

MASTERING SYSTEMS, ADS & AUTOMATION

Stop Losing the Customers You Already Paid For
A Plain Guide for Business Owners

Featuring the Ghost Revenue method: find the money your business is losing — and start winning it back

DANIEL RODRIGUEZ

Infuse Sales AI · Temecula, California

Mastering Systems, Ads & Automation: Stop Losing the Customers You Already Paid For: A Plain Guide for Business Owners

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Reyes Plumbing and every example in this book are illustrative composites. Their results are not typical and are not a prediction of yours. Nothing in this book is legal, tax, or financial advice.

infusesales.ai · sales@infusesales.ai · (951) 383-2985

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

What This Book Will Do for You

Ninety seconds. Then we go find your money.

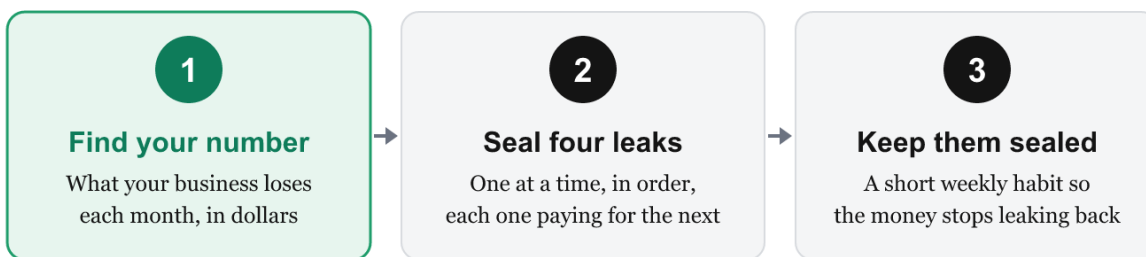
This is a plain guide to growth systems for business owners: how to get more from your Meta ads and from every lead you already pay for. It shows you where your business is losing money, and what fixing it looks like. Meta ads get their own chapter, right after the four leaks — on purpose: an ad can only pay off once the leaks behind it are sealed.

You run a business where leads become customers — a contractor, a broker, a med spa, a franchise, a restaurant. Which one doesn't matter. You work hard. That was never the problem.

The problem is quieter. Some of the money your hard work already earns slips out before it ever reaches the bank — a call nobody returned, a quote nobody followed up, a customer nobody invited back. You can't see it, so nobody manages it. This book helps you see it, put a dollar figure on it, and understand exactly where it goes.

HOW THIS BOOK WORKS

Three moves. You can make the first one tonight.



Chapter 2 is step one. Everything after it is about winning back as much of that money as you can.

You won't need software to follow along. A pencil, your phone log, and an honest evening are enough. Every chapter is short, starts with a picture, and ends with one question — a STOP checkpoint. Answer it before you turn the page. The book builds on itself, the same way your business will.

You don't need more customers first. You need to stop losing the ones you already earned.

You can do all of this on your own, and the book is written so you can. If you'd rather not do it alone, there's a free community built around these pages at infusesales.ai/community — bring your Ghost Number and your questions. You can also book a call at infusesales.ai/book, or call us at (951) 383-2985. Use them or don't; the book works either way.

FRONT MATTER

Ten Rules About Lost Revenue (The 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 is not 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 will eventually skip.
9. The cheapest customer you will ever acquire is the one you already have.
10. Doing nothing is a decision, and it compounds daily.

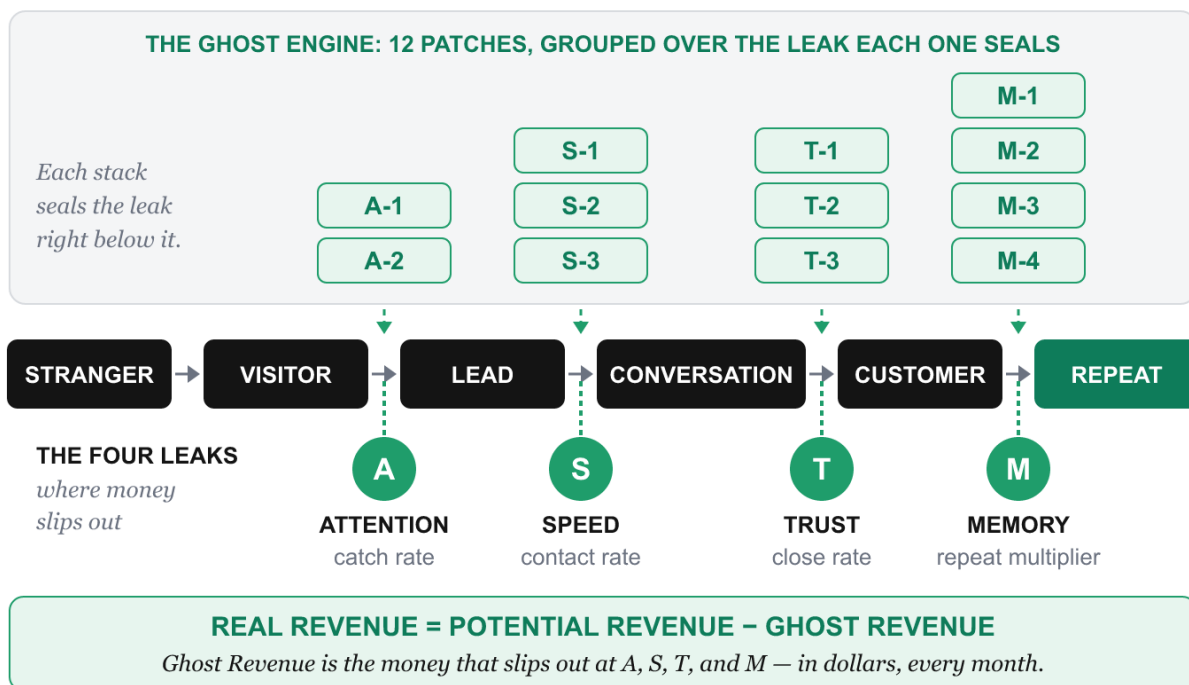
FRONT MATTER

The Map: Where Customers Come From and Where You Lose Them

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

THE MASTER MAP

Customers move left to right. Money leaks out at four places below. The patches above seal them.



Read it left to right. Every customer you will ever have walks these six stages, from a stranger who has never heard of you to someone who buys again. Underneath are the four places money slips out: Attention, Speed, Trust, and Memory. Above are the twelve patches that seal them.

You don't need to memorize any of it. A thin strip of this map sits at the top of every chapter, with your position lit up, so you always know where you are.

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PART I

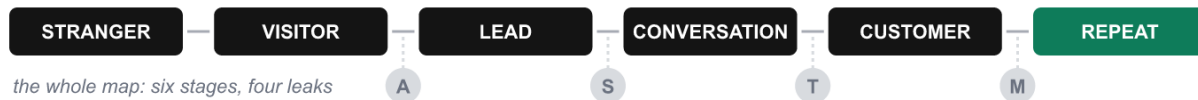
SEE THE MONEY YOU'RE LOSING

Find out what your business loses every month — in dollars.

PART I — SEE THE MONEY YOU'RE LOSING · CHAPTER 1

Why More Leads Won't Fix Your Business

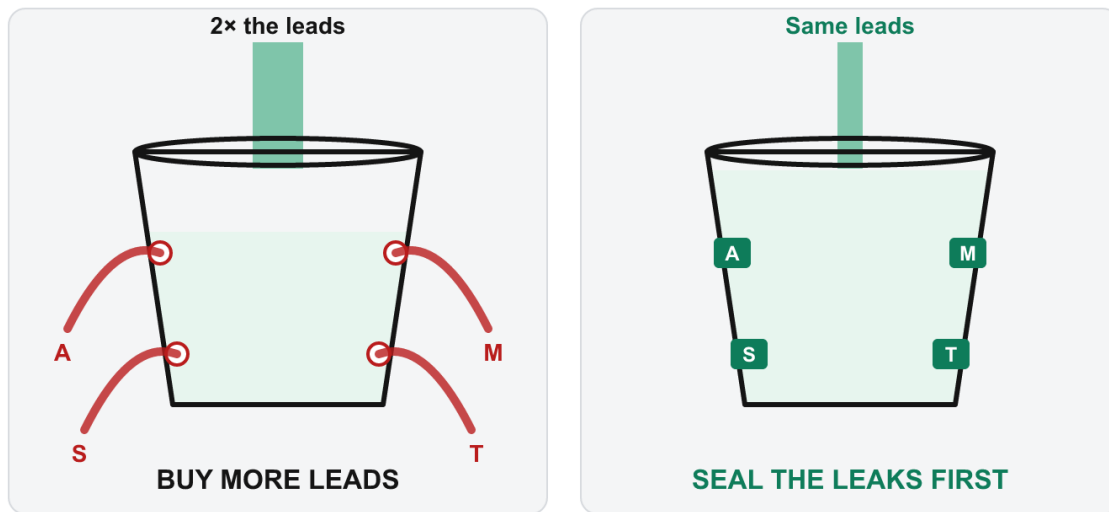
You'll learn why buying more leads usually makes things worse, and the four levers that actually decide how much you make.



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

MORE LEADS WON'T FIX A BUSINESS THAT LOSES THEM

Leads are the water. Your business is the bucket.



Twice the water in. Twice the water out.

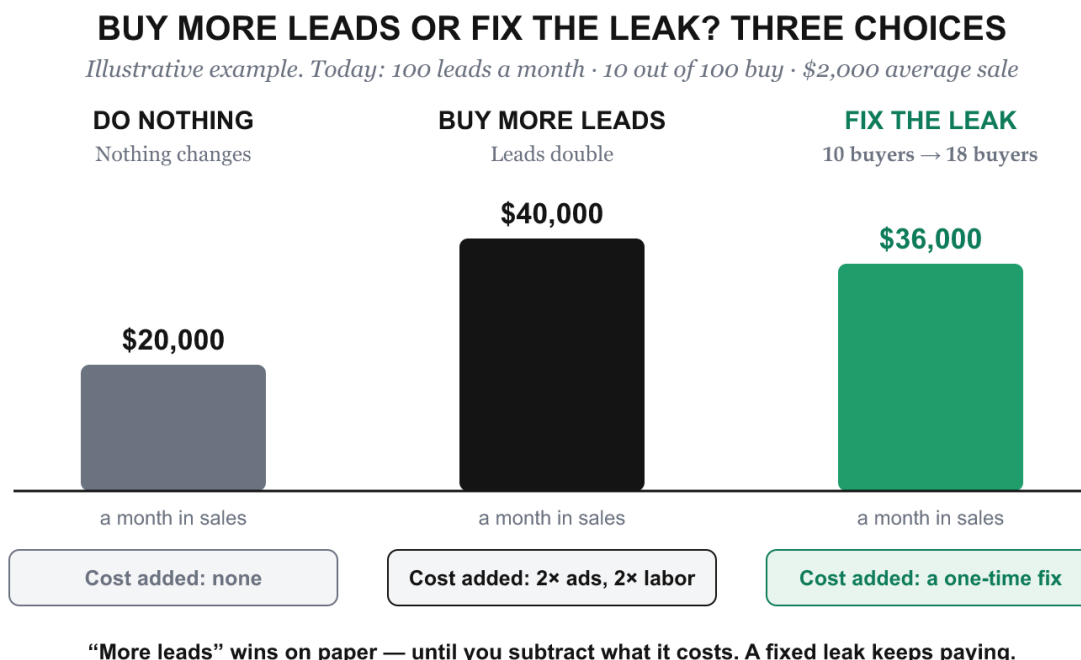
The water you already paid for stays.

Owners often open with the same sentence: “I just need more leads.” It sounds right. Often it’s wrong — and believing it can cost you years.

Think of your business as a bucket and your leads as water. If the bucket has holes, pouring faster doesn’t fill it. You just lose more water, faster, and pay for every drop. That’s what “more leads” does to a business that leaks: twice the ad bill, twice the chaos, and the same holes.

“More leads” is a multiplier, not a lever. It multiplies the leaks too.

Buy more leads, or fix the leak? The numbers



Same business, three choices. Buying more leads looks like the winner — until you subtract the doubled ad spend and labor. Run that subtraction on your own numbers — the gap often disappears. Fixing the leak is a one-time cost, and it keeps paying every month after. One number went from 10 to 18. That’s the whole game.

Here’s the difference in one line: a better close rate is something you own. Build it once and every future lead is worth more. Ad spend is something you rent. The day you stop paying, it stops.

What this looks like in a real business

MORTGAGE — an illustrative example

A broker took his ad spend from \$50 to \$100 a 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.

Ask an owner like him for his close rate and he often won’t know it. Ask how fast he calls new leads back and he’ll say “pretty quick.” Measure it, and it can be hours. He isn’t careless — he just can’t see it. Nobody can manage a number they’ve never looked at.

The four levers that decide what you earn

THE FOUR LEVERS THAT DECIDE WHAT YOU EARN

Four numbers. Your own numbers decide which matters most.

1	How fast you answer When someone raises a hand	S leak	Measured in seconds
2	How many say yes Of the people you talk to	T leak	% of conversations
3	How often you follow up With people who didn't buy yet	M leak	Measured in touches
4	How much each sale is worth Your average order	a factor, not a leak	Measured in \$ per sale
?	More leads <i>Not a lever. It multiplies whatever you already have — leaks included.</i>		

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

Notice where “more leads” sits: underneath, dashed out. Volume multiplies whatever system it enters — the good parts and the leaks. Three of these levers line up with the four leaks you’ll learn to find in the next chapter: Speed, Trust, and Memory. The fourth leak, Attention, is about catching the hands that go up in the first place.

Try this tonight: fill in your four-number card

THE FOUR-NUMBER CARD — FILL IT IN TONIGHT

Last 90 days. Your phone log, calendar, and invoices hold every answer.

MY FOUR NUMBERS	
New leads per month	_____
How many buy, out of 100	_____
Average sale	\$ _____
Follow-ups before I give up	_____

Can't fill one in without guessing? That blank is your first finding.

