owners quit at two. Memory's loss is delayed, so it stays invisible — and your dormant database is inventory nobody counts.

The Mistake: Reading silence as rejection, fearing a 2% opt-out more than the majority of closes that land on touches 3–7, and never once texting past customers.

The Solution: Patches M-1 (14-day cadence), M-2 (nurture orbit), M-3 (monthly email), M-4 (quarterly reactivation with a compliance gate).

Implementation: Verify the cadence with a test lead; export and segment the dormant list; send the one text; call replies within the hour; keep the streak.

Key Metrics: 7-touch compliance %, nurture coverage of non-buyers, monthly-email streak, dormant \$ recovered per quarter.

STOP — IMPLEMENTATION CHECKPOINT

Are M-1 through M-4 verified — and is your first reactivation send out with every reply called back?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

PART III

THE MACHINE

A build log: each chapter installs a subsystem.

A note on temperature: Part II was measured in recovered dollars. Part III is measured in permanence — the numbers move less here, on purpose, because this is where recovery stops depending on you.

The Nervous System

Install the spine: one system that senses everything and reacts without you.



GHOST LAW #2 “A lead’s interest halves faster than your intention to call them back.”

REYES TRACKER Ghost Number \$4,900/mo • Ghost Score 77 (Patched) • Engine 12/12 installed — *subsystem one: the spine everything else plugs into*

The Principle — why this happens

Touch a hot stove and your hand pulls back before your brain has processed the heat. That’s a nervous system: sense, then react, with no meeting in between. Your business needs one — because the alternative is intentions, and Ghost Law #2 is the physics of intentions: the lead’s interest halves faster than your plan to get back to them.

Most businesses use their CRM as a filing cabinet — a contact list they pay software prices for. A filing cabinet stores. A nervous system reacts. A lead arrives: it reacts. A call is missed: it reacts. A job completes, a payment fails, an appointment approaches: it reacts — identically, at noon or midnight, whether you slept or didn’t.

The platform ships as a garage — wide open, well lit, and empty. The value was never the garage. The value is the car you assemble inside it: the twelve patches from Part II, wired into one spine, with nothing living anywhere else.

What It Looks Like

THE FOUR-INBOX BUSINESS

A real-estate team’s leads lived in four places: the team lead’s phone, one agent’s personal email, the Zillow app, and Facebook Messenger. Each place had an owner; no place had all the leads. Every week, one contact fell into the gap between inboxes — invisibly, because a lead nobody logged is a lead nobody misses.

The consolidation audit at Reyes Plumbing found the same disease in work boots: three live leads sitting in his tech’s personal phone, and a \$1,700 quote conversation buried in Facebook Messages nobody had opened in nine days.

The Numbers — the 90/10 problem

What most businesses use (the easy 10%)	Where the leverage lives (the 90% nobody wires)
A contact list with names and numbers	Full history on every contact — every call, text, quote, and note, one click deep
A calendar with some reminders	Reflexes: event → reaction, automatically — the twelve patches ARE reflexes
A chat widget nobody trained	Pipeline stages that mirror the Master Map, so the screen IS the map

The SOP — install the spine

1. **One system of record.** Import everything — phone contacts, inboxes, the Angi export, the notebook. Every contact gets a source tag. From today, if it isn't in the system, it didn't happen.
2. **Stages that mirror the Map.** Name your pipeline in plain English, in map order: New → Contacted → Conversation → Quoted → Won / Lost → Dormant. No “Workflow_2_final_v3”; a stranger should read your pipeline and understand your business.
3. **Wire the reflexes.** Every patch from Part II plugs into the spine — workflows named by coordinate (“Patch S-2 — Missed-Call Text-Back”), so any human or AI can say “S-2 didn't fire” and mean one exact thing.
4. **The no-orphan rule.** Every open contact carries a next action and an owner. A lead with no next action is a lead in free fall — the system flags it before gravity wins.
5. **The “does it react?” test.** Submit a test lead. Miss a call on purpose. Mark a test job complete. Three events, three reflexes, three timestamps — that's a nervous system. Anything less is a filing cabinet with a subscription.

CEO NOTE

Your CRM is the only employee that never sleeps, never forgets, and never quits — and most owners have it doing data entry. Wire it once and it runs the reflexes for a decade. Own the account. Own the wiring. Name everything in plain English.

AI Implementation

- Paste your pipeline stages and workflow names into Claude or ChatGPT and ask: “Could a stranger run my business from these names?” Rename what fails.
- Weekly, export contacts with no next action and have it draft the rescue touch for each — the no-orphan rule, enforced in five minutes.
- **Prompt starter:** “Here are my open contacts with last-touch dates and stages. Flag every orphan (no next action or 7+ days silent), rank by deal size, and draft one re-engagement text each.”

Score Yourself

Score yourself — one point each	Y / N
Every contact my business has ever touched lives in ONE system, source-tagged.	☐
My pipeline stages mirror the Map and read in plain English.	☐
Every workflow is named by its patch coordinate.	☐
No open contact is without a next action and an owner.	☐
The three-reflex test fires: test lead, missed call, completed job — timestamped.	☐

THE CHALLENGE — the consolidation sweep

This week, hunt your own business for strays: your phone, your team's phones, every inbox, every platform app. Count the live conversations living outside the system. Import every one. The count is usually not zero — and one of them is usually worth the price of this book.

REYES CHECK-IN — the spine

Contacts of record: 412 — one system, all source-tagged

Strays rescued: 3 live leads + 1 buried quote (\$1,700 job closed)

Orphaned threads: 0 (no-orphan rule enforced by the system)

Friday pipeline read: 90 seconds, one screen

The Number didn't move this chapter — the floor under it did. Stability is the win: nothing backslides while he sleeps.

EXECUTIVE SUMMARY

The Principle: A filing cabinet stores; a nervous system reacts. Intentions decay at the speed of Ghost Law #2 — reflexes don't.

The Mistake: Leads in four inboxes, workflows named like passwords, and a CRM doing data entry while the owner does the remembering.

The Solution: One system of record; Map-mirrored stages; patches wired as reflexes, named by coordinate; the no-orphan rule.

Implementation: Import everything, rename everything, wire everything — then prove it with the three-reflex test.

Key Metrics: Contacts of record (one system), orphan count (target 0), reflex test pass, stray conversations found per sweep.

SYSTEM INSTALLED

✓ Attention — sealed (Ch. 4)

✓ Speed — sealed (Ch. 5)

- ✓ Trust — sealed (Ch. 6)
- ✓ Memory — sealed (Ch. 7)
- ✓ Nervous System — one spine, zero orphans (Ch. 8)
- *The Ghost Engine — final assembly and inspection — next*

STOP — IMPLEMENTATION CHECKPOINT

Does the three-reflex test pass — test lead, missed call, completed job, all timestamped in ONE system?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

The Ghost Engine

Final assembly: twelve patches, one machine, and the inspection that makes it real.



GHOST LAW #7 “A system that isn’t written down is a mood.”

REYES TRACKER Ghost Number \$4,900/mo · Ghost Score 77 (Patched) · Engine 12/12
installed — *final assembly — installed isn’t verified*

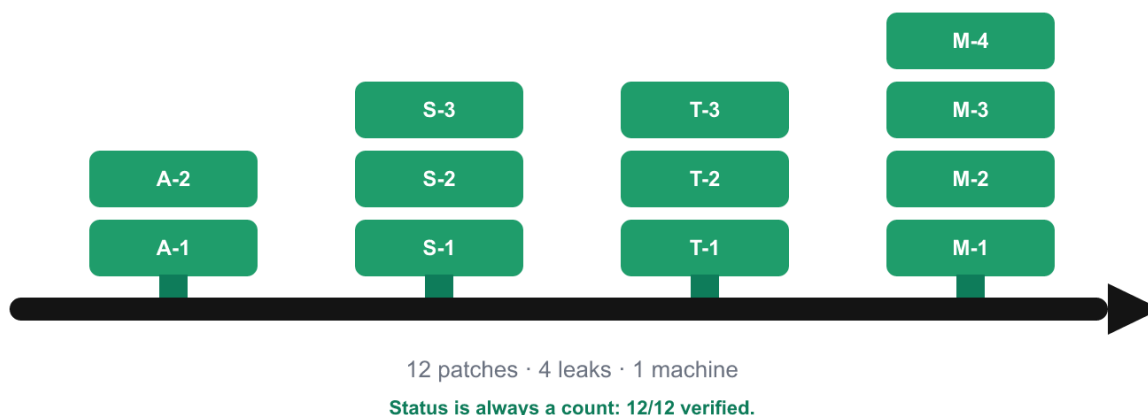
The Principle — why this happens

You’ve installed twelve patches across four hunts. This chapter turns twelve automations into one machine — because a pile of parts isn’t an engine, and “I think it all works” isn’t a status. It’s a mood — and we’ve met that one before. An engine has three properties a pile never has: a spec (what must exist), an inspection (proof it exists), and a gauge (warning when it stops).