Twenty minutes, one card. Pull your last 90 days: how many new inquiries came in, how many became paying customers, and what the average sale was. Then count how many times you usually follow up before you let a lead go. Estimates are fine. If you can't fill one in without guessing, don't skip it — circle it. That blank is the first leak you've found.

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 just buys a bigger leaky bucket.

IF YOU RUN META ADS

A Meta ad buys you raised hands, not customers. What each of those hands is worth is decided by the four numbers on your card — so look at them before you raise the budget, not after.

WANT A HAND WITH THIS?

Stuck on a blank? On a call, we'll sit with your phone log and invoices and help you pull all four numbers out of what you already have. The answers are usually already in your own records.

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STOP — CHECKPOINT

Can you say your four numbers — leads, close rate, average sale, follow-ups — without guessing? Are they written on one card?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Work Out How Much Money Your Business Is Losing

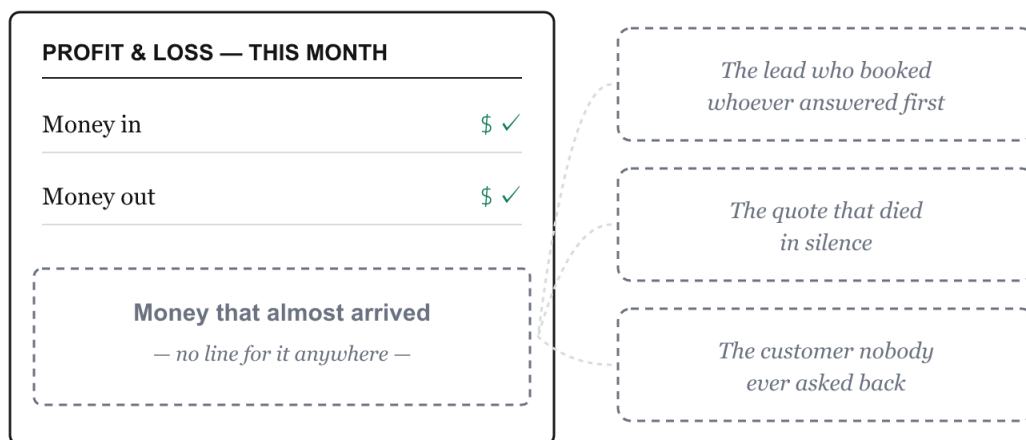
You'll answer twelve questions and get one dollar figure: what your business loses every month without knowing it.



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

YOUR PROFIT & LOSS HAS NO LINE FOR LOST SALES

Your books record what you made and what you spent. Not what almost arrived.



That missing line is Ghost Revenue. This chapter gives it a number.

Your profit and loss statement is honest about two things: the money you made and the money you spent. It has no line for money that almost arrived — the lead who booked whoever answered first, the quote that died in silence, the customer who would have come back if anyone had asked.

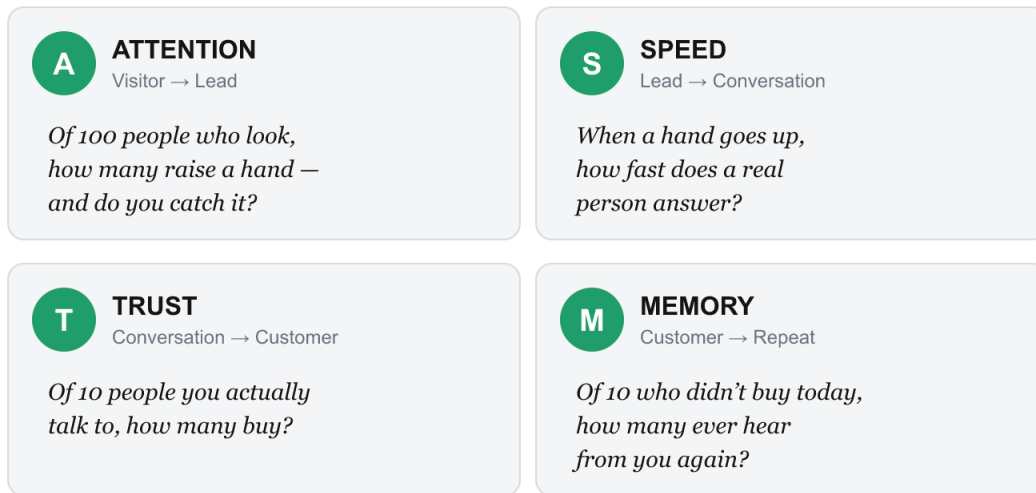
That money has a name. Ghost Revenue is money your business already earned the right to collect but lost invisibly in its own process. Because it never shows up on a report, nobody manages it. This chapter fixes that. By the end of it you'll have a number, in dollars per month, with your name on it.

What is invisible cannot be managed. So first, we make it visible.

The four places money slips out

THE FOUR PLACES YOUR BUSINESS LOSES MONEY

Each one is a plain question. Each sits between two stages on the map.



You'll answer all four for your own business in a few pages.

Every customer walks the same path on the Master Map, and money slips out at the same four places. Each leak is really just a plain question about your business. You probably already have a gut feeling about which one hurts most. In a few pages you won't need a gut feeling.

The one formula behind this book: what you earn vs. what you could

$$\text{REAL REVENUE} = \text{POTENTIAL REVENUE} - \text{GHOST REVENUE}$$

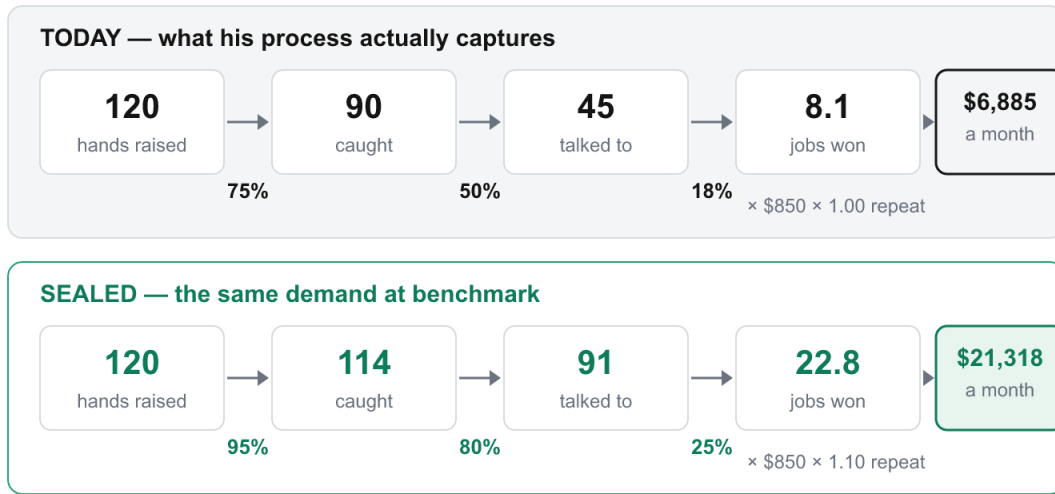
Real Revenue is what your business brings in today. Potential Revenue is what the same demand — the same phone, the same crew, the same ads — would bring in if the four leaks were sealed to a fair benchmark. The gap between them is your Ghost Number. And Real divided by Potential, times 100, is your Ghost Score: a grade from 0 to 100 for how much of your potential you actually keep.

Meet Reyes Plumbing, the example business in this book

Here's the business we'll follow through the whole book. Reyes Plumbing is a composite: five employees, two trucks, an \$850 average job, good reviews, and an owner who works six days a week. About 120 people a month raise a hand — calls, a website form, a lead app. Demand isn't his problem.

REYES PLUMBING — 120 PEOPLE RAISE A HAND EACH MONTH

Same phone. Same trucks. Same demand. Two very different months.



The gap: \$14,433 a month — his Ghost Number

Today: $120 \text{ hands} \times 75\% \text{ caught} \times 50\% \text{ contacted} \times 18\% \text{ closed} \times \$850 \text{ average sale} \times 1.00 \text{ repeat} = \$6,885 \text{ a month}$. Sealed, at benchmark: $120 \times 95\% \times 80\% \times 25\% \times \$850 \times 1.10 = \$21,318 \text{ a month}$. Nobody at Reyes is lazy. This is simply what an ordinary, hard-working business looks like when you finally shine a flashlight on it.

REYES PLUMBING: \$6,885 EARNED, \$21,318 POSSIBLE

Start with what he earns a month. Add back each leak, in map order. Illustrative example.



Ghost Number = $\$1,836 + \$5,233 + \$5,426 + \$1,938 = \$14,433 \text{ a month}$

Ghost Score = $\$6,885 \div \$21,318 = 32 \text{ out of } 100 \text{ (Haunted)}$

Each leak's share of the Ghost Number, counted in map order: A, then S, then T, then M.

Reyes' Ghost Number is \$14,433 a month — \$173,000 a year. His two biggest leaks are Speed and Trust — together, more than \$10,000 a month.

YOUR GHOST SCORE: HOW MUCH OF YOUR POTENTIAL YOU KEEP

Real ÷ Potential × 100. Reyes: \$6,885 ÷ \$21,318 = 32

Reyes today: 32



Reyes starts here. That's not a verdict. It's a starting line.

Your turn: work out your number tonight

This isn't a quiz. It's an MRI. Twenty minutes at the kitchen table with your phone log, your calendar, and your invoices.

THE GHOST AUDIT: 12 QUESTIONS THAT MEASURE YOUR LEAKS

Kitchen table. Phone log, calendar, invoices. About 20 minutes.

A Attention S Speed T Trust M Memory	A1 Every way customers reach you — how many?	A2 How many of those you actually catch	A3 Do they all land in one place?	
	S1 How fast you answer (fill out your own form)	S2 Missed calls that get a text back	S3 New leads called within 5 minutes	
	T1 Conversations that become customers	T2 Reviews per month, and your rating	T3 Booked appointments that actually show	
	M1 Follow-ups before you give up on a lead	M2 People who didn't buy still hearing from you	M3 Contacts silent 90+ days — and your last text	
Answer each:	MEASURED <i>you have the data</i>	ESTIMATED <i>your honest best guess</i>	UNKNOWN <i>allowed — and itself a finding</i>	

1. Answer the twelve questions — three per leak. Estimates are fine. “Unknown” is a legal answer, and it's also a finding: what you can't measure, you're usually losing. Circle every Unknown.
2. Turn your answers into the six numbers in the middle column of the Ghost Ledger below. (A-questions give you your catch rate, S-questions your contact rate, T-questions your close rate, M-questions your repeat multiplier.)

3. Multiply each column straight down. Your column is Real. The benchmark column is Potential. Sanity-check Real against what you actually bank in a month — if it's far off, revisit your estimates.
4. Subtract. That's your Ghost Number. Divide Real by Potential and multiply by 100. That's your Ghost Score.

THE GHOST LEDGER: WORK OUT YOUR MONTHLY LOSS

Write your rates in the middle column. Multiply each column straight down.

FACTOR	YOURS	BENCHMARK
v People who raise a hand per month (calls, forms, DMs)	_____	same as yours
c Catch rate leak A · share of hands you catch	_____ %	95% calls · 15% web
s Contact rate leak S · leads who get a real talk	_____ %	80%
t Close rate leak T · conversations that buy	_____ %	25%
\$ Average sale	\$ _____	same as yours
m Repeat multiplier leak M · 1.00 if nobody comes back	_____	1.10

Multiply
each column ↓

REAL
\$ _____ /mo

POTENTIAL
\$ _____ /mo

GHOST NUMBER = Potential – Real = \$ _____ a month

GHOST SCORE = Real ÷ Potential × 100 = _____

Want to know which leak costs you most? Start from Real and swap in one benchmark at a time, in map order — A, then S, then T, then M. Each swap's gain is that leak's dollar value, and the four always add up to your Ghost Number. One worked step so you can check yourself: Reyes' Real is \$6,885. Swap in the catch rate alone, 75% → 95%: $120 \times 95\% \times 50\% \times 18\% \times \$850 = \$8,721$. The \$1,836 difference is his Attention 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 after 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.

WANT A HAND WITH THIS?

Bring your Ghost Number to a call. We'll check your math with you, show you which leak is costing you the most, and tell you honestly which one we'd seal first — even if it's one you can handle yourself.

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From here on, a one-line Reyes Tracker opens each chapter: his Ghost Number, his Score, and his Engine count — how many of the twelve fixes (we call them patches) are installed and working. Each leak he goes after is a “hunt.”

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

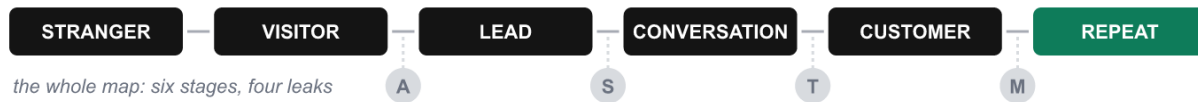
STOP — CHECKPOINT

Do you know your Ghost Number — and have you written it where you make decisions?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Why You're Busy but Not Making Money

You'll learn why a full calendar can still leave the bank empty, and the three ways out.

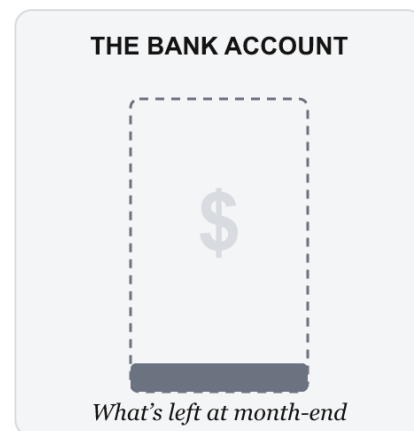


GHOST LAW #7 “A system that isn’t written down is a mood.”

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*

BUSY CALENDAR, EMPTY BANK ACCOUNT

Profitable on paper. Broke at the ATM.



More volume won't fix this. It just makes a busier business that's still broke.

There's a 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. Your accountant says congratulations. Your checking account disagrees.

It feels like a volume problem, so the instinct is to get more work. But more work poured into the same prices and the same manual habits just makes a busier business that's still broke. It's like running faster on a treadmill: more effort, same spot.

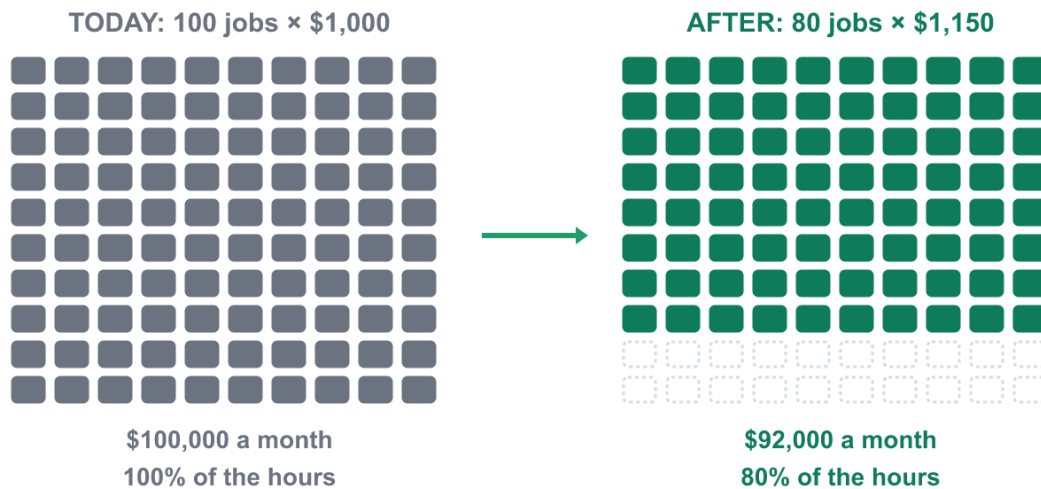
Busy-and-broke is usually a pricing and systems problem, not a volume problem.

This chapter sits between your audit and your hunts on purpose. Sealing leaks takes an owner with a few free hours, and right now yours are being eaten by work that pays you less than it costs you.

What really happens when you raise prices

WHAT A 15% PRICE RAISE REALLY DOES

Raise prices 15% and lose a full 20% of your customers — the nightmare.



Dashed = the customers who left.

You keep 92% of the revenue for 80% of the work. A price increase that scares off your hardest-to-serve customers isn't a loss. It's a promotion.

FRANCHISE — an illustrative example

An owner with four units and a team of thirty hadn't paid himself in five months. He thought a fifth location would fix it; it would have buried him. Instead he 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.

Your hourly floor: what one hour of your time is worth

YOUR HOURLY FLOOR

The income you want ÷ 2,000 working hours = what one hour of you is worth.

Reyes: \$170,000 a year ÷ 2,000 hours = \$85 an hour

WORTH YOUR \$85 HOUR

Quoting the big job

Talking to a ready buyer

Fixing the leaks for good

\$85 / hour

BELOW THE FLOOR — “\$5 WORK”

Appointment reminder texts

Chasing invoices

“Got my quote?” calls

Every hour below the line is an \$85 owner doing \$5 work.

Take the yearly income you want and divide it by 2,000 — roughly one working year. That’s your hourly floor. If your floor is \$85 and you’re personally sending appointment reminders and chasing invoices, you’re paying an \$85-an-hour employee — you — to do \$5 work.

Three ways to stop being busy and broke

THREE WAYS OUT OF BUSY & BROKE

None of them is “get more customers.”

1

Raise your price

The simplest move. The customers you lose are often the ones to lose.

2

Tighten your scope

Rank services by profit per hour. Sell the top two or three.

3

Buy back your time

Hand the \$5 work to a system that never forgets and never sleeps.

Number 3 is what the rest of this book is about.

The first two are decisions only you can make. The third is what the rest of this book is about: the reminders, the follow-ups, and the check-ins that a system can run the same way at 2 p.m. or 2 a.m. — so the owner can spend owner hours on owner work.

REYES CHECK-IN — where his working hours went

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.

Try this tonight: find your hourly floor

Tonight: one division problem — the income you want ÷ 2,000. **Tomorrow:** for three working days, jot down what you do in half-hour blocks. No judging, just the log. **By Friday:** circle every block worth less than your floor, and name the one task you'll never do by hand again.

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 make sure it gets done without you.

WANT A HAND WITH THIS?

Send us your below-floor list. We can help you set up the reminders, confirmations, and follow-ups on it to run inside your own account, so those hours come back to you.

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STOP — CHECKPOINT

Do you know your hourly floor — and have you named one task below it that you'll stop doing by hand, whether your team takes it or ours does?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

PART II

FIX THE FOUR LEAKS

Attention, Speed, Trust, and Memory — the four places sales slip away, fixed in order.

PART II — FIX THE FOUR LEAKS · CHAPTER 4 · LEAK A: ATTENTION

Catch Every Person Who Wants to Buy

You'll learn where interested people slip away before you ever get their name — and what catching all of them looks like.



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

REYES TRACKER Ghost Number \$14,433/mo • Ghost Score 32 (Haunted) • Engine 0/12 — *The first hunt begins upstream, where every later fix inherits the volume*

WHY YOU NEVER SEE THE VISITORS YOU LOSE

Two people almost hired you this week. You only know about one of them.

A LEAD WHO WENT QUIET



Name: **Maria G.**
Phone: **on file**
Asked about: **a water heater**
Last contact: **Tuesday**

You can see her. You can call her back.

A VISITOR WHO GAVE UP ON YOUR FORM



Name: -----
Phone: -----
Asked about: -----
Last contact: -----

No name. No number. No record.

That’s why owners blame the ads. The ads worked — the front door didn’t.

Think of a shop with a sticky front door. People walk up, push, and it doesn’t open. They shrug and walk to the next shop. The owner never knows they were there. He only knows the store feels quiet, and he decides he needs more advertising.

That's the Attention leak. An ad doesn't buy you a customer. It buys a few seconds of a stranger's attention. Everything after that is yours: the page, the form, the phone, and whether anyone catches the hand that just went up. A lead who goes quiet leaves a name and a number. A visitor who gives up on your form leaves nothing at all, so this leak can stay open for years while the ads take the blame.

We hunt it first because it sits upstream. Every lead you stop losing here flows into every fix that comes after.

The cheapest lead you'll ever buy is the one you stop losing.

Example: how a long form raises your cost per lead

A SHORTER FORM: 11 BOXES CUT TO 5

A contractor's quote form, before and after. Same ads, same spend. (Illustrative example.)

The diagram illustrates the reduction of a form from 11 boxes to 5 boxes. On the left, under the heading "BEFORE — 11 required boxes", there is a list of 11 input fields: Name, Email, Mobile, Street address, City, Zip, Project type, Project budget, Preferred start date, How did you hear about us?, and Describe your project. Below this list is a red italicized note: "Some visitors quit halfway — and leave no trace." An arrow points from this form to the right, where the "AFTER — 5 boxes" form is shown. This form contains only five input fields: Name, Mobile, "What do you need?", "When?", and Zip. Below these fields is a green "Send" button. At the bottom of the "AFTER" form, there is a green italicized note: "Plus a separate, unticked box to agree to texts. Budget and details wait for the conversation."

Fewer boxes, more finished forms — same ads.

A contractor was “paying too much for leads.” His quote form had eleven required boxes, including his customer's budget and preferred start date. Cut to five, with the same ads and the same spend, and the arithmetic below shows what happens to cost per lead. His ads had been working all along. The form was sending people away.

The arithmetic is simple. If 5 of every 100 visitors fill out your form, each lead costs three times what it would if 15 did, for identical ads.

IF YOU RUN META ADS

Every Meta ad you run sends people to this front door, whether it's your website or a form inside the app. If the door sticks, you pay for visitors you never see, so this is the leak to seal before you raise the budget.

Why good businesses lose here

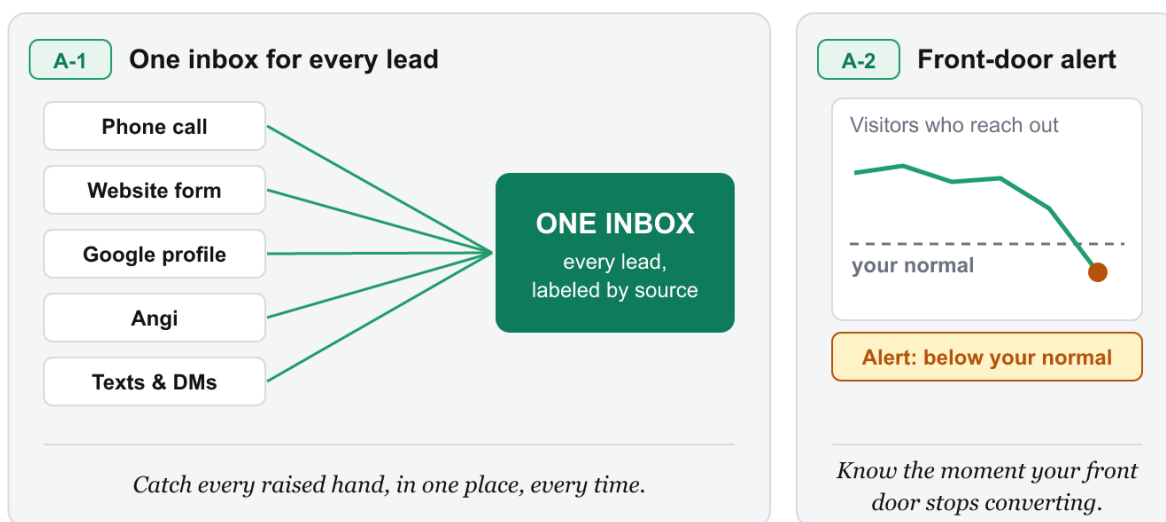
- The phone rings while you're under a sink, and the call rolls to a voicemail nobody checks.
- Leads arrive in three places: the website, an app like Angi, and your Google profile. Each one is checked by a different person, or by no one.
- The form was built to answer every question up front, so it asks for things a stranger isn't ready to share.

None of that is carelessness. It's a front door that grew one entrance at a time, and nobody ever walked through all of them.

What a fixed Attention leak looks like: two patches

THE TWO PATCHES THAT FIX THE ATTENTION LEAK

Two patches. Nothing slips through — and you hear about it the day something breaks.



Every raised hand lands in one place — and a falling number can't hide.

Two patches seal this leak. Each has one job:

PATCH A-1 · ONE INBOX FOR EVERY LEAD *“Catch every raised hand, in one place, every time.”*

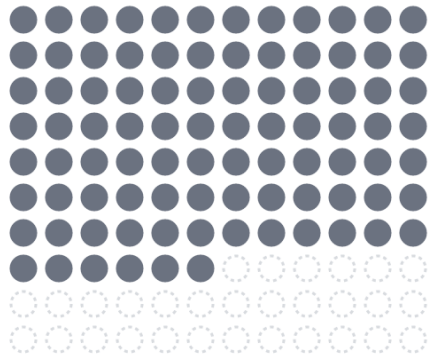
PATCH A-2 · FRONT-DOOR ALERT *“Know the moment your front door stops converting.”*

The second one matters more than it looks. Nobody remembers to check their own website numbers every month. Whatever you don't automate, you will eventually skip.

Reyes Plumbing, 60 days after fixing Attention

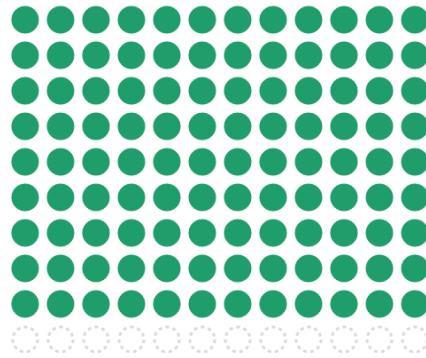
REYES PLUMBING — LEADS CAUGHT, OUT OF 120 A MONTH

BEFORE: three inboxes, rung-out calls



90 caught · 30 vanish

AFTER: the Attention patches



108 caught · 12 vanish

Dashed circles = people who reached out and were never caught.

Same ads. Same demand. Eighteen more chances every month.

Reyes had this leak in work boots: calls rung out during jobs, Angi messages answered “when things slowed down,” social messages nobody owned. It was never an advertising problem. It was a catching problem. His catch rate, the share of interested people who actually reach him, was 75%.

REYES CHECK-IN — 60 days after the Attention install

Captured: 75% → 90% of every hand raised

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

Ghost Score: 32 (Haunted) → 39 (Haunted)

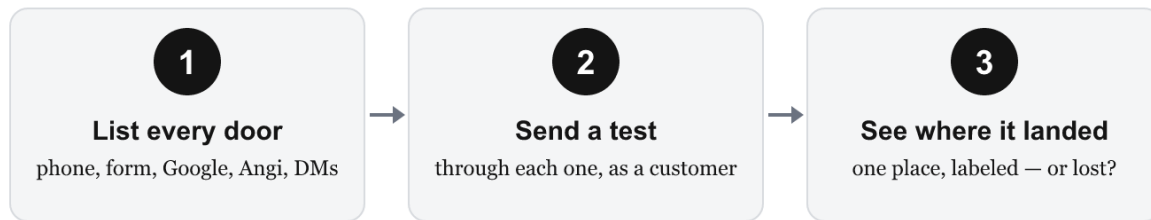
Engine: 0/12 → 2/12 verified (A-1 · A-2)

Still Haunted, one point from daylight. The cheapest hunt came first, and every hunt after it inherits the extra volume.

One rule for reading the waterfall. When you patch an upstream leak, downstream leaks briefly look bigger — that’s recovered volume arriving, not new loss. Watch the total.

Try this tonight: send a test lead through every door

TONIGHT: CHECK THAT EVERY LEAD LANDS IN ONE PLACE



All in one place: sealed. Scattered or missing: you just found money.