This is Ghost Law #7 doing its heaviest lifting: a system that isn’t written down is a mood. The Engine’s written form is the twelve-patch spec below. If you did the hunts, this chapter is your final inspection. If you skipped straight here — this is your weekend, and the build order is written for you.

THE GHOST ENGINE™

A S T M



The Ghost Engine™. Four letters, four stacks, one line — if you can redraw this from memory, you own the method.

The Spec — twelve patches, one table

ID	One job (the identity sentence)	Verify evidence
A-1	Catch every raised hand, in one place, every time.	Test submission arrives, tagged, from every source
A-2	Know the moment your front door stops converting.	Alert fires on a synthetic dip
S-1	Respond instantly, so your business arrives before your competitors do.	Timestamped test-lead SMS < 60s
S-2	Turn every missed call into a conversation instead of a competitor's customer.	Timestamped test-call SMS
S-3	Put a live human on the phone while the lead's hand is still up.	Push notification on test lead
T-1	Look like the professional you are before they ever meet you.	Test booking triggers all four messages
T-2	Let your happy customers sell the next one.	Test completion fires the request
T-3	Show proof before they ask for it.	Day-3 email renders a real asset (3+ armed)
M-1	Follow up seven times, so the sale can happen when it's ready.	Test lead walks every touch

ID	One job (the identity sentence)	Verify evidence
M-2	Stay warm until they're ready — months don't matter, presence does.	Day-14 transition verified
M-3	One useful email a month, forever.	Send logged; streak alive
M-4	Wake the money already sleeping in your database.	Campaign report with attributed revenue

The install order never changes: A2P registration at hour zero (the carrier clock runs while you build); the First Weekend is S-1 + S-2 if you're starting from nothing; text patches go live when approval lands, typically one to three weeks.

The SOP — the inspection

1. Run the column-three evidence test for all twelve patches, in one sitting. Collect the timestamps and screenshots as you go — the evidence folder IS the inspection record.
2. Anything that fails gets fixed today, not filed. A patch that half-fires is a leak wearing a uniform.
3. **Turn on the engine light.** Monitoring: if a patch goes silent while its trigger keeps happening — forms arriving but S-1 not firing, jobs completing but T-2 quiet — the system flags it. Concretely: turn on your CRM's workflow-error notifications, and run the weekly silence scan from the AI section below (triggers vs. fires, by coordinate). A patch that stops is a leak reopening, and you should hear about it the day it happens, not the quarter.
4. Schedule the quarterly engine test: one test lead, one missed call, one completed job, run end-to-end — the same three reflexes, forever. Put it in the calendar next to the Ghost Loop.
5. Write the one-page runbook: the twelve patches, who owns exceptions, and where the evidence folder lives. One page. A stranger — or your next hire — should be able to inspect your engine from it.

CEO NOTE

The difference between owning automations and owning an engine is knowing the moment one stops. Machines fail quietly; that's what gauges are for. "12/12 verified, monitored" is a sentence that lets an owner sleep.

AI Implementation

- Have your AI assistant run the weekly silence scan: "Which patches had triggers this week but didn't fire?" — spoken in coordinates, answered in minutes.
- Paste your evidence folder's timestamps and ask for the inspection summary: what's verified, what's stale, what to re-test first.
- **Prompt starter:** *"Here are this week's trigger counts (forms, missed calls, completed jobs) and my workflow fire logs by patch ID. Flag any patch whose fires don't match its triggers, and rank by revenue at risk."*

Score Yourself

Score yourself — one point each	Y / N
All twelve patches passed their evidence test — in one sitting, this month.	☐
The evidence folder exists: timestamps and screenshots, by coordinate.	☐
The engine light is on: patch silence gets flagged the day it happens.	☐
The quarterly engine test is on the calendar, next to the Ghost Loop.	☐
The one-page runbook exists — a stranger could inspect my engine from it.	☐

THE CHALLENGE — the one-sitting inspection

Block ninety minutes this week. Run all twelve evidence tests back to back, and write the count on the wall where your Ghost Number lives: “___/12 verified.” Whatever the count is, it’s the truth — and by Friday it can be twelve.

REYES CHECK-IN — the inspection

Inspection result: 10/12 clean on first pass

Found: S-3 skipping the new tech (not in rotation) ·

T-3 serving a stale proof asset (photo of a job from 2024)

Fixed same day: 12/12 verified · engine light ON · runbook written (1 page)

Two silent failures, found by inspection instead of by lost revenue. The difference between owning automations and owning an engine.

EXECUTIVE SUMMARY

The Principle: A pile of automations isn’t an engine. An engine has a spec, an inspection, and a gauge — written down, per Ghost Law #7.

The Mistake: “I think it all works” — patches that half-fire for months, discovered by lost revenue instead of by monitoring.

The Solution: The twelve-patch spec; the one-sitting evidence inspection; the engine light; the quarterly engine test; the one-page runbook.

Implementation: Ninety minutes of inspection, same-day fixes, monitoring on, calendar set.

Key Metrics: Patches verified (n/12), silent-failure count per quarter, days-to-detection, runbook current (Y/N).

SYSTEM INSTALLED

✓ Attention — sealed (Ch. 4)

✓ Speed — sealed (Ch. 5)

- ✓ Trust — sealed (Ch. 6)
- ✓ Memory — sealed (Ch. 7)
- ✓ Nervous System — one spine, zero orphans (Ch. 8)
- ✓ Ghost Engine — 12/12 verified, monitored (Ch. 9)
- *The Operator — training the humans the machine reports to — next*

STOP — IMPLEMENTATION CHECKPOINT

Is the engine at 12/12 verified — evidence folder full, engine light on, runbook written?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

Machines & Humans

Train the operator: what the machine must never do, and what only you can.



GHOST LAW #6 “The follow-up you’re embarrassed to send is usually the one that closes.”

REYES TRACKER Ghost Number \$4,900/mo · Ghost Score 77 (Patched) · Engine 12/12
verified — subsystem three: the humans — the only part of the machine with judgment

The Principle — why this happens

The biggest mistake with automation is putting it where a human belongs — and humans where automation belongs. Get it backwards in one direction and you feel robotic to the exact people you’re trying to win. Get it backwards in the other and you burn your most expensive hours on work a machine does free, forever, without sighing.

The rule that sorts every case: the machine guarantees the floor; humans raise the ceiling. Machines win wherever the right action is the same every time — confirmations, reminders, first response, the 2 a.m. booking. Humans win wherever the right action requires listening — the close, the complaint, the judgment call, the relationship. Neither wins alone.

What It Looks Like

THE HELPFUL SABOTEUR

A well-meaning tech was manually copy-pasting the welcome text to every weekend lead “to be safe” — on top of S-1 firing automatically. Leads got two texts, minutes apart, one with a typo. The machine wasn’t the problem; an untrained human inside the machine was.

The fix wasn’t discipline — it was clarity. Nobody had ever told the team which touches belong to the machine, and which belong to them.

The Numbers — the division of labor

The machine owns (floors)	Humans own (ceilings)
First response, 24/7 — S-1, S-2, the AI first responder	The sales conversation and the close — always
Confirmations, reminders, review asks — T-1, T-2	The upset customer — machines cannot apologize
The cadence and the nurture — M-1, M-2, M-3	The judgment call: the weird job, the custom quote

The machine owns (floors)	Humans own (ceilings)
The paperwork of memory — logging, timestamps, next actions	The relationship: call #2, the referral ask, the day-30 check-in

BY THE NUMBERS — the hard rule

Never let AI or automation run the close. The moment a prospect senses a bot at the point of sale, trust collapses — and Part II taught you what trust costs. AI is the tireless first responder: it answers instantly, qualifies, books, and hands a warm, fully-briefed human to a human. It opens the door. A person walks through it.