*Bonus number: of 100 website visitors, how many fill out the form?
Write it down — that's your baseline.*

CEO NOTE

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

WANT A HAND WITH THIS?

If your leads arrive in more than one place, we can route them into one inbox inside your own account and trim your form to the questions that matter.

infusesales.ai/book · free community: infusesales.ai/community

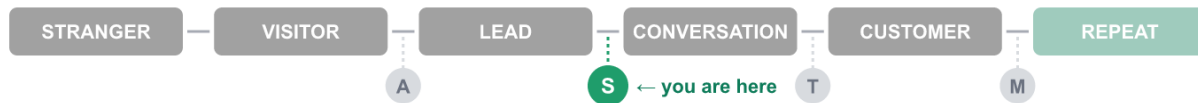
STOP — CHECKPOINT

Did you send a test through every door — and does every new lead land in one place?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Answer Every New Lead Within 60 Seconds

You'll learn why the first business to answer usually wins the job — and what answering in seconds looks like.

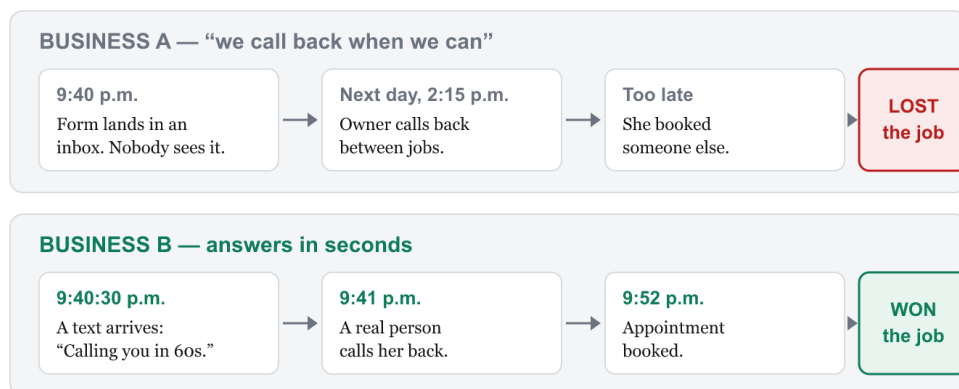


GHOST LAW #3 *“Speed beats skill in the first hour. Skill beats speed everywhere after.”*

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

ONE LEAD, TWO BUSINESSES: THE FAST ONE WON

Illustrative example. 9:40 p.m. — Sarah fills out the quote form on both websites.



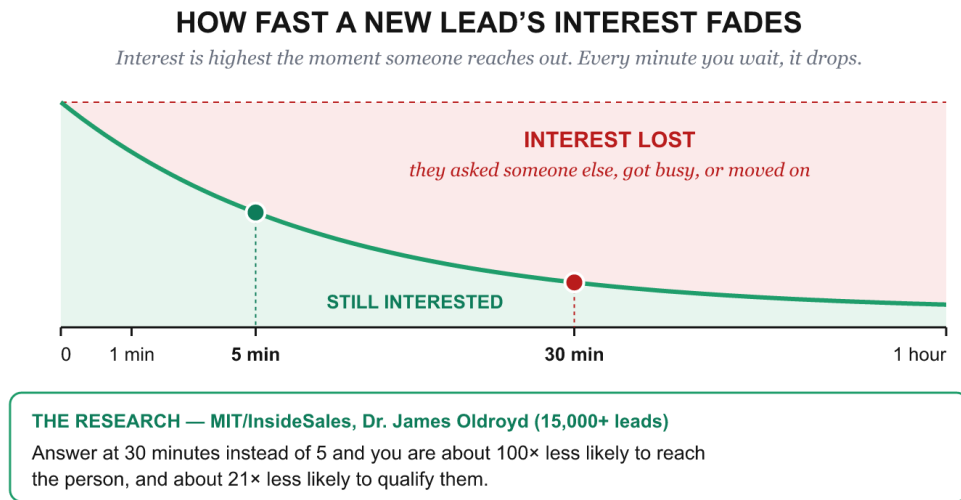
Same ad. Same customer. Same price. The only difference was speed.

Picture someone raising a hand in a crowded room. For a moment they’re looking right at you. Then they look around. Every minute you wait, they’re a little less yours.

That’s a new lead. Their interest is highest the second they reach out, and it fades fast — they get busy, they ask someone else, they talk themselves out of it. The money lost in that gap, between “I’m interested” and “somebody actually talked to me,” is the Speed leak. Of the four leaks, it’s usually the highest return for the hour it takes to set up.

The customer doesn’t choose the best business. They choose the first good one that answers.

The research: how fast interest fades



The curve is illustrative. The two numbers are from the study.

That study is the best-known research on response time, and it's why this chapter's target is 60 seconds, not "same day." Five minutes is already late. Thirty is a different conversation, if there is one at all.

IF YOU RUN META ADS

A Meta lead is sent in a few taps, mid-scroll, and that person is back to scrolling a second later. You paid for the raised hand. How fast you answer decides whether it turns into a conversation.

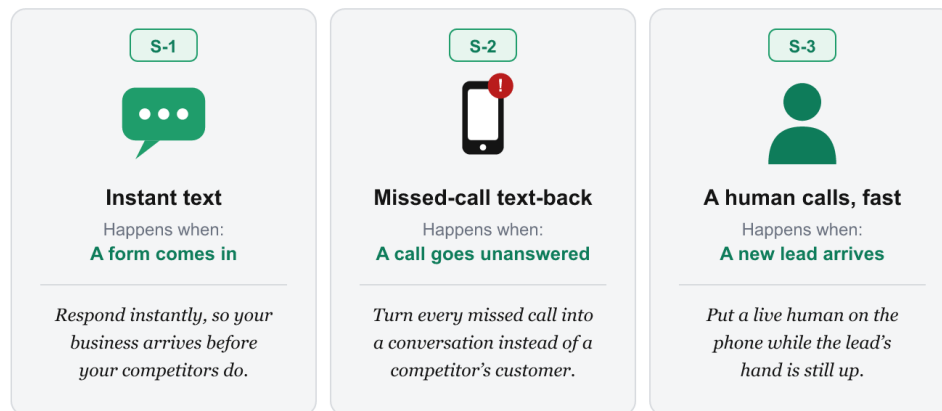
Why good businesses lose here

- You're on a job when the phone rings.
- The website form goes to an inbox someone checks "later."
- Calling back when things slow down feels responsible. To the customer, it feels like silence.

What a fixed Speed leak looks like: three patches

THE THREE PATCHES THAT FIX THE SPEED LEAK

Three small automations. Built, tested, and watched.



Customers get an answer in seconds. Your team gets the lead while it's still warm.

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

PATCH S-2 · MISSED-CALL TEXT-BACK “Turn every missed call into a conversation instead of a competitor's customer.”

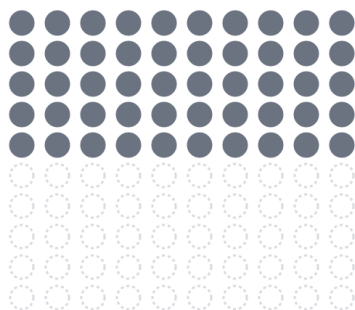
PATCH S-3 · A HUMAN CALLS, FAST “Put a live human on the phone while the lead's hand is still up.”

Something worth knowing: business texting has to be registered with the phone carriers before it delivers reliably. Approval can take days to weeks and is occasionally sent back for changes, so it's always filed first.

Reyes Plumbing, 90 days after fixing Speed

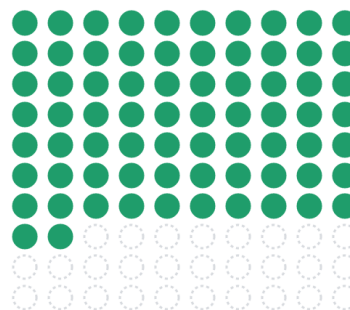
REYES — OF 100 LEADS, HOW MANY GET A REAL CONVERSATION

BEFORE: “I call back when I can”



50 get a real conversation

AFTER: the Speed patches



72 get a real conversation

Dashed circles = people who raised a hand and never heard back in time.

Your contact rate is the share of new leads who get a real conversation with you. Before the Speed patches, Reyes reached 50 of every 100 leads he caught. After, he reached 72.

REYES CHECK-IN — 90 days after the Speed install

Ghost Number: \$13,056/mo → \$9,421/mo (recovered: \$3,635 every month)

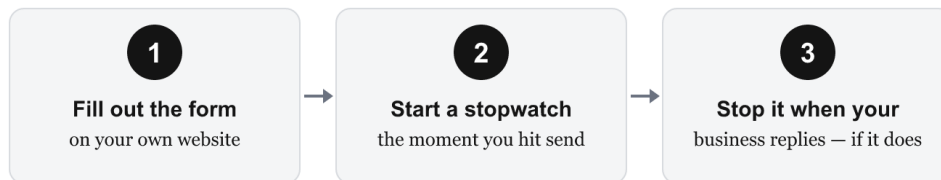
Ghost Score: 39 (Haunted) → 56 (Leaking)

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.

Try this tonight: a 2-minute test of how fast you answer

TONIGHT: TIME HOW FAST YOUR BUSINESS ANSWERS



Under a minute: sealed. Over a minute: you just found money.

WANT A HAND WITH THIS?

We can build all three Speed patches for you, file the carrier registration first, and test each one before it goes live.

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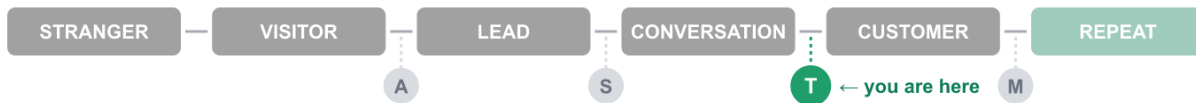
STOP — CHECKPOINT

Did you run the speed test — and do you know, in seconds, how long your business takes to answer a new lead?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Win More of the Quotes You Give

You'll learn why “too expensive” usually means “not sure about you” — and the proof that changes how calls end.



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/mo recovered so far

TWO BIDS: WHY SHE PAID \$300 MORE

Same job. Same promise. She chose the more expensive one. (Illustrative example.)

	BID A	BID B
Price	\$2,100	\$2,400
Confirmation	— never sent	✓ Tech's name + photo
Reminder	— never sent	✓ The morning of
Google reviews	— not shown	✓ 41 of them
	LOST	WON

Bid A's notes on why he lost:

“Price.”

He didn't lose on price. He lost on proof he never showed.

A homeowner has two bids open. Same promise, nearly the same price, two very similar trucks. She can't judge anyone's workmanship before the job is done, so she judges the one thing she can: how safe each business made her feel. One sent a confirmation with the tech's name and photo, a reminder the morning of, and had forty-one reviews waiting when she looked. The other had a better price and a silent phone.

She paid \$300 more for the one she believed. The other owner wrote “price” in his notes, and he'll keep cutting his price to fix a problem that was never about price.

That's the Trust leak: money lost inside conversations you're already having. Think of a restaurant with an empty dining room next to one with a line out the door. Most people pick the line before they've tasted anything. Reviews, reminders, and proof are your line out the door.

You've rarely lost a job on price. You've lost it on proof you didn't show.

Why good businesses lose here

- You do great work, so you assume the work speaks for itself. Strangers can't see it yet.
- Reviews get asked for "when we remember," which turns out to be almost never.
- A no-show feels like bad luck. Usually nobody reminded them, and someone else did.

Two more habits worth knowing: on the call itself, whoever asks the questions leads the conversation, and the customer should describe the problem before you do. Those two habits alone can change how calls end.

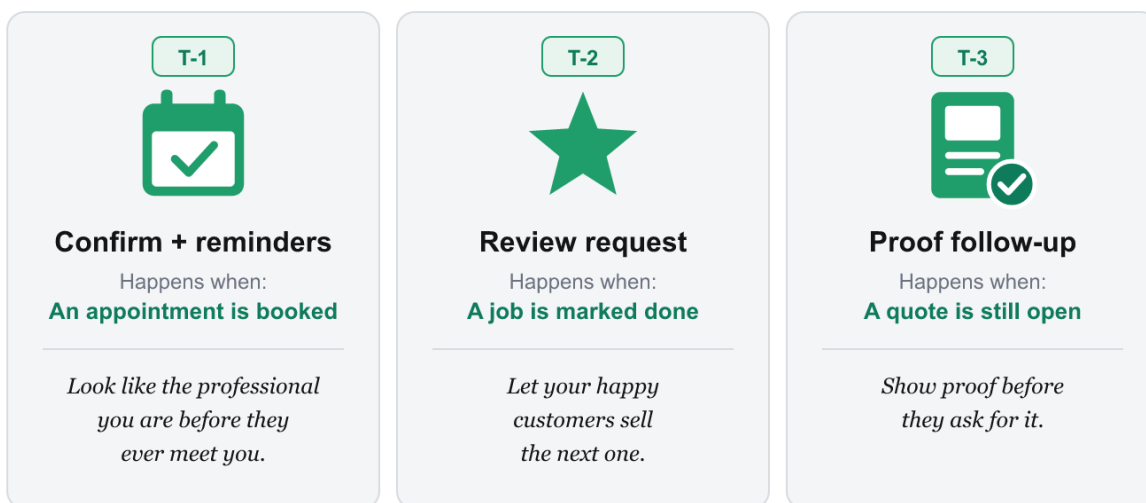
IF YOU RUN META ADS

Someone who finds you through a Meta ad has never heard of you. Before they book, they look you up, and your reviews and reminders are what that stranger finds.

What a fixed Trust leak looks like: three patches

THE THREE PATCHES THAT FIX THE TRUST LEAK

Three patches. Your evidence goes to work before the price ever comes up.



Customers feel safe choosing you. Fewer no-shows, more reviews, fewer "we went another way."

Three patches seal this leak. Each has one job:

PATCH T-1 · CONFIRM + REMINDERS *"Look like the professional you are before they ever meet you."*

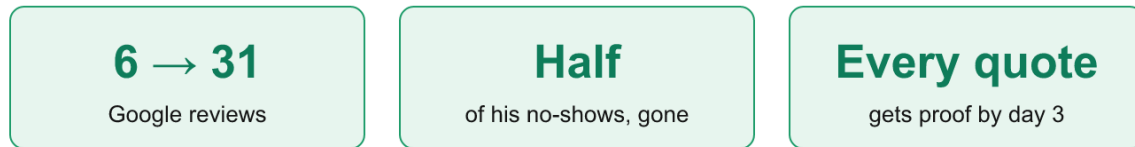
PATCH T-2 · REVIEW REQUEST *"Let your happy customers sell the next one."*

PATCH T-3 · PROOF FOLLOW-UP *"Show proof before they ask for it."*

T-3 needs real material to work with: at least three pieces of proof, such as a before-and-after photo, a customer's words with their name on them, and your license and insurance. You may already have all three, scattered across your phone.

Reyes Plumbing, 90 days after fixing Trust

REYES PLUMBING — 90 DAYS AFTER FIXING TRUST



HIS CLOSE RATE: OUT OF EVERY 100 REAL CONVERSATIONS...



Same truck, same price, same plumber. More people believed him.

Reyes' close rate was 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.

REYES CHECK-IN — 90 days after the Trust install

Close rate: 18% → 23% of real conversations

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

Ghost Score: 56 (Leaking) → 71 (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.

Try this tonight: count your show rate, reviews, and close rate

TONIGHT: COUNT YOUR THREE TRUST NUMBERS

1

Show rate

Of your last 20 bookings,
how many showed up?

2

Reviews

Count yours. Then count
your top competitor's.

3

Close rate

Of the last 20 people you
quoted, how many hired you?

A no-show or a “we went another way” is a Trust number — not bad luck.

CEO NOTE

Proof beats persuasion. The owner with forty reviews and a reminder on every booking doesn't need to out-talk anyone. He's believed before the call starts.

WANT A HAND WITH THIS?

We can help you set up the confirmations, reminders, review requests, and proof follow-up, and help you gather the three pieces of proof they need before anything switches on.

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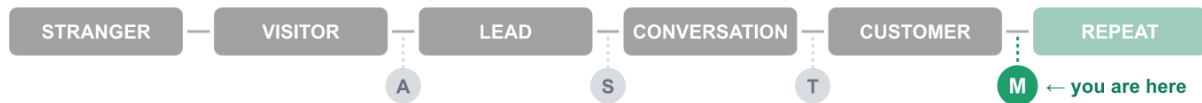
STOP — CHECKPOINT

Do you know your show rate and your close rate? And is your Trust leak sealed, by your team or with ours?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Follow Up Until They're Ready to Buy

You'll learn why most sales take five or more follow-ups, and how much money is sitting in your old contacts.

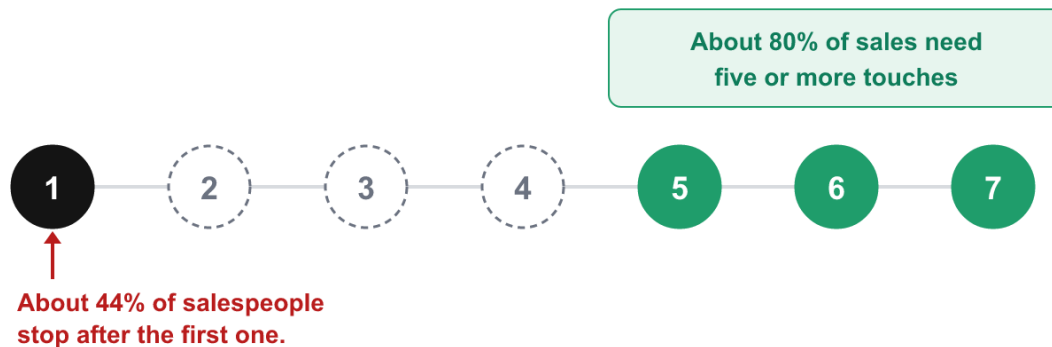


GHOST LAW #5 *“Silence is not rejection. Silence is a lead waiting to be deserved.”*

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

HOW MANY FOLLOW-UPS A SALE TAKES — AND WHEN REPS QUIT

Each circle is one follow-up. The sale usually comes late; the follow-up usually stops early.



The lead who went quiet didn't say no. Nobody stayed around long enough to hear yes.

80% and 44%: widely cited industry figures — read them as directional.

Think about the last time you meant to call someone back. You weren't saying no. You got busy, the week ran away, and the note slid under a pizza menu. That's exactly what your quiet leads are doing. Almost nobody actually says no. They just go quiet, and the business that stays politely in touch is the one they call when they're ready.

That's the Memory leak, and it has two halves. One is the leads who didn't buy yet. The other is everyone you've already served. The cheapest customer you will ever acquire is the one you already have (Ghost Law #9). The trust is already earned and the number is already in your phone. The only thing missing is the message.

This leak hurts the slowest. The job you lose to it in March doesn't show up until September, on someone else's invoice, and you never find out it was yours.

Nobody “comes back” on their own. Somebody brings them back.

The research: how many follow-ups a sale takes

Widely cited industry figures (read them as directional) say about 80% of sales take five or more touches, yet about 44% of salespeople give up after one. And up to 67% of leads are lost to poor follow-up or slow response (Harvard Business Review). The usual fear — “won’t I annoy them?” — is real but small. The follow-up you’re embarrassed to send is usually the one that closes (Ghost Law #6).

IF YOU RUN META ADS

Someone who taps your ad may not be ready to buy for weeks or months. Without follow-up, the ad bought you one chance. With it, the same lead keeps hearing from you until they’re ready.

Why good businesses lose here

- Following up feels pushy, so it stops after one or two tries.
- “The regulars always come back” feels true, but nobody has ever counted who didn’t.
- The old customer list sits in a phone, a spreadsheet, and an email inbox, and nobody owns it.

What a fixed Memory leak looks like: four patches

THE FOUR PATCHES THAT FIX THE MEMORY LEAK

Everyone who ever raised a hand stays on the map.



Your past customers and quiet leads hear from you — so they come back to you.

Four patches seal this leak — the last four of the Engine’s twelve. Each has one job:

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

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

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

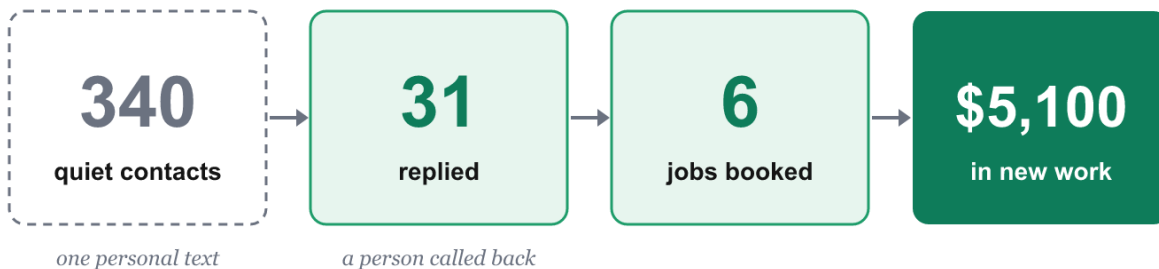
PATCH M-4 · WAKE THE QUIET LIST *“Wake the money already sleeping in your database.”*

One thing to know before you text anyone you haven’t spoken to in a while: it has to be done the compliant way. That means a registered business number, their consent on record, sensible hours, and an easy way to opt out. It’s the first box we check.

Reyes Plumbing, after fixing Memory (the last leak)

REYES PLUMBING — ONE TEXT TO THE QUIET LIST

People who already knew him, already trusted him — and hadn’t heard from him.



No ads. No new leads. Money that was already sitting in his phone.

One-time result for Reyes. Illustrative example — your list will answer differently.

Reyes had 340 quiet contacts and had never once asked a past customer to come back. One personal text went out. Thirty-one people replied, a person called every one of them back, and six booked a job. His repeat multiplier, how much more each customer is worth because they come back, rose from 1.00 to 1.08.

REYES CHECK-IN — the last hunt

Repeat business: 1.00 → 1.08

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

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

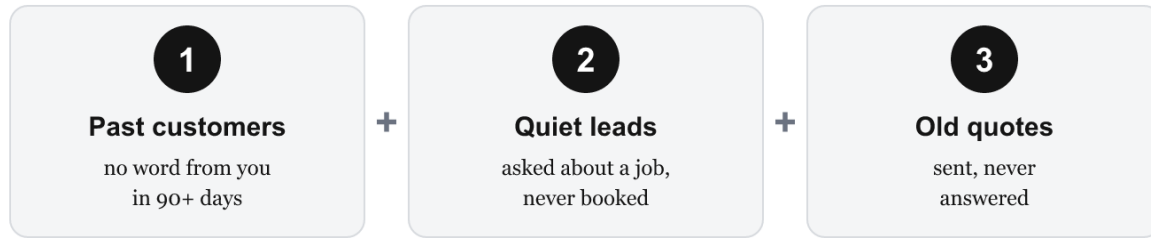
Ghost Score: 71 (Patched) → 77 (Patched)

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.

Try this tonight: count your quiet contacts

TONIGHT: COUNT THE PEOPLE WHO HAVEN'T HEARD FROM YOU



Add them up. That's how many people already know your name — and haven't heard from you.

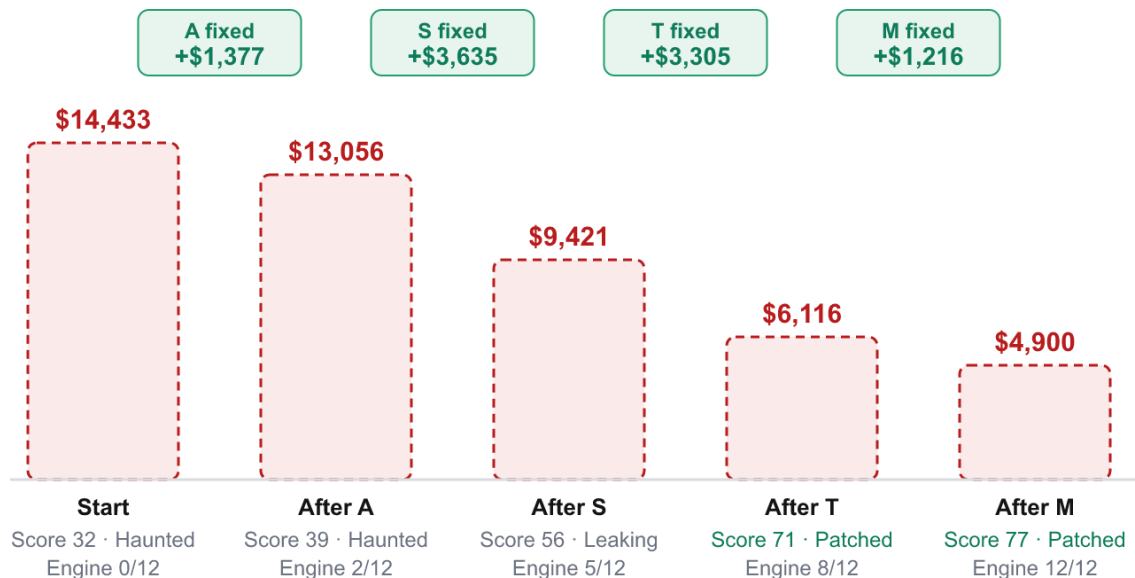
CEO NOTE

Your customer list is the cheapest ad campaign you'll ever run. The trust is already paid for.

All four leaks fixed: what Reyes got back

REYES: WHAT FIXING ALL FOUR LEAKS RECOVERED

Reyes Plumbing's Ghost Number, one sealed leak at a time.



Recovered: \$9,533 a month = \$114,396 a year

Same demand. Same trucks. Same crew. Plus \$5,100 one-time from the quiet list.

Dashed red bars = the Ghost Number: money still leaking each month.

Illustrative example — not typical results. Your numbers will differ.

Same demand. Same trucks. Same crew. \$114,396 a year that was already his, recovered one leak at a time. 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 the leaks sealed without him. That's Part III.

WANT A HAND WITH THIS?

Want to see what all four leaks are worth in your business? Bring your Ghost Number to a Growth Plan call. We'll rank your leaks in dollars with you and show you which one we'd seal first.

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STOP — CHECKPOINT

Do you know how many quiet contacts are sitting in your business? And is your Memory leak sealed, by your team or with ours?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Now Turn On the Ads: Where Meta Ads Fit

You'll learn what a Facebook or Instagram ad really buys, why ads seem to “stop working,” and how to judge them by the jobs they book.

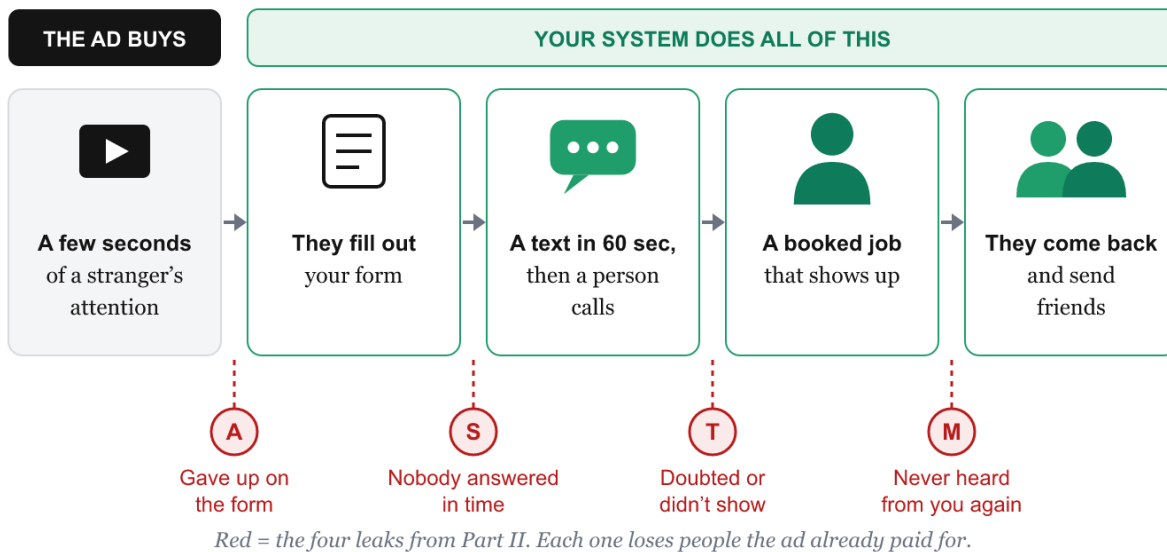


GHOST LAW #2 “A lead’s interest halves faster than your intention to call them back.”