The SOP — train the operator (and the team)

1. Print the division-of-labor table. Walk the team through it in one fifteen-minute meeting: “if it’s on the left, don’t touch it; if it’s on the right, it’s yours and no machine will save you from it.”
2. Scripts are floors, not ceilings: the machine sends the exact words; humans on live calls use the script as the floor and their ears as the ceiling.
3. **Install the owner’s three human touches.** (1) The day-30 call to every closed job — thank them, ask how it held up, ask who else needs you (Ghost Law #6: the ask you’re embarrassed to make is usually the one that pays). (2) The complaint call, same day, from the owner, always. (3) The weekly five-minute exception review: what did the machine flag that needs a human?
4. Define escalation in one sentence per case: when the AI responder hands off (any pricing question beyond ballpark, any upset tone, any job over \$X — a human calls within 5 minutes).
5. Retire the human busywork you found in Chapter 3: the below-floor tasks are now machine work, and the hours go to the right-hand column.

CEO NOTE

You aren’t training people to serve the machine. You’re training the machine to serve the fifteen minutes a day where a human voice is the whole product. Guard those minutes; automate everything else around them.

AI Implementation

- Let the AI responder take every first contact 24/7 — qualified, booked, briefed — with the escalation rules from the SOP wired in as hard limits.
- Before each day’s calls, have it brief the humans: “Here are today’s conversations, what each lead asked, and what proof they’ve seen.” Warm hand-offs, both directions.
- After the day-30 call, dictate two sentences into the CRM; the AI files them, tags the referral, and queues the thank-you.

Score Yourself

Score yourself — one point each	Y / N
My team can say which touches are machine-owned and which are theirs.	☐
No human duplicates a machine touch “to be safe.”	☐
The close, the complaint, and the negotiation are never automated.	☐
The day-30 owner call happens on every closed job.	☐
Escalation rules are written — the AI knows exactly when to hand off.	☐

THE CHALLENGE — the day-30 week

Call every job you closed 30–45 days ago — this week, owner’s voice, three questions: How’s it holding up? Anything we should fix? Who do you know who needs us? Track what comes back. The machine made these calls possible; only you can make them count.

REYES CHECK-IN — the operator

Trained: 15-minute team meeting · division-of-labor printed in the shop

Retired: weekend copy-paste texting · manual reminder calls

Installed: day-30 owner call on every closed job

First month: 2 referral jobs from day-30 calls (+\$2,150 · +\$940)

The machine holds the floor. Reyes spends his reclaimed hours on the fifteen minutes a day only he can do — and the referrals started the first week.

EXECUTIVE SUMMARY

The Principle: The machine guarantees the floor; humans raise the ceiling. Same-every-time belongs to machines; requires-listening belongs to people.

The Mistake: Automating the close (trust collapses) while humans hand-type confirmations (hours collapse) — both backwards at once.

The Solution: The division-of-labor table, escalation rules, and the owner’s three human touches — starting with the day-30 call.

Implementation: One 15-minute team meeting, one printed table, one week of day-30 calls.

Key Metrics: Duplicate-touch incidents (target 0), day-30 call completion %, referrals per month, escalation response time.

SYSTEM INSTALLED

✓ Attention — sealed (Ch. 4)

✓ Speed — sealed (Ch. 5)

- ✓ Trust — sealed (Ch. 6)
- ✓ Memory — sealed (Ch. 7)
- ✓ Nervous System — one spine, zero orphans (Ch. 8)
- ✓ Ghost Engine — 12/12 verified, monitored (Ch. 9)
- ✓ Operator — humans trained, floors and ceilings assigned (Ch. 10)
- *Raising the Dead — the machine's first full-power run — next*

STOP — IMPLEMENTATION CHECKPOINT

Has the team been trained on the division of labor — and did the day-30 calls happen this week?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

Raising the Dead

Turn the key: the completed machine, pointed at the money you already earned the right to pursue.



all four leaks — this chapter finds yours

GHOST LAW #9 *“The cheapest customer you’ll ever acquire is the one you already have.”*

REYES TRACKER Ghost Number \$4,900/mo • Ghost Score 77 (Patched) • Engine 12/12
verified — *the machine is assembled — this chapter is the key turning*

The Principle — why this happens

Chapter 7 installed Patch M-4 and sent your first reactivation wave. This chapter is the difference between a patch and a practice — because your database isn’t a list. It’s an asset you already paid for, name by name: acquisition cost spent, consent earned, context recorded. Most businesses are standing on revenue they have already earned the right to pursue — and pursuing none of it.

Now that the machine is assembled, reactivation changes character. Before the Engine, a reactivation wave was a brave one-off: send texts, hope, scramble. With the Engine, every reply lands in a spine that reacts in sixty seconds, books against a reminder cadence, follows up seven times, and files the outcome. The campaign is no longer the system. The campaign is just the key — the system is what turns over.

And expect each wave to be smaller than the last. That isn’t failure — a shrinking dormant list is the goal. Reactivation done right eventually runs out of dead to raise, because the Memory patches stop anyone going dormant in the first place.

What It Looks Like

THE ARCHIVE THAT PAID FOR A TRUCK

A services operator with nine years of history ran his first proper resurrection: four segmented waves over a year, replies handled by the machine, every non-reply folded into the monthly email. The dormant file that had sat in his CRM like an archive quietly outproduced his ad account for two of those four quarters.

No claim in that story depends on your list behaving like his. The principle does the work: the trust is paid for, the numbers are in the file, and the only thing between you and an answer is one honest text per quarter.

The Numbers — the asset math

What a dormant contact already cost you	What pursuing one costs now
\$30–\$110 in acquisition (typical service-category lead cost)	A fraction of a cent: one compliant text
The trust of a served job or a real conversation	Zero — it’s already banked, name by name
Consent, context, and history in your CRM	Twenty minutes a quarter to segment and send
Written off at \$0 on every report you own	A reply rate your own list will teach you in 48 hours

That table is the whole argument. Every alternative dollar of growth requires buying a stranger’s attention at full price. This one requires remembering someone who already said yes to hearing from you.

The SOP — the Resurrection Calendar

1. **Quarterly, forever:** export everyone silent 90+ days. The Engine’s Dormant stage makes this a one-click list, not a spreadsheet weekend. (In GoHighLevel: a smart list filtered on “last activity older than 90 days.”)
2. **Segment three ways, offer-matched:** Past customers get a service-due or new-offer angle. Ghosted leads get “still in the market?”. Old quotes get a price-hold or updated-number angle. One segment, one message, one specific reason to reply.
3. Compliance gate before every send — registered number, business hours, STOP honored, consent on record. (Chapter 5 set this up; Book 3 goes deep.)
4. Send ONE text per contact. Not a sequence — the sequence is what the machine does to repliers. Every reply gets a human call within the hour (S-3 makes that automatic).
5. Fold every non-reply into orbit: the monthly email (M-3) and long-term nurture (M-2). Raised or resting, nobody returns to the void.
6. **Log the wave:** sends, replies, conversations, booked dollars. “Dormant \$ recovered” is a standing line on the Owner’s Dashboard (Part V) — the machine’s harvest, measured like any other crop.

SCRIPT — PATCH M-4 · Past-Customer Variant

Hey [first name], it’s [owner name] at [business]. We serviced your [system/job] back in [month/year] — it’s about due for a look, and I’m holding [X] slots for past customers this month before opening the schedule. Want one?

SCRIPT — PATCH M-4 · Old-Quote Variant

Hey [first name] — [owner name] from [business]. Your quote for [job] is still on file. Prices change [season/date]; if it’s still on your mind, I’ll honor the old number through [date]. Worth a quick call?

CEO NOTE

Advertising asks strangers to trust you. Reactivation asks people who already trusted you to remember it. One of these costs a fortune and starts from zero. Run the cheap one first, every quarter, forever.

AI Implementation

- Hand it the dormant export: it segments the three ways, drafts each variant with the [bracketed] fields filled from CRM history, and flags anyone without consent on record.
- After the wave: it writes the log — replies, bookings, dollars — and drafts the next quarter’s calendar entry with what to test differently.
- **Prompt starter:** *“Here’s my 90-day dormant export with last service, last contact, and quote history. Build three offer-matched segments, personalize the M-4 variant for each contact, flag no-consent records, and estimate reply handling load by hour.”*

Score Yourself

Score yourself — one point each	Y / N
The Resurrection Calendar is set: quarterly, with a named owner.	☐
My dormant list is segmented three ways with matched offers.	☐
The compliance gate runs before every send — no exceptions.	☐
Every reply got a human call within the hour.	☐
“Dormant \$ recovered” is tracked as a standing number, wave over wave.	☐

THE CHALLENGE — wave two, properly

You ran wave one in Chapter 7. Run wave two the machine’s way: segmented, offer-matched, replies into the full Engine. Then compare the two waves — replies, bookings, and how it felt. Wave one proved the money exists. Wave two proves the machine harvests it without the scramble. When it pays, tell another owner what you found under your own floorboards.