What a Meta ad actually buys

WHAT A META AD BUYS, AND WHAT HAPPENS AFTER

The ad pays for the first step. Your system has to do the rest.



A Meta ad (Facebook or Instagram) doesn't buy you a customer. As Chapter 4 put it, it buys a few seconds of a stranger's attention while they scroll. That's all. Think of it like paying for someone to knock on your door. Whether they end up at your table depends on who answers, how fast, and whether anyone remembers them next week.

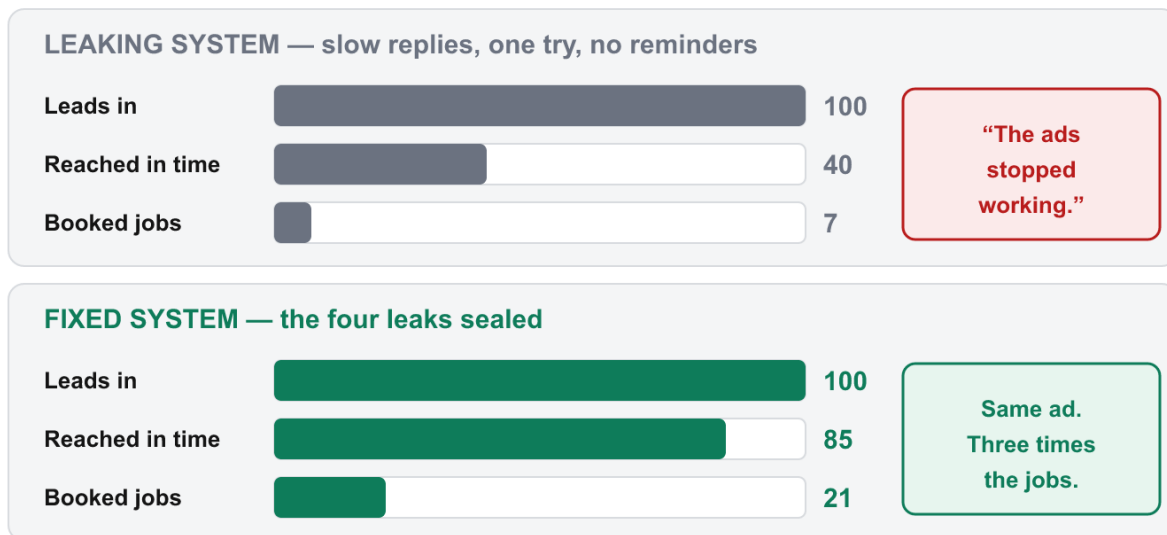
Everything after the knock is your system, and that's where the four leaks from Part II live. Every leak you've sealed is a person the ad already paid for who no longer slips away.

The ad gets the knock. Your system decides who comes in.

Why ads seem to stop working: same ad, two systems

WHY ADS “STOP WORKING”: SAME AD, TWO SYSTEMS

Illustrative example. The same 100 leads from the same ad.



The ad didn’t change. What happened after the click did.

When an owner says “Facebook doesn’t work for us,” the ad is usually the easiest thing to blame, because it’s the only part with a bill attached. But the same ad poured into a leaking system and a fixed one gives two very different months. The ad didn’t fail. The system did, after the click.

Forms inside Facebook and Instagram: easy to send, easy to forget

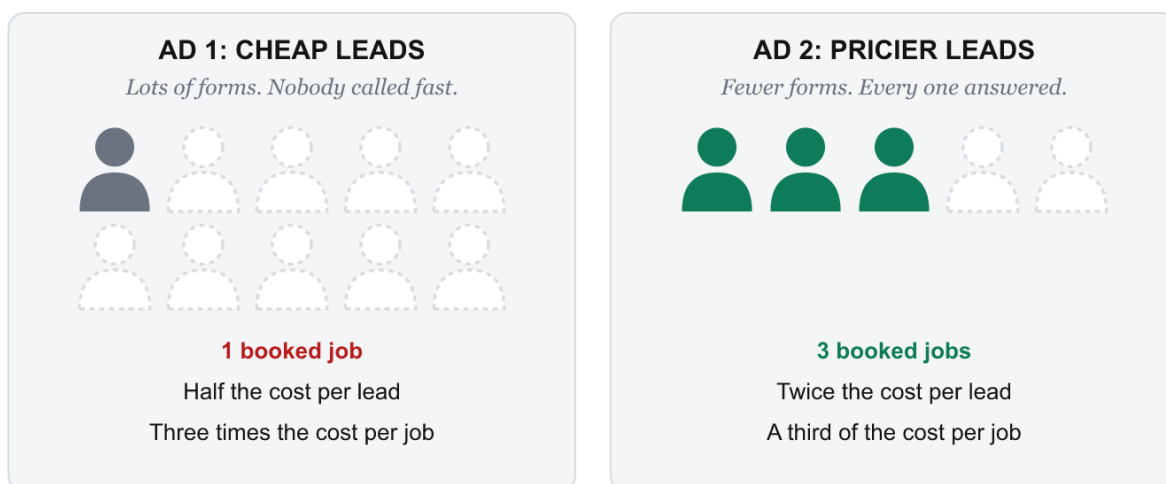
Meta also offers instant forms: the form opens right inside the app, often pre-filled from the person’s profile — usually their name and email, and their phone number if they’ve added one. Make the phone number a required field if you plan to text. That makes a lead almost effortless to send. It also means the person may barely remember sending it an hour later. So the Speed and Memory leaks matter even more here. Your 60-second text and your follow-up are what turn a quick tap into a real conversation.

One thing that has to be there: if you plan to text these leads, the form needs its own consent checkbox for texting — separate from everything else, not pre-ticked, and worded to say who will text them, about what, and how to stop. Meta also requires a link to your privacy policy on every instant form.

Judge ads by booked jobs, not cost per lead

JUDGE ADS BY BOOKED JOBS, NOT BY COST PER LEAD

Illustrative example. Two ads, the same spend on each.



Solid = booked a job. Dashed = a lead you paid for who never booked.

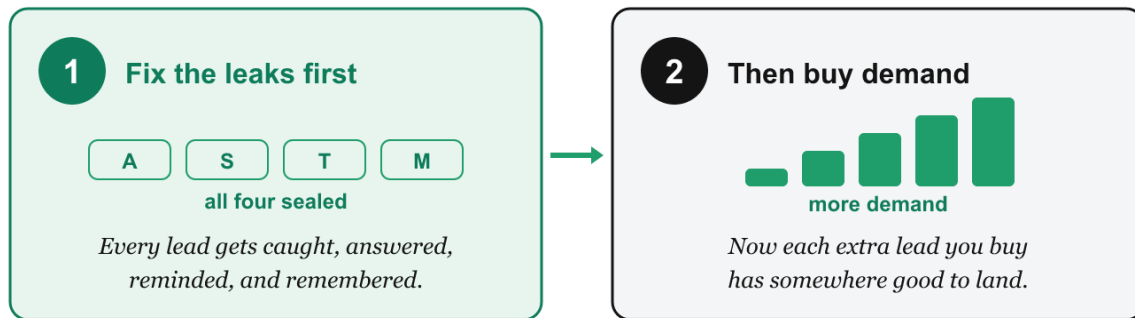
Cost per lead is the number every ad dashboard shows first, and it's the easiest one to be fooled by. A cheap lead nobody called is the most expensive lead you'll ever buy. The number that matters is what you spent for each job that actually got booked. Count that, and the "expensive" ad is sometimes the best one you have.

WORTH KNOWING

Some ads must be declared to Meta as a Special Ad Category: housing (including real estate and home loans), employment, credit and other financial products and services, and social issues, elections or politics. Declaring limits how the ad can be targeted. Meta updates this list, so check its current advertising standards before you launch.

The right order: fix the leaks, then buy demand

THE RIGHT ORDER: FIX THE LEAKS, THEN TURN UP THE ADS



Sealed first, then scaled.

Fix the leaks first. Then buy all the demand you can afford. Spending more on ads before the leaks are sealed just pays for more people to slip away. Once they're sealed, every extra lead has somewhere good to land, and turning up the ads stops being a gamble you can't measure. Part III is about keeping it that way.

WANT A HAND WITH THIS?

When your leaks are sealed, we can connect your Meta lead forms to the system so every lead gets the same fast answer — and plan your first campaign with you.

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STOP — CHECKPOINT

Do you know what each booked job costs you in ad spend, not just each lead?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

PART III

MAKE IT RUN WITHOUT YOU

One system that catches, answers, and follows up — so you don't have to remember.

PART III — MAKE IT RUN WITHOUT YOU · CHAPTER 8

Put Every Lead and Customer in One System

You'll learn why leads scattered across phones and inboxes get lost, and what one system that reacts on its own looks like.

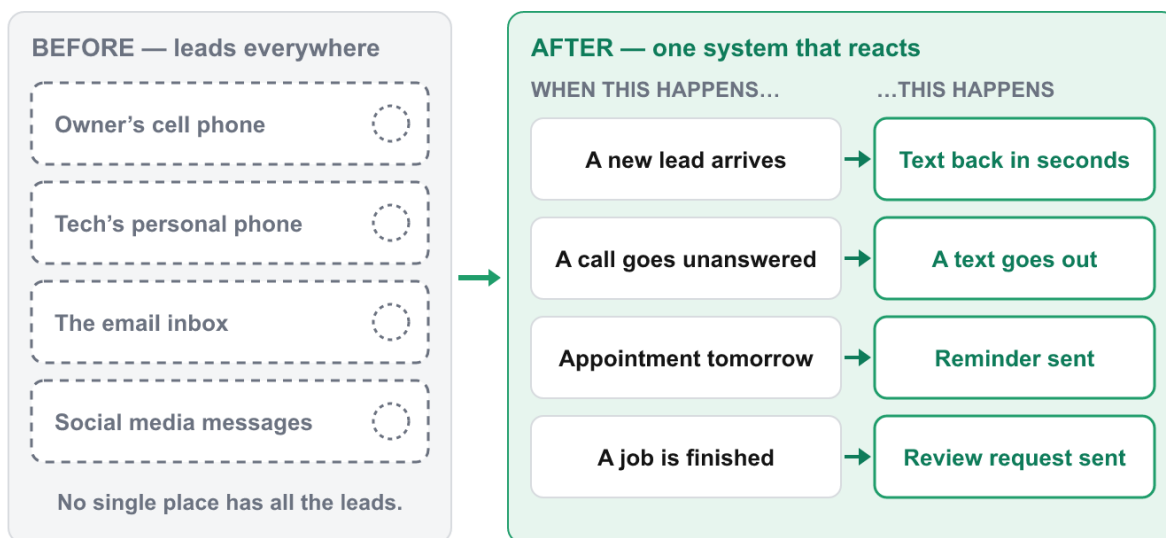


GHOST LAW #2 “A lead’s interest halves faster than your intention to call them back.”

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

LEADS IN MANY PLACES vs. ONE SYSTEM THAT REACTS

Same leads, two setups: one loses track of them, one answers every one.



Noon or midnight. Whether you slept or didn't.

Touch a hot stove and your hand pulls back before your brain has finished thinking about it. That's a nervous system: sense, then react, with no meeting in between.

Customer software often ends up as a filing cabinet — a contact list that stores names and does nothing. A nervous system is different. A lead arrives: it reacts. A call is missed: it reacts. A job finishes, an appointment gets close: it reacts — the same way at noon or midnight. The twelve patches from Part II are those reactions. This chapter is about giving them one body to live in.

A filing cabinet remembers. A nervous system responds.

Why leads get lost when they live in many places

- Leads arrive in whatever place the customer chose — your cell, a tech's phone, an inbox, a social app.
- Each place has an owner. No place has every lead.
- A lead nobody logged is a lead nobody misses. It disappears without a sound.

It's what happens when a business grows faster than the place it keeps its conversations.

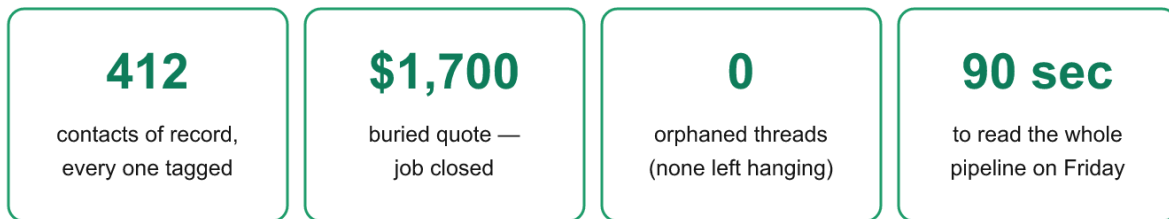
Example: Reyes Plumbing puts everything in one system

REYES PLUMBING — EVERY LEAD MOVED INTO ONE SYSTEM

First, the leads found living outside the system:



Everything pulled into one system. Then:



Nothing new earned yet — but no lead can slip away unseen anymore.

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.

Try this tonight: count the leads sitting outside your system

TONIGHT: COUNT THE LEADS OUTSIDE YOUR SYSTEM

How many live conversations are sitting outside your system right now?

Your phone's texts _____ found	Your team's phones _____ found	Every email inbox _____ found	Social media messages _____ found	Lead-site apps _____ found
--	--	---	---	--

Zero is sealed. Every one you find is a lead that could vanish unnoticed.

CEO NOTE

Your customer system is the only employee that never sleeps, never forgets, and never quits. Too often it's left doing data entry. Own the account, and make sure everything lives in it.

WANT A HAND WITH THIS?

The spine is quiet work, and it's easy to get half right. We can help you connect every phone, inbox, and app — and each of the twelve patches — to one system, and test every reaction before anyone calls it done.

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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 (Ch. 9: checking that all twelve automations really work) — next*

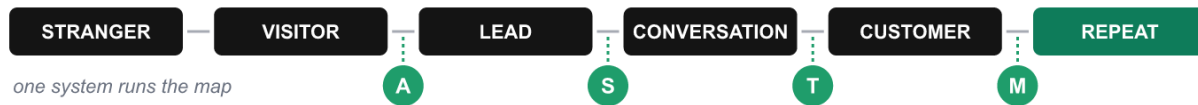
STOP — CHECKPOINT

Did you count your strays — and does every new lead, missed call, and finished job now land in one system that reacts?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Make Sure Every Automation Actually Works

You'll learn the twelve automations that seal the four leaks, and how to know each one is really working.

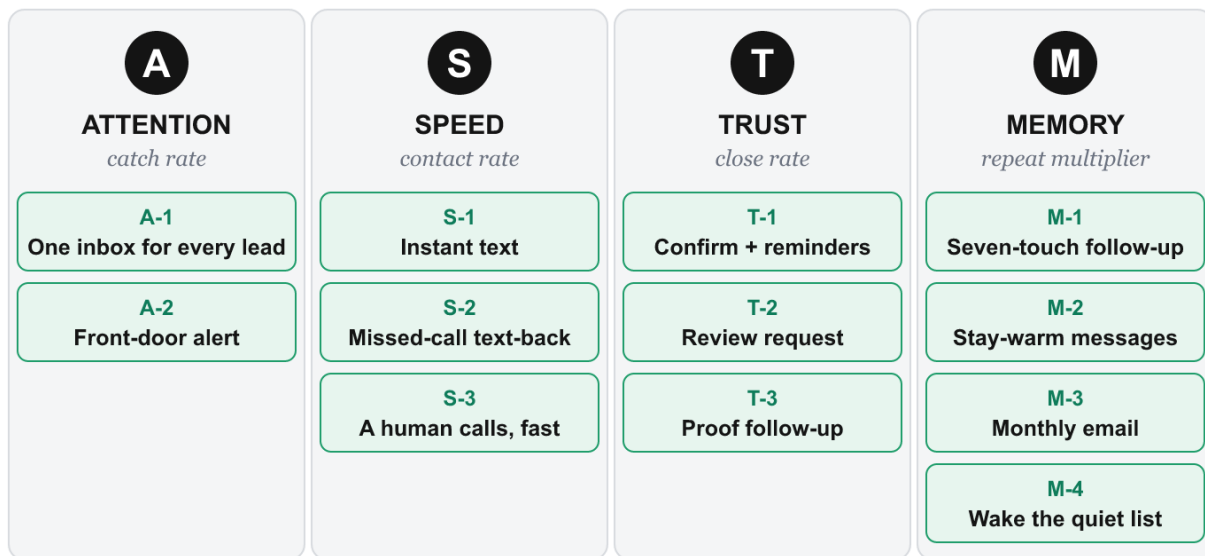


GHOST LAW #7 “A system that isn’t written down is a mood.”

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

THE GHOST ENGINE — 12 AUTOMATIONS, GROUPED BY LEAK

Each column seals one leak. Its status is always a count: 12/12 verified.



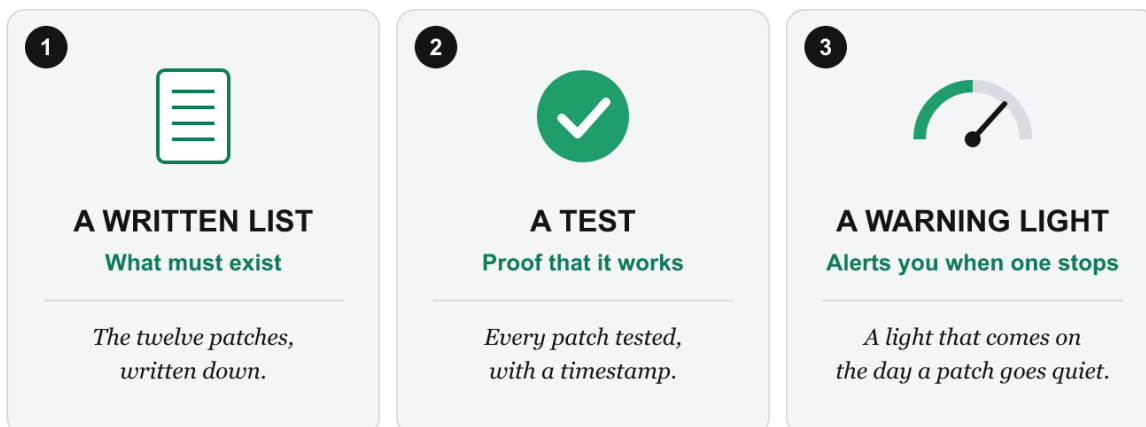
12 patches · 4 leaks · 1 machine — every lead runs along the same line.

The Ghost Engine: the twelve patches, grouped under the leak each one seals. If you can redraw this from memory, you own the method.

By now you’ve seen all twelve patches. But a pile of parts on the garage floor isn’t an engine, and “I think it all works” isn’t a status. It’s a mood — and Ghost Law #7 says what a mood is worth.

HOW TO KNOW YOUR AUTOMATIONS ACTUALLY WORK

A pile of parts isn't an engine. Three things make it one.



Listed, tested, and watched — that's what turns parts into an engine.

Think of the light on your truck's dashboard. You don't check the oil pressure every morning; you trust the light to tell you the day something changes. An engine needs three things a pile never has: a written list of what must exist, proof that each part works, and a light that comes on when one stops.

Installed is a hope. Verified is a fact.

Why automations stop without anyone noticing

- Automations rarely break loudly. They just stop — and nothing looks wrong.
- A new hire, a changed phone number, an old photo: small changes quietly switch a patch off.
- Nobody owns the question “is all of it still working?” — so nobody asks it.

A patch that stops is a leak reopening. The only question is whether you hear about it the day it happens, or the quarter after.

Example: Reyes Plumbing checks all twelve automations

REYES PLUMBING — TESTING ALL TWELVE AUTOMATIONS

FIRST PASS: 10/12 clean



Both failures were silent. Nothing looked broken.



SAME DAY: 12/12 verified



Warning light on · one-page record written

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.

Try this tonight: count how many of the twelve are proven to work

Take the twelve patches in the Engine picture at the start of this chapter (Appendix A lists them all) and ask one question of each: has anyone seen it work, with a timestamp, in the last 90 days? Write the answer where your Ghost Number lives: “___/12 verified.” Whatever the count is, it’s the truth. And the truth is where every fix starts.

CEO NOTE

Machines fail quietly; that’s what gauges are for. “12/12 verified, monitored” is a sentence that lets an owner sleep.

WANT A HAND WITH THIS?

An inspection goes faster with a second person and a checklist. We can walk through all twelve on your account with you, fix whatever is quietly half-working, and set up a way for you to hear about it when a patch goes quiet.

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- ✓ 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 (Ch. 10: deciding what machines do and what people do) — next*

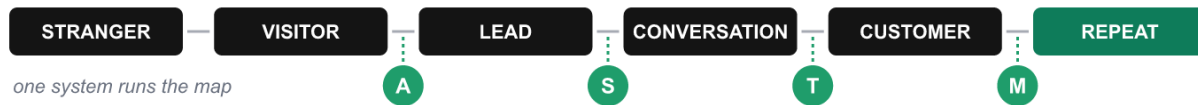
STOP — CHECKPOINT

Do you know your Engine count — how many of the twelve are verified, not just installed — and will you hear about it the day one stops?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Decide What Machines Do and What People Do

You'll learn which jobs to hand to automation, which must stay human, and why the close is always human.



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*

WHAT MACHINES DO vs. WHAT PEOPLE DO

Work that repeats goes to the machine. Work that listens stays human.



CEILING — PEOPLE

Work that needs listening. No machine can do it.

Every
phone call

The sales
conversation

The close

The upset
customer

The judgment
call



FLOOR — THE MACHINE

Work that’s the same every time. It never forgets, never sighs.

First text,
24/7

Confirmations
& reminders

Review
requests

The follow-up
cadence

Logging
every touch

Get it backwards and you feel robotic — or burn your best hours on a machine’s job.

Think of a good restaurant. The kitchen timer never forgets a dish, and nobody wants it to greet the guests. The host never runs the timer, and nobody wants them to. Each does the job it’s built for.

Automation works the same way. Machines win wherever the right move is the same every time: the first text, the reminder, the review request, the follow-up that would otherwise get skipped. People win wherever the right move needs listening: the phone call, the close, the upset customer, the odd job.

The machine holds the floor. Humans raise the ceiling.

The one rule: a person always handles the close

HOW A LEAD GOES FROM AI TEXT TO A PERSON

The AI only texts. A person makes the call.



The AI only texts. It never answers or makes a call. Every call is a person.

Never let a machine run the close. The moment a buyer senses a bot at the point of sale, trust collapses — and Chapter 6 showed what trust costs. An AI text assistant, if you use one, replies instantly, asks the qualifying questions, offers times, and hands a warm, briefed lead to a person. It never answers or makes a phone call.

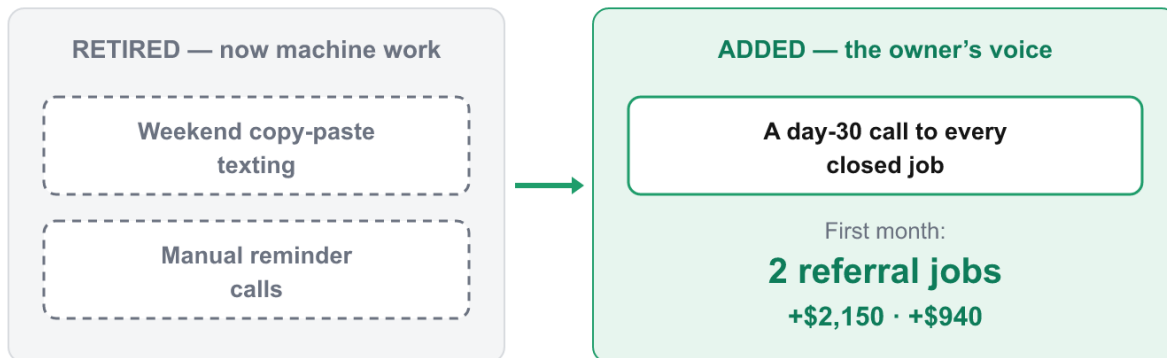
Why owners end up doing the machine's job

- Nobody ever told the team which touches belong to the machine — so a well-meaning tech texts every weekend lead by hand “to be safe,” and customers get two messages, one with a typo.
- The owner's hours go to reminders, so the calls only the owner can make never happen.

The fix isn't discipline. It's clarity: one written rule that says which side of the line each job sits on.

Example: how Reyes Plumbing split the work

REYES PLUMBING — WHAT HE STOPPED DOING, WHAT HE STARTED



The machine took the busywork. The owner took the fifteen minutes only he can do.

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.

Try this tonight: sort last week's work into machine and human

Look back at last week and list what you personally did for customers. Mark each item F for floor (the same every time) or C for ceiling (it needed you). Count the hours on each side. Every hour on the floor is an hour a machine could give back to the ceiling.

CEO NOTE

You aren't training people to serve the machine. You're training the machine to protect the fifteen minutes a day where a human voice is the whole product.

WANT A HAND WITH THIS?

Drawing that line is easier with a second pair of eyes. We can help you decide what the machine handles, when the AI text assistant hands a lead to a person, and which calls stay yours. Then we'll set it up so the hand-off reaches the right person right away.

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- ✓ 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 (Ch. 11: winning back past customers and old leads) — next*

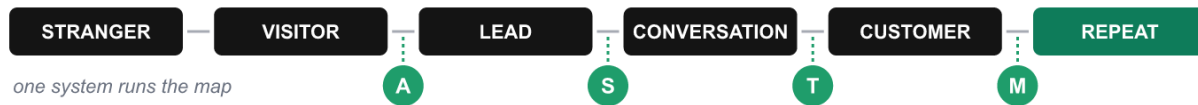
STOP — CHECKPOINT

Does your team know which work belongs to the machine and which belongs to people — and did your day-30 calls happen this week?

- ☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Win Back Past Customers and Old Leads

You'll learn why your old contact list is the cheapest place to find new revenue — and how often to go back to it.



GHOST LAW #9 *“The cheapest customer you will 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

YOUR OLD CUSTOMERS AND LEADS ARE ALREADY PAID FOR

Every quiet name in your system carries value you banked long ago.



Ads buy a stranger's attention at full price. Your list already said yes once.

Picture a storage unit you've paid rent on for years and never opened. That's what a list of past customers, old leads, and unanswered quotes usually becomes. You already paid to get every name on it. Then everybody went quiet, and the list became an archive.

Chapter 7 sent the first wake-up text. This chapter is the difference between doing it once and doing it as a habit. Now every reply lands in a machine that reacts in seconds, books, reminds, and follows up. The campaign is just the key. The machine is what turns over. Once a quarter is the rhythm: often enough that nobody stays quiet for long.

Ads ask strangers to trust you. Your list already did.