REYES CHECK-IN — turning the key

Wave two: 337 dormant → segmented 3 ways → 21 replies →

5 booked jobs = \$4,250 (machine handled every reply)

Smaller than wave one, as it should be: wave one converted some, cleaned others, and ninety days added new sleepers. A shrinking dormant list is the goal.

Repeat (m): 1.08 → 1.10 (+\$304 every month, now at benchmark)

Ghost Number: \$4,900/mo → \$4,596/mo • Ghost Score: 77 → 78

The machine's first full-power run. From here the Score doesn't climb by patching leaks — it climbs by the operating rhythm that keeps them sealed. That's Part IV and Part V.

EXECUTIVE SUMMARY

The Principle: Your database is a paid-for asset, not an archive. Most businesses stand on revenue they've already earned the right to pursue — and pursue none of it.

The Mistake: Treating reactivation as a one-time stunt, blasting unsegmented lists, or fearing the send more than the silence.

The Solution: The Resurrection Calendar: quarterly waves, three offer-matched segments, one text, replies into the full Engine, everyone into orbit.

Implementation: Wave two this month, the machine's way; log it; calendar the next one; expect — and welcome — declining yield.

Key Metrics: Dormant count (should shrink), reply rate per segment, dormant \$ recovered per wave, same-hour reply-call rate.

SYSTEM INSTALLED

- ✓ Attention — sealed (Ch. 4)
- ✓ Speed — sealed (Ch. 5)
- ✓ Trust — sealed (Ch. 6)
- ✓ Memory — sealed (Ch. 7)
- ✓ Nervous System — one spine, zero orphans (Ch. 8)
- ✓ Ghost Engine — 12/12 verified, monitored (Ch. 9)
- ✓ Operator — humans trained, floors and ceilings assigned (Ch. 10)
- ✓ Revenue recovery — the Resurrection Calendar, running quarterly (Ch. 11)

The operating system is assembled. You no longer run the follow-up. You run the company that runs it. Parts IV and V are where it compounds: the offer, the loyalty loop, and the weekly rhythm that carries a Patched business to Ghostproof.

STOP — IMPLEMENTATION CHECKPOINT

Is wave two sent — segmented, compliant, machine-handled — and is the next wave on the calendar?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

PART IV

THE SECOND MACHINE

Machine One stopped the losses. This one builds the asset.

The Offer Floor

Machine One stopped the losses. Machine Two starts with what a yes is worth.



GHOST LAW #4 “Lost on price” is how “lost on trust” looks in your notes.”

REYES TRACKER Ghost Number \$4,596/mo • Ghost Score 78 (Patched) • Engine 12/12
verified — Machine One sealed — Machine Two begins with the worth of a yes

The Principle — the floor your evidence built

For eleven chapters you built evidence: answers in sixty seconds, reminders that arrive, thirty-one reviews, proof before it’s asked for, a machine that never forgets anyone. Here is what that evidence is actually for.

Your price was never a number you picked. It’s a number your evidence permits. That’s the Offer Floor: the price your proof can carry without apology. Chapter 3 raised your floor defensively — stop underpricing the work. This chapter raises it deliberately — structure the offer so customers choose to be worth more. Same equation, different factor: Machine One tuned c, s, and t. Machine Two goes to work on AOV and m.

And notice what Ghost Law #4 becomes on this side of the book. In Part II it was a diagnosis: deals die on missing trust, not price. Here it’s an instrument: once trust is machine-made and constant, price stops being a fear and starts being a dial — one you set with evidence, options, and nerve.

What It Looks Like

ONE OPTION IS AN ULTIMATUM

A water heater fails. One contractor quotes “\$1,850, take it or leave it.” Another presents three ways to solve it: fix it right (\$1,850), fix it right and protect the rest of the system (\$2,340), or fix it, protect it, and never think about it again (\$2,890 with priority service). Same truck, same skill. The second contractor’s average ticket runs meaningfully higher — because one option is an ultimatum, and three options is a conversation.

Nobody was upsold. The customer who takes Good got exactly what they wanted; the customer who takes Best was always going to want Best — the single-option quote just never let them say so.

The Numbers

Offer structure	What happens (typical across installs)
Single option	Your average ticket IS your quote. The only lever is “yes or no.”
Good / Better / Best	A meaningful share choose Better or Best when the value is real — average ticket lifts 10–20% with no change in close rate.
Diagnostic-first quote	Findings first, then options. The customer hears their problem understood before they hear a number.
Anchored order	Present Best first, not last. The floor feels like a floor only when the ceiling is visible.

BY THE NUMBERS — where this lives in the equation

AOV multiplies both sides of the equation — your Real Revenue and your Potential scale together. So offer work does something the hunts never did: it grows the dollars while the Ghost Score holds still. Your Ghost Number in dollars will actually tick UP as your base grows — same gap percentage, bigger base. The Score is the truth; the Number scales with ambition. Read both, panic at neither.

The SOP — build the three-tier offer

1. **Anatomy of the tiers, for any service:** Good = the fix, done right. Better = the fix plus prevention (the adjacent problem handled now instead of next year). Best = fix, prevention, and standing priority — the customer buys their way out of ever being a stranger again. (Best is where Chapter 13 lives.)
2. Build the three-tier menu for your top two services only. Not the whole catalog — the two that ring the phone most. One page each: three columns, plain names, honest inclusions, real prices.
3. **Quote diagnostic-first:** findings before numbers, in the customer’s words (“your pressure valve is at end of life — here are three ways to handle it”). The two conversation rules from Chapter 6 carry the rest.
4. Present Best first, Good last, in person or on one page. No apology, no discount reflex. The confidence sequence: price, deliverable, timeline, ask. (The full pricing conversation is Book 1’s territory.)
5. Re-price the two lowest margin-per-hour services from your Chapter 3 list to their honest floor — your evidence has been carrying them at a discount.
6. Track average ticket weekly. It joins the Dashboard in Part V; for now, write it next to your Ghost Number.

SCRIPT — The Options Presentation (after the diagnostic)

Here’s what I found: [finding, in their words].

There are three ways to handle it.

Most folks in your situation take the middle one — but I’ll walk you through all three and you tell me what fits.

[Best first. Then Better. Then Good. Then be quiet.]

CEO NOTE

Machine One earns attention, speed, trust, and memory. Machine Two spends them — on purpose, at full value. A business that underprices with a full evidence engine is leaking the one thing the machine can't recover for it: nerve.

AI Implementation

- Feed your service list and job history to Claude or ChatGPT: it drafts the three-tier menu per service, with honest Better/Best inclusions pulled from what customers actually added later.
- Have it rewrite your quote template diagnostic-first — findings, then options — in your voice.
- **Prompt starter:** *“Here are my top two services, current pricing, and the add-ons customers most often need within 12 months. Build a Good/Better/Best menu for each, with Better = prevention and Best = prevention + priority membership, priced to a 10–20% blended ticket lift.”*

Score Yourself

Score yourself — one point each	Y / N
My top two services have a written three-tier menu.	☐
Every quote is presented diagnostic-first: findings, then options.	☐
Best is presented first — and I don't apologize for it.	☐
My two worst margin-per-hour services are re-priced to their honest floor.	☐
I track average ticket weekly, next to my Ghost Number.	☐

THE CHALLENGE — five quotes, three options

Build one three-tier menu this week and present it on your next five quotes — Best first, findings first, no apology. Track which tier each customer chooses and what your average ticket does. Most owners learn more about their customers in those five quotes than in the previous five years.

REYES CHECK-IN — the worth of a yes

Average ticket: \$850 → \$985 (three-tier on his top two services;
38% chose Better, 11% chose Best)

Real Revenue: \$16,722/mo → \$19,378/mo (+\$2,656 every month)

Ghost Score: 78 – unchanged, exactly as the math says it should be

Ghost Number: \$5,325/mo – UP in dollars: the same 22% gap on a bigger base

For the first time, Reyes' growth came from what a yes is worth — not from more yeses. The Score held still; the business got bigger underneath it.

EXECUTIVE SUMMARY

The Principle: Your price is the number your evidence permits. The trust machine you built in Part II is pricing power you haven't been spending.

The Mistake: Quoting single-option ultimatums at a price set by fear, while running a full evidence engine that could carry more.

The Solution: Good/Better/Best on your top two services, diagnostic-first quoting, Best presented first, honest floors on weak services.

Implementation: One menu this week, five quotes, track the tier mix and the ticket.

Key Metrics: Average ticket (weekly), tier mix %, close rate (should hold), Real Revenue.

SYSTEM INSTALLED

- ✓ Attention — sealed (Ch. 4)
- ✓ Speed — sealed (Ch. 5)
- ✓ Trust — sealed (Ch. 6)
- ✓ Memory — sealed (Ch. 7)
- ✓ Nervous System — one spine, zero orphans (Ch. 8)
- ✓ Ghost Engine — 12/12 verified, monitored (Ch. 9)
- ✓ Operator — humans trained, floors and ceilings assigned (Ch. 10)
- ✓ Revenue recovery — the Resurrection Calendar, running quarterly (Ch. 11)
- ✓ Offer Floor — value by choice, evidence-priced (Ch. 12)
- *The Loyalty Loop — what a customer is worth over years — next*

STOP — IMPLEMENTATION CHECKPOINT

Is the three-tier menu built for your top two services — and presented on five real quotes?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

The Loyalty Loop

The machine that never has to win anyone twice — memberships, repeat, and referrals that compound.



GHOST LAW #9 *“The cheapest customer you’ll ever acquire is the one you already have.”*

REYES TRACKER Ghost Number \$5,325/mo • Ghost Score 78 (Patched) • Engine 12/12
verified — *the last factor: what a customer is worth over years, not visits*

The Principle — the loop that makes a business an asset

Every customer you let walk away as a single purchase is tomorrow’s ghost — the dormant contact a future reactivation wave will one day try to wake. The Loyalty Loop is pre-emptive reactivation: nobody goes dormant, because nobody is ever finished.

This is the difference between owning a job and owning an asset. A business that must re-win every customer starts every month at zero — that’s a job with a logo. A business that compounds relationships starts every month partly full, and gets fuller every year. Buyers of companies price exactly this: recurring relationships are enterprise value; one-time transactions are just history.

The loop has four turns, and you’ve already built the machinery for every one of them: serve well (Part II’s trust patches) → stay remembered (the M patches) → repeat on purpose (the agreement — this chapter) → be referred (the earned ask — this chapter). Then it turns again, one notch stronger.

What It Looks Like

THE CUSTOMER WHO NEVER LEFT

A homeowner takes the Best tier on a water heater job — it included a yearly system check and priority scheduling. Eleven months later the machine reminds her (T-1), the visit finds a failing valve early (a small job that never became an emergency), and her neighbor gets a card with her name on it. She has never once “decided” to rehire this plumber. There was never a decision to make.

That’s the loop from the inside: no persuasion anywhere, just a relationship with a heartbeat — and every beat is a patch you already installed.

The Numbers — the lifetime view

One customer, five years	Transaction thinking	Loop thinking
Year 1	\$985 job	\$985 job + \$149 agreement
Years 2–5	Silence — and a 340-row dormant file	Annual visit + agreement renewals + the early-caught repairs
Referrals	Accidental	Asked for at the day-30 call, earned at every visit
Five-year value	\$985 — then a reactivation text	A multiple of the first ticket — and two neighbors

BY THE NUMBERS — why the Score finally moves again

The repeat multiplier m carries a benchmark of 1.10 — the method assumes a healthy business earns 10% beyond first purchases. The loop is the one place you can honestly EXCEED the benchmark. When you do, your Ghost Score climbs past what leak-sealing alone allows — not because a leak closed, but because you out-earned the standard the Score measures against. That's the mathematics of compounding showing up in the instrument.

The SOP — build the loop

1. **Design one agreement.** One page: the annual check, priority scheduling, a member rate on repairs. Price it honestly (\$99–\$199/year in most trades). It isn't a discount card — it's a promise with a calendar.
2. **Offer it at the moment of served trust:** job completion — the same moment T-2 asks for the review. It's already the Best tier's spine (Chapter 12); now it gets offered on every tier's completion, once, without pressure.
3. **Run it on the Engine you own — no new patches:** renewals ride T-1's reminder rails; member touches ride M-3's monthly email; the annual visit is booked by the same calendar automation as any job. The Engine already knows how. You're giving it more to remember.
4. **Systematize the earned ask:** the day-30 owner call (Chapter 10) ends with the referral question, every time (script below). Referred customers get their referrer thanked within 24 hours — a credit, a gift, a handwritten line. Gratitude with a timestamp.
5. Measure m quarterly: $(\text{repeat} + \text{agreement} + \text{referred first-jobs revenue}) \div \text{first-purchase revenue}$. It joins the Dashboard in Part V.

SCRIPT — The Agreement Offer (at job completion — once, no pressure)

Before I pack up — most of my regulars are on the [name] plan:
 [\$149]/year, I come back every [12] months, check the whole
 system, and you get priority scheduling and member pricing
 if anything ever breaks. Want me to put you on it?

SCRIPT — The Referral Ask (closing the day-30 call)

Last thing — this business runs on referrals. If someone you know needs [service], text me their name and I'll take care of them like I took care of you. And there's a [\$50 credit] with your name on it when I do.

CEO NOTE

Growth is the consequence of removing constraints, not adding chaos. A business compounds when nobody it serves is ever a stranger again — and a business that compounds is the only kind worth owning, and the only kind worth buying.

AI Implementation

- Draft the one-page agreement from your service history: what members actually needed within 24 months becomes the inclusion list.
- Monthly, have it segment members vs. non-members and draft the member note for M-3 — renewals, seasonal checks, the early-catch stories.
- **Prompt starter:** *“Here are 24 months of completed jobs by customer. Design a maintenance agreement (inclusions, honest price, renewal calendar), flag which past customers are the top 50 candidates, and draft the completion-moment offer script in my voice.”*

Score Yourself

Score yourself — one point each	Y / N
One maintenance agreement exists — one page, honest price, real inclusions.	☐
It's offered at every job completion — once, without pressure.	☐
Renewals and member touches run on existing patches (no manual calendar).	☐
The day-30 call ends with the referral ask, and referrers are thanked within 24 hours.	☐
I measure m quarterly — repeat, agreement, and referred revenue over first-purchase revenue.	☐

THE CHALLENGE — the first ten offers

Design the agreement this week. Offer it at your next ten job completions — the script, once, no pressure. Count the yeses. Then do the five-year math on just those customers, and ask what the same offer does across a full year of completions. That arithmetic is the moment most owners stop thinking in jobs and start thinking in years.

REYES CHECK-IN — the loop, turning

Members: 31 households on the agreement in the first quarter

Referrals: 9 referred first-jobs in two quarters (day-30 ask + thank-yous)
Repeat (m): 1.10 → 1.22 – past the benchmark for the first time
Real Revenue: \$19,378/mo → \$21,493/mo (+\$2,115 every month)
Ghost Score: 78 → 87 (Patched) · Ghost Number: \$3,211/mo

Thirty-one households have decided he is their plumber, permanently. His month now starts a third full before the phone rings — and for the first time, the phone ringing isn't the thing he worries about.

EXECUTIVE SUMMARY

The Principle: Every single-purchase customer is tomorrow's ghost. The loop is pre-emptive reactivation — nobody goes dormant because nobody is finished.

The Mistake: Re-winning every customer from zero, treating referrals as luck, and letting the Best tier's promise expire at the first job.

The Solution: One honest agreement offered at served trust; renewals and member touches on existing patches; the earned ask with a 24-hour thank-you.

Implementation: Design it this week; ten completion-moment offers; measure m quarterly.

Key Metrics: Members (count and renewal rate), referrals per month, m (quarterly), five-year value per customer.

SYSTEM INSTALLED

- ✓ Attention — sealed (Ch. 4)
- ✓ Speed — sealed (Ch. 5)
- ✓ Trust — sealed (Ch. 6)
- ✓ Memory — sealed (Ch. 7)
- ✓ Nervous System — one spine, zero orphans (Ch. 8)
- ✓ Ghost Engine — 12/12 verified, monitored (Ch. 9)
- ✓ Operator — humans trained, floors and ceilings assigned (Ch. 10)
- ✓ Revenue recovery — the Resurrection Calendar, running quarterly (Ch. 11)
- ✓ Offer Floor — value by choice, evidence-priced (Ch. 12)
- ✓ Loyalty Loop — memberships, repeat, and earned referrals, compounding (Ch. 13)
- *Part V — the Operating System: the rhythm that runs it all without you — next*

The Second Machine is built. Machine One made the business stop leaking. Machine Two made it worth owning. Reyes sits at 87 — three points from Ghostproof — and none of the remaining points live in the leaks or the offers. They live in the rhythm: the weekly numbers, the quarterly loop, the discipline that keeps a sealed, compounding business sealed and compounding. That's Part V.

STOP — IMPLEMENTATION CHECKPOINT

Is the agreement designed and offered at every completion — and did the day-30 calls end with the ask?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

PART V

THE OPERATING SYSTEM

Graduation: the rhythm that runs it all — and the handoff.

The Business Operating System

Nothing new. Everything, finally, in one place — the chapter you hand to someone with one hour.



GHOST LAW #1 “Revenue leaks before it ever reaches a report.”

REYES TRACKER Ghost Number \$3,211/mo • Ghost Score 87 (Patched) • Engine 12/12
verified — *the parts are built — this chapter is where they become one thing*

The Principle — it was one system all along

This chapter introduces nothing. It has a different job: to make everything you’ve built feel obvious — the way a finished house makes the framing make sense. If someone you trust has one hour to understand how your business now runs, hand them this chapter and the Blueprint.

The operating system is five layers, and you’ve already built every one:

Layer	The question it answers	Where you built it	Its artifact
The Map	Where does money move — and where does it exit?	Ch. 2	The Master Map
The Instruments	How much is leaking, in dollars, and is it improving?	Ch. 2	Ghost Audit → Number + Score
The Engine	What seals the leaks — automatically, forever?	Ch. 4–9	12 patches, verified & monitored
The Operators	Who does what the machine never should?	Ch. 10	Floors & ceilings · day-30 call
The Rhythm	What keeps it true next quarter, and the one after?	Ch. 15–16	Dashboard · Ghost Loop

And the whole thing runs on one line of arithmetic: Real Revenue = Potential Revenue – Ghost Revenue. The Map shows where the subtraction happens. The Instruments measure it. The Engine shrinks it. The Operators handle what judgment requires. The Rhythm keeps everyone honest. Of course the pieces fit — they were always factors of the same equation.

One lead, all five layers — the whole book in six sentences

Tuesday, 9:41 p.m. A stranger's water heater dies; she finds you and taps your five-field form — the Map's first gate, caught by A-1. S-1 texts her in nine seconds, and your on-call tech's phone lights up with one-tap dial; they talk at 9:44 — Speed, sealed. T-1 confirms tomorrow's 8 a.m. visit while she sleeps; the reminder lands at 6:00; your tech arrives to a customer who was never once left wondering — Trust, working. The job closes at the Better tier because three options were offered; at completion she takes the agreement and T-2 collects her five stars — the Second Machine, compounding. If she had gone quiet instead, M-1 through M-4 would have stayed politely present until she was ready — Memory never lets go. And next Tuesday, one line on your Dashboard will say what all of it did — while you were home.

The SOP — the one-hour orientation

This is how the system outlives you being the only one who understands it — how a new hire, a partner, or someday a buyer learns the whole machine in one sitting:

1. Read this chapter (fifteen minutes), with the Blueprint on the table.
2. Walk the Master Map out loud: six stages, four leaks, twelve patches — in map order.
3. Run the three-reflex test together (test lead, missed call, completed job) and watch the machine answer.
4. Sit one Dashboard Review as an observer: seven numbers, twenty minutes, one decision.
5. Hand over the one-page Engine runbook (Ch. 9). The system is now theirs to inspect.

CEO NOTE

A business that lives in the owner's head is worth whatever the owner's calendar is worth. A business that lives in a system a stranger can inspect in an hour is an asset — sellable, delegable, durable. This chapter is that hour.

AI Implementation

- Your AI assistant should be able to answer any question about the system in the system's own language — “what fires when a job completes?” → “T-2, and here's its last timestamp.” If it can't, the wiring isn't named right yet.
- Use it to run the orientation: it walks a new hire through the Map, quizzes them by coordinate, and logs what they couldn't answer.

Score Yourself

Score yourself — one point each	Y / N
I can draw the five layers from memory — and so can one other person here.	☐
The Blueprint hangs where decisions happen.	☐
A new hire could pass the one-hour orientation this week.	☐
Any question about “what happens when...” has a coordinate for an answer.	☐

Score yourself — one point each	Y / N
The system would run for 30 days if I didn't touch it.	☐

REYES CHECK-IN — the teachable machine

New hire orientation: 42 minutes, Blueprint on the shop wall

His words, overheard: "Forms go here. Everything green fires on its own.

You handle the calls the machine hands you."

The system explained: by someone other than the owner, for the first time

The method stopped being Daniel's, stopped being this book's, stopped even being Reyes' — the day his newest employee could teach it back.

EXECUTIVE SUMMARY

The Principle: The methodology is five layers of one system — Map, Instruments, Engine, Operators, Rhythm — and all five are factors of one equation.

The Mistake: Running a business that lives in the owner's head, uninspectable and therefore unownable.

The Solution: The one-hour orientation: this chapter, the Blueprint, the three-reflex test, one Dashboard Review, the runbook.

Implementation: Orient one person this week. The system is real when someone else can teach it.

Key Metrics: People who can pass the orientation, days the system runs untouched, questions answerable by coordinate.

STOP — IMPLEMENTATION CHECKPOINT

Has one other human passed the one-hour orientation — and taught the Map back to you?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

The Owner's Dashboard

Seven numbers, twenty minutes, standing up. The chapter that lives on a desk, not a shelf.



GHOST LAW #8 “Whatever you don’t automate, you’ll eventually skip.”

REYES TRACKER Ghost Number \$3,211/mo · Ghost Score 87 (Patched) · Engine 12/12
verified — *the machine runs itself — this is how you watch it*

The Principle — the twenty minutes that protect everything

Machines fail quietly, markets drift slowly, and owners find out late — unless watching is scheduled. The Dashboard Review is the whole of Ghost Revenue’s management layer: seven numbers, once a week, twenty minutes, standing up. Standing isn’t a joke — meetings that stand stay short, because nobody philosophizes on their feet. And this one must stay short or it will stop happening — and whatever you don’t automate into the calendar, you’ll eventually skip.

Seven numbers isn’t an estimate. It’s a discipline: one number per part of the machine, so every reading is a walk across the whole Map. More numbers make dashboards impressive; seven make one useful.

The seven numbers — and what each one guards

#	Number	Guards	Look deeper when...
1	New leads (by source)	The Map’s front door · A	any source goes quiet or spikes
2	Median speed-to-lead	S — the 60-second promise	it creeps over 60 seconds
3	Contact rate	S — conversations happening	it drops below 75%
4	Close rate	T — trust converting	it moves 3+ points either way
5	Average ticket	The Offer Floor	it drifts back toward old prices
6	7-touch compliance %	M — nobody quits early	it dips below 90%
7	Dormant \$ recovered	M-4 + the Loop’s harvest	a quarter passes without a wave

The agenda never changes: five minutes reading all seven against last week — ten minutes investigating exactly one — five minutes making one decision, with a name and a date on it. One number, one decision. The discipline is the meeting.

The page itself — print this one

Everything below fits one page on purpose. Print fifty-two, staple them, and that stack is your management system for the year.

#	THE OWNER'S DASHBOARD	This wk	Last wk	Flag
1	New leads (by source) _____	_____	_____	☐
2	Median speed-to-lead	_____	_____	☐
3	Contact rate	_____	_____	☐
4	Close rate	_____	_____	☐
5	Average ticket	_____	_____	☐
6	7-touch compliance %	_____	_____	☐
7	Dormant \$ recovered (qtr to date)	_____	_____	☐

The one number I investigated: _____

The one decision: _____

Owner: _____ Done by: ____ / ____ Reviewed next week: ☐

CEO NOTE

You built a machine so you could stop doing the work twice. Don't start doing the watching twice either: one page, one number, one decision. The Dashboard never makes you money — it makes sure the machine keeps making it.

AI Implementation

- Monday night, the assistant pre-fills all seven numbers from the CRM and flags the one that moved most — your ten investigation minutes start answered.
- Prompt starter:** *"Here are this week's and last week's seven Dashboard numbers. Flag the biggest mover, list its three most likely causes by patch coordinate, and draft one decision for each cause."*

Score Yourself

Score yourself — one point each	Y / N
The Review has a fixed weekly slot — same day, same time, on the calendar.	☐
It happened last week, standing, in twenty minutes or less.	☐
All seven numbers were read; exactly one was investigated.	☐
One decision left the room with a name and a date on it.	☐

Score yourself — one point each	Y / N
A stack of printed Dashboard pages exists where I work.	☐

THE CHALLENGE — the first fifty-two

Print fifty-two copies of the page above today. Staple them. Put the stack where you drink your coffee, and book the slot — twenty minutes, same time every week, starting this week. A year from now that stack is the story of your business, one honest page at a time.

REYES CHECK-IN — week 31

Tuesday, 7:40 a.m.: number 3 flagged — contact rate 68%, down from 74%

Ten minutes later: S-3 rotation still pointed at a tech on vacation

Fixed by 8:05 a.m.: one week of drift, caught in week one

What it protected: roughly \$1,100 that never became a leak

The Dashboard never made him a dollar. It has quietly refused, every single week, to let the machine lose one.

EXECUTIVE SUMMARY

The Principle: Machines fail quietly; watching must be scheduled. Seven numbers — one per part of the machine — read weekly, standing, in twenty minutes.

The Mistake: Dashboards built to impress instead of to use; reviews that depend on remembering; investigating everything and deciding nothing.

The Solution: The one-page Dashboard: read seven, investigate one, decide one — name and date on the decision.

Implementation: Print 52, book the slot, run the first one this week.

Key Metrics: Review streak (weeks), minutes per review (≤ 20), decisions executed by their date.

STOP — IMPLEMENTATION CHECKPOINT

Did the first Dashboard Review happen — printed page, standing, twenty minutes, one decision with a name and date?

☐ Yes ☐ Not yet

If not yet: don't read the next chapter. The book will wait. The leak won't.

The 72-Hour Audit

Three days, one page, and Monday morning knows exactly what it's for.



GHOST LAW #10 “Doing nothing is a decision, and it compounds daily.”

REYES TRACKER Ghost Number \$3,211/mo • Ghost Score 87 (Patched) • Engine 12/12
verified — *the last chapter isn't a summary — it's a starting gun*

The Principle — momentum, not conclusion

Books end with summaries because most books are about knowing. This one is about running, so it ends the way every quarter of your business will now begin: with the audit, the ranking, and one page that tells Monday what it's for. Everything below is the Ghost Loop's first turn — guided, dated, and small enough to actually happen.

The SOP — three days, laid out

Day one — tonight (20 minutes): run the Ghost Ledger from Chapter 2 — twelve questions, Measured, Estimated, or Unknown. Compute your Number and your Score. If you did this at Chapter 2, run it again anyway: the comparison IS the point. Write both numbers on the Blueprint.

Day two — measure what you guessed (60 minutes): submit a test lead to your own site and stopwatch it. Miss a call on purpose. Count your Google reviews and last month's sends. Export the 90-day dormant list and just count it. Every Estimated answer that becomes Measured tightens your Number — and usually hurts. Good. Accurate hurts better than comfortable.

Day three — the One-Page Plan (30 minutes): rank your four leaks by dollars. Pick ONE. Fill in the page below. Book the weekly Dashboard slot and the next quarterly audit — dates, not intentions. Then stop planning; you're done planning for ninety days.

THE ONE-PAGE PLAN	— quarter of _____
My Ghost Number / Score today	\$_____ / mo Score: _____
The ONE leak this quarter	A • S • T • M (circle one)
The patches to install or re-verify	_____ • _____ • _____
First move, Monday morning	_____
Owner of this quarter's hunt	_____

THE ONE-PAGE PLAN	— quarter of _____
Dashboard slot (weekly, standing)	_____ at _____
Re-audit date (90 days out)	___ / ___ / ___

That page is the entire management consulting industry, compressed: where you are, what’s biggest, who owns it, when it’s reviewed. Tape it next to the Dashboard stack. When the re-audit date arrives, the Loop turns again — rank, patch one, verify — and that’s the whole practice, forever.

The Monday sequence — if you’re starting from zero

- 1. Monday, hour zero: file A2P registration (the carrier clock starts now — Ch. 5).
 - 2. Monday: run the Ledger; write your Number where you’ll see it (Ch. 2).
 - 3. This week: consolidate every stray lead source into one system (Ch. 8, A-1).
 - 4. First weekend: build S-1 and S-2. Verify with a timestamped test (Ch. 5).
 - 5. Week two: T-1 reminders and T-2 reviews on every booking and completion (Ch. 6).
 - 6. Week three: M-1 cadence live; every non-buyer enters orbit (Ch. 7).
 - 7. Week four: first Dashboard Review, standing, twenty minutes (Ch. 15).
 - 8. Quarter’s end: re-audit, run your first reactivation wave, turn the Loop (Ch. 11, 16).
- Every step has an address. That’s the difference between advice and an operating system.

Score Yourself — the final card

Score yourself — one point each	Y / N
My Ghost Number and Score are current — audited this quarter, not remembered.	☐
One leak is circled for this quarter. Only one.	☐
The One-Page Plan is filled in, taped up, and has a Monday move on it.	☐
The Dashboard slot and the re-audit date are on the calendar.	☐
Someone besides me knows all of the above.	☐

REYES — THE ONE-YEAR RE-AUDIT

Twelve months ago: Ghost Number \$14,433/mo • Score 32 • Haunted • no system
Today: conversations at 75% (the Dashboard’s year of catches);
 close rate honestly unchanged — that work is still ahead
Real Revenue: \$6,885/mo → \$22,387/mo
Ghost Number: \$2,317/mo — still on the map. It always is.
GHOST SCORE: 91 — GHOSTPROOF, by one point, in year one

Ninety-one. Not because the book needed an ending — because four quarters of Tuesday mornings did what Tuesday mornings do. Part of that score is a benchmark he out-earns; part of the remainder is work he knows the address of. Twelve months ago Reyes owned a job with a logo. Today he owns a company that knows its own numbers — and his Saturday mornings back.

EXECUTIVE SUMMARY

The Principle: The book ends the way every quarter now begins: audit, rank, one leak, one page, dated reviews. Momentum is the deliverable.

The Mistake: Finishing a business book informed and unchanged — Ghost Law #10, compounding.

The Solution: The 72-Hour Audit: measure tonight, verify tomorrow, plan on one page by day three. Then the Loop, forever.

Implementation: The Monday sequence above — every step has a chapter and a coordinate.

Key Metrics: Days since last audit (≤ 90), the one circled leak, plan taped up (Y/N), someone else who knows (name).

STOP — IMPLEMENTATION CHECKPOINT

Is the One-Page Plan filled in, taped up — and does Monday morning have its first move?

☐ Yes ☐ Not yet

There's no next chapter. There's Monday.

The methodology is now yours.

You won't eliminate every problem.

But you'll never again wonder where to look.

Every improvement has an address.

Every leak has a patch.

Every quarter has a rhythm.

The work now is simply to keep showing up.

Go run your numbers.

— Daniel Rodriguez

BEFORE YOU GO

What To Do Next

Four moves. None of them cost a dollar.

1. **Run the Ledger tonight.** Chapter 2, twenty minutes, one pencil. Everything starts with your Number.
2. **Join the free community.** infusesales.ai/community (hosted on Whop) — contractors, agents, loan officers, franchise and med-spa and restaurant owners, all running the same system. Bring your Ghost Number and your questions; it costs nothing.
3. **Claim the Field Kit.** infusesales.ai/fieldkit — the printable Ledger, the Dashboard page, every script, and the Blueprint poster. Free.
4. **Want it installed for you?** That's what Infuse Sales AI does — we've built this machine a couple hundred times. Book the free Growth Blueprint Call at infusesales.ai/growth-blueprint-call: your numbers, your biggest leak, and exactly what we'd fix first — whether you hire us or not.

The book is the map. The community is the crew. And if you'd rather hand someone the wrench — you know where we are.

The Five Ideas That Matter Most

If you lose the whole book except this page, keep running the discipline.

1. Revenue is a systems output.

Not an effort output. Any result that depends on remembering is a coincidence with a streak.

2. You cannot grow past your leaks.

Seal first. Then buy all the demand you can afford.

3. What is invisible cannot be managed.

So measure the ghost — one number, in dollars, with your name on it, every quarter.

4. The machine guarantees the floor; humans raise the ceiling.

Automate everything that's the same every time. Protect the fifteen minutes a day where a human voice is the product.

5. Businesses compound when nobody they serve is ever a stranger again.

The loop — remembered, repeated, referred — is what makes a business worth owning, and worth buying.

APPENDIX A

The Script Vault

Every script in the book, by coordinate. Change the [brackets]; keep the rhythm.

ID	Fires when	The words
A-1	Form submitted (thank-you page)	Got it, [first name]. We're calling you in the next 60 seconds – keep your phone close. – [name], [business]
S-1	Form submit (SMS, <60s)	Hey [first name], this is [your name] at [business] – got your request, calling you in 60 seconds.
S-2	Missed inbound call	Sorry we missed you at [business]! Text us back here, or grab a time: [calendar link].
T-1	24h before appointment	Reminder: [service] with [business] tomorrow at [time]. [Tech] will be your tech. Reply C to confirm, R to reschedule.
T-2	Job completed	Thanks for choosing [business], [first name]! If we earned it, 30 seconds: [review link]
T-3	Day 3 of open quote (email)	Subject: The [neighborhood] job we just finished – [before/after] + “[one-line testimonial]” + licensed & insured, attached.
M-1	Quote day +1	Wanted to make sure you got the quote from yesterday. Happy to walk any line item – when's a good 10 minutes?
M-2	Day +30 nurture	Circling back – a lot's happened at [business]: [one-line update]. Is [their service] still on your radar? No pressure either way.
M-4	Quarterly — ghosted leads	Hey [first name], [owner] from [business]. It's been a while – we just [update]. Still in the market for [their request]?
M-4	Quarterly — past customers	We serviced your [system] in [month/year] – it's about due. Holding [X] past-customer slots this month. Want one?
M-4	Quarterly — old quotes	Your quote for [job] is still on file. Prices change [date]; I'll honor the old number through [date]. Worth a quick call?
Offer	Quote presented (in person)	Here's what I found: [finding]. There are three ways to handle it... [Best first. Then Better. Then Good. Then be quiet.]
Loop	Job completion (agreement)	Most of my regulars are on the [plan]: [\$149]/yr, annual check, priority scheduling, member pricing. Want on it?
Loop	Day-30 owner call (referral)	This business runs on referrals. If someone you know needs [service], text me their name – and there's a [\$50 credit] with yours on it.
—	30 days before a price change	Quick heads-up: starting [date], [service] moves to [new price]. Your existing quote is honored through [date+30]. Wanted you to hear it from me.

APPENDIX B

The 12-Patch Quick Reference

The Engine on one page — spec, identity, evidence.

ID	One job	Verified by
A-1	Catch every raised hand, in one place, every time.	Test submission arrives tagged, every source
A-2	Know the moment your front door stops converting.	Alert fires on synthetic dip
S-1	Respond instantly, so your business arrives before your competitors do.	Timestamped test SMS < 60s
S-2	Turn every missed call into a conversation instead of a competitor's customer.	Timestamped test-call SMS
S-3	Put a live human on the phone while the lead's hand is still up.	Push + one-tap dial on test lead
T-1	Look like the professional you are before they ever meet you.	Test booking triggers all four messages
T-2	Let your happy customers sell the next one.	Test completion fires request
T-3	Show proof before they ask for it.	Day-3 email renders a real asset (3+ armed)
M-1	Follow up seven times, so the sale can happen when it's ready.	Test lead walks every touch
M-2	Stay warm until they're ready — months don't matter, presence does.	Day-14 transition verified
M-3	One useful email a month, forever.	Send logged; streak alive
M-4	Wake the money already sleeping in your database.	Wave report with attributed revenue

Install order: A2P registration at hour zero, always. Starting from nothing? The First Weekend is S-1 + S-2 only. Status is always a count — “8/12 verified” — and verified means the evidence exists, timestamped, in the folder.

APPENDIX C

The Cards

Four rituals, pocket-sized. Photocopy the lot.

THE FIRST WEEKEND (Level 1 start)	THE DASHBOARD REVIEW (weekly, 20 min)
☐ Hour zero: file A2P registration ☐ Build S-1 (60-second auto-text) ☐ Build S-2 (missed-call text-back) ☐ Verify both with timestamped tests ☐ Ignore everything else until the Loop	☐ Same slot, standing, printed page ☐ Read all 7 vs. last week (5 min) ☐ Investigate exactly ONE (10 min) ☐ One decision – name + date (5 min) ☐ Staple it to the stack
THE GHOST LOOP (quarterly)	THE RESURRECTION WAVE (quarterly)
☐ Re-run the 12-question Ledger ☐ Rank the four leaks by dollars ☐ Pick ONE – never more ☐ Install/re-verify its patches ☐ Verify in recovered dollars	☐ Export 90-day silent contacts ☐ Segment: customers / ghosted / quotes ☐ Compliance gate, then ONE text each ☐ Call every reply within the hour ☐ Log the wave; fold the rest into orbit

Glossary

The working vocabulary, in plain English.

Ghost Revenue. Money your business already earned the right to collect but lost invisibly in its own process.

Ghost Number™. Your monthly ghost revenue in dollars, computed by the Ghost Audit. The size of the hole, not the size of the bucket you'll carry out.

Ghost Score™. Your recovery grade, 0–100: the share of Potential Revenue your systems actually capture. Haunted 0–39 · Leaking 40–69 · Patched 70–89 · Ghostproof 90–100.

Ghost Audit™. The 12-question assessment (three per leak) that produces the Number and the Score. The Ghost Ledger is its worksheet.

The Master Map. Six stages, four leaks, twelve patches — the terrain the whole method runs on. The geometry never changes.

The Four Leaks. A — Attention · S — Speed · T — Trust · M — Memory. Where revenue exits, in map order.

Patch. An installed, verifiable fix for a leak, addressed by coordinate (Patch S-1). Twelve patches make the minimum Engine.

Ghost Engine™. The automation stack that seals the leaks. Status is always a count: “12/12 verified.”

Ghost Loop™. The quarterly cycle: Audit → Rank → Patch one leak → Verify in dollars.

Speed-to-lead. Time from a raised hand to your first response. Target: under 60 seconds.

The Offer Floor. The price your evidence permits. Raised by proof and structure, not nerve alone.

The Loyalty Loop. Serve → remember → repeat → refer. Pre-emptive reactivation: nobody goes dormant because nobody is finished.

The Owner's Dashboard. Seven numbers, weekly, standing, twenty minutes. One investigation, one decision.

Potential / Real Revenue. The equation run at benchmark rates vs. your measured rates. The gap is the Ghost.

How We Measure

Where the numbers in this book come from — and how to read them.

- **Named research.** The speed-to-lead figures cite the Lead Response Management Study, Dr. James Oldroyd (MIT Sloan / InsideSales.com): 15,000+ leads, 100,000+ call attempts; responding in 5 minutes vs. 30 raises contact odds $\sim 100\times$ and qualification odds $\sim 21\times$. Follow-up figures reflect published sales research consistently placing the average sale at 5–12 touches, with most sellers stopping far earlier.
- **“Across installs.”** Where this book says “typical across installs,” it reports ranges observed in our client work — service businesses, mostly 2–30 staff. They are directional, not guarantees; your list, market, and follow-through set your results.
- **Composites.** Reyes Plumbing and every named example are composites of real installs, with arithmetic chosen to be typical rather than impressive. All Reyes math is internally consistent and reproducible from the equation in Chapter 2.
- **The instrument.** Ghost Audit v1.0 benchmarks: capture — web landing 15%, answered call 95%, walk-in/DM 90% · contact within window 80% · conversation→close 25% · 7-touch compliance 100% · reactivation reply 10% · repeat multiplier 1.10. The worksheet, the free calculator, and every certified audit run the same twelve questions and the same arithmetic; benchmark changes ship only as versioned releases, never silently.
- **Results disclosure.** No dollar figure in this book is a promise, and results aren’t typical of anything except the math you actually run. The only number we stand behind unconditionally is the one you compute yourself.

APPENDIX F

Where to Go Deeper

The map to everything beyond this book — by coordinate, like everything else.

If you're working on...	Go deeper with	Coordinates
The audit, worksheets, and this book's tools	The Ghost Revenue Field Kit — free at infusesales.ai/fieldkit (includes the Blueprint poster and the Ghost Number calculator)	All
The sales conversation and close rate	Book 1: The INFUSE Sales Framework (\$17)	T · the Conversation
The full CRM build, step by step	Book 2: The GoHighLevel Buildout Checklist (\$27)	The Engine, all 12
Text deliverability and compliance	Book 3: The A2P 10DLC Compliance Kit (\$37)	S · M-4 · hour zero
The discovery call, minute by minute	Book 4: The Discovery Call Blueprint (\$47)	T — the two rules, expanded
All four together	The Complete Library Bundle (\$97)	—
Owners running the same system, answering each other daily	The free Infuse Sales AI community — infusesales.ai/community (hosted on Whop). Bring your Ghost Number; somebody in there has already sealed your leak.	Every coordinate
Done-for-you install	The free Growth Blueprint Call — infusesales.ai/growth-blueprint-call — your numbers, your biggest leak, what we'd fix first (whether or not you hire us)	Your top leak

A note on order: this book is the map; the Library is the set of shovels. Read the map first — you already have. Then dig where your own audit says the money is.