Why old customer lists get left alone

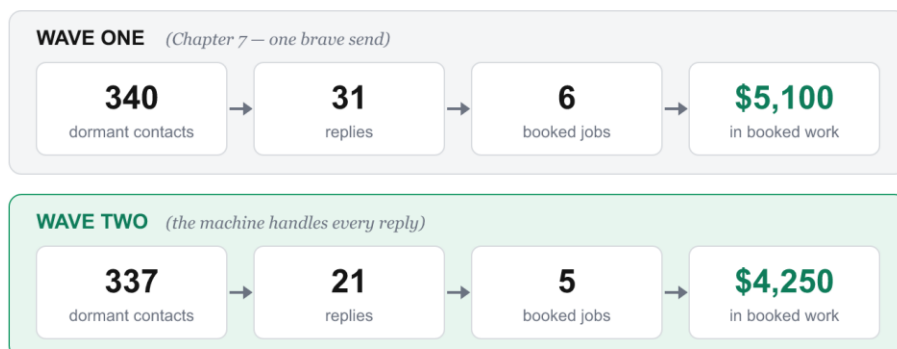
- Every report shows a quiet contact as worth \$0, so nobody thinks of it as money.
- Reaching back out feels awkward — like bothering someone. (Ghost Law #6 has a word about that.)

- Without a system to catch replies, it turns into a scramble — so it happens once, never again.

Expect each wave to be smaller than the last. That isn't failure. It means the Memory patches are stopping people from going quiet in the first place.

Example: Reyes Plumbing's second win-back wave

REYES PLUMBING — TWO WIN-BACK WAVES COMPARED



Smaller is the goal: fewer people go quiet in the first place.

Repeat multiplier: 1.08 → 1.10 • Ghost Number \$4,900 → \$4,596/mo

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.

Try this tonight: count everyone who has gone quiet

TONIGHT: COUNT EVERYONE WHO HAS GONE QUIET

Everyone who has been quiet for 90 days or more, in three piles.

Past customers <i>you served, then silence</i> _____ people	Leads who <i>went quiet</i> _____ people	Quotes that were <i>never answered</i> _____ people
--	---	--

Add them up. That's the asset you're already sitting on.

One thing to know before anyone texts that list: business texting has rules — a registered number, reasonable hours, consent on record, and every opt-out honored. Reaching out the right way is what keeps the asset worth something.

WANT A HAND WITH THIS?

Planning your next win-back wave? We can help you sort your list into the right groups, send it the compliant way, and route every reply straight to a person on your team.

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- ✓ 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 keeps a Patched business climbing.

STOP — CHECKPOINT

Do you know how many people on your list have gone quiet for 90 days or more — and is the next wave on the calendar, run by your team or with ours?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

PART IV

MAKE EACH CUSTOMER WORTH MORE

Better offers, repeat business, and referrals.

PART IV — MAKE EACH CUSTOMER WORTH MORE · CHAPTER 12

Raise Your Average Sale With Three Options

You'll learn why one price is an ultimatum and three options are a conversation — and how that lifts what each sale is worth.

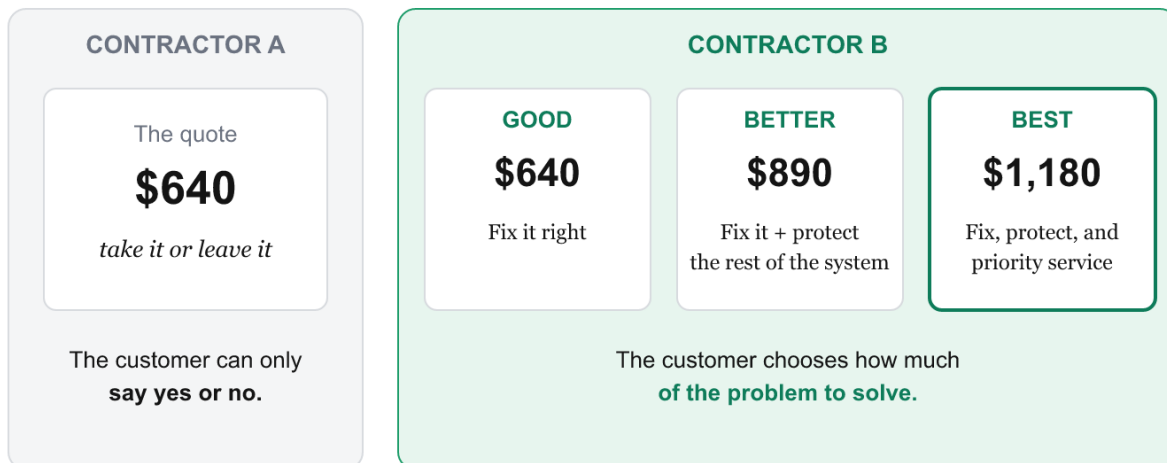


GHOST LAW #4 “Lost on price” is how “lost on trust” looks in your notes.

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

ONE PRICE vs. THREE OPTIONS — SAME JOB

Illustrative example: same water heater, same truck, same skill.



Nobody was upsold. The customer who wanted Best finally had a way to say so.

For eleven chapters you built evidence: answers in seconds, reminders that arrive, reviews, proof before it's asked for, a business that never forgets anyone. Here is what that evidence is for. Parts II

and III built Machine One — the one that stops the leaks. Part IV builds Machine Two — the one that makes each customer worth more.

Think about ordering coffee. Small, medium, large. Nobody feels “upsold” when they pick the large — they just got to choose. Plenty of service businesses only ever offer one size. The customer can say yes or no, and that’s it. A customer who would happily have paid for more never gets the chance to say so.

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. Ghost Law #4 was a diagnosis in Part II — deals die on missing trust, not price. Now that trust is built and constant, price stops being a fear and becomes a dial.

Why three options work

- Good is the fix, done right. Better adds prevention. Best adds priority — the customer never has to be a stranger again.
- Findings first, then options. The customer hears their problem understood before they hear a number.
- Best is shown first. A floor only feels like a floor when the ceiling is visible.

The only way to know what three options do for your business is to offer them for a month and count — your own customers will tell you the real number.

Why quotes end up as a single number

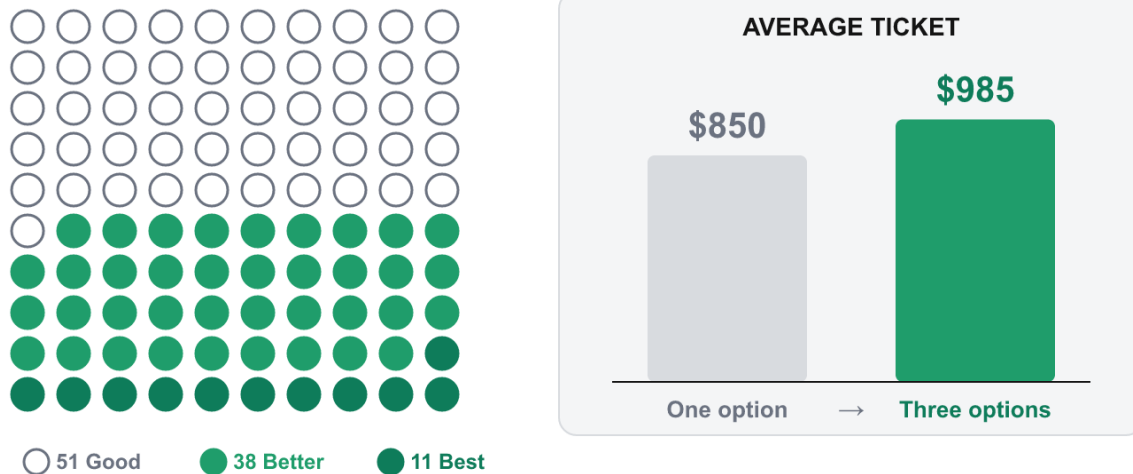
- Quotes get written in a truck between jobs, so they come out as one number.
- Offering more feels pushy, so owners offer less.
- Prices were set years ago, before the reviews and the reputation existed.

None of that is greed or fear. It’s habit. And a habit is easy to change once you can see what it costs.

Example: what happened when Reyes Plumbing offered three options

REYES PLUMBING — WHICH OPTION CUSTOMERS CHOSE

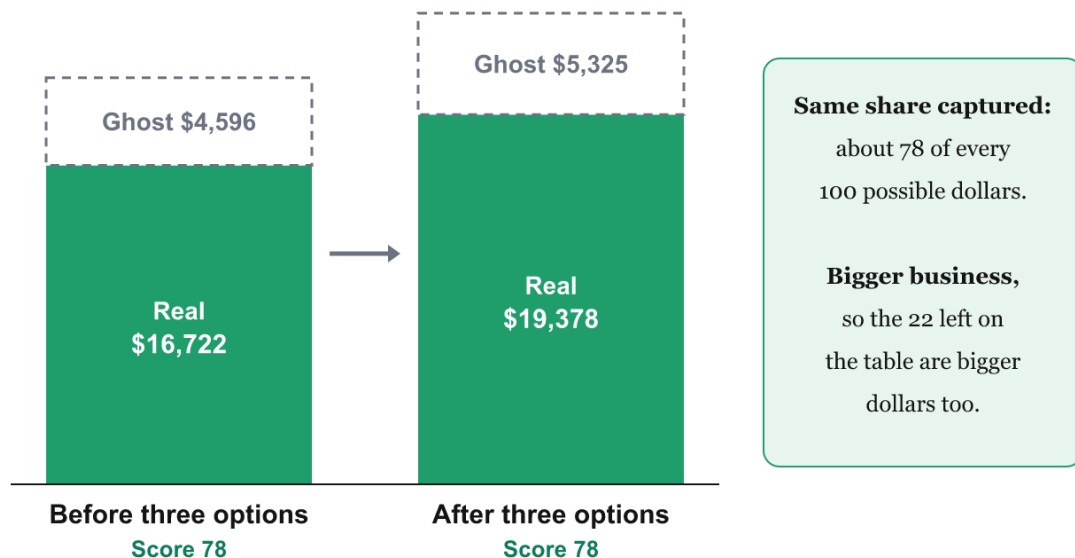
Out of every 100 customers who said yes, on his top two services.



Reyes put three options on his two busiest services. Half his customers still chose Good — and that's fine. The other half chose more, because now they could.

WHY THE GHOST NUMBER WENT UP — AND THAT'S FINE

The Score is a percentage. The Number is dollars. Grow the business and the dollars grow too.



Watch the Score to see if you're leaking more. Watch Real Revenue to see if you're growing.

Here's the part that surprises people: his Ghost Number went up. Nothing broke. The Score is a percentage — how much of your possible revenue you actually keep. The Ghost Number is dollars. When the whole business gets bigger and the percentage holds, the slice left on the table gets bigger in dollars too. Same-size slice, bigger pizza. Read both numbers. Panic at neither.

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.

Try this tonight: work out your average ticket

Pull your last 20 invoices. Add them up and divide by 20 — that's your average ticket. Then count how many of those 20 customers were offered more than one way to say yes. If the answer is zero, you've found the cheapest raise your business will ever get.

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 no machine can recover for it: nerve.

WANT A HAND WITH THIS?

Bring your two busiest services to a call — we'll help turn them into three clear options, priced to the proof you've already earned, and track what customers actually choose.

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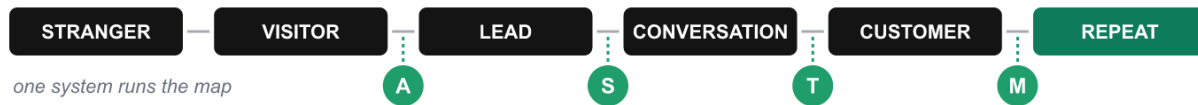
STOP — CHECKPOINT

Do you know your average ticket — and do your two busiest services give customers three ways to say yes?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Turn One-Time Buyers Into Regulars and Referrals

You'll learn how memberships, repeat work, and referrals make every customer worth more over years, not visits.

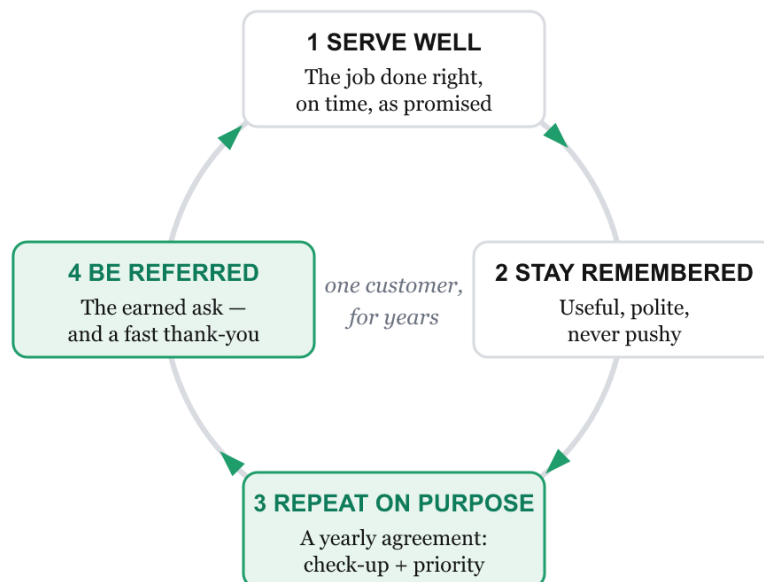


GHOST LAW #9 “The cheapest customer you will ever acquire is the one you already have.”

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 LOYALTY LOOP — FOUR STEPS TO REPEAT CUSTOMERS

Nobody is ever finished. Each step makes the next one easier.



Steps 1 and 2 were Part II's work. Steps 3 and 4 are this chapter.

Think about your dentist. You don't decide every six months whether to go back. The next cleaning is already on the calendar, and a reminder shows up before you've thought about it. You never “rehire” them. There's no decision to make.

Plenty of service businesses work the opposite way. The job gets done, the invoice gets paid, and the customer walks away as a single purchase — tomorrow's ghost in a dormant list. The Loyalty Loop keeps that from happening: nobody goes quiet, because nobody is ever finished.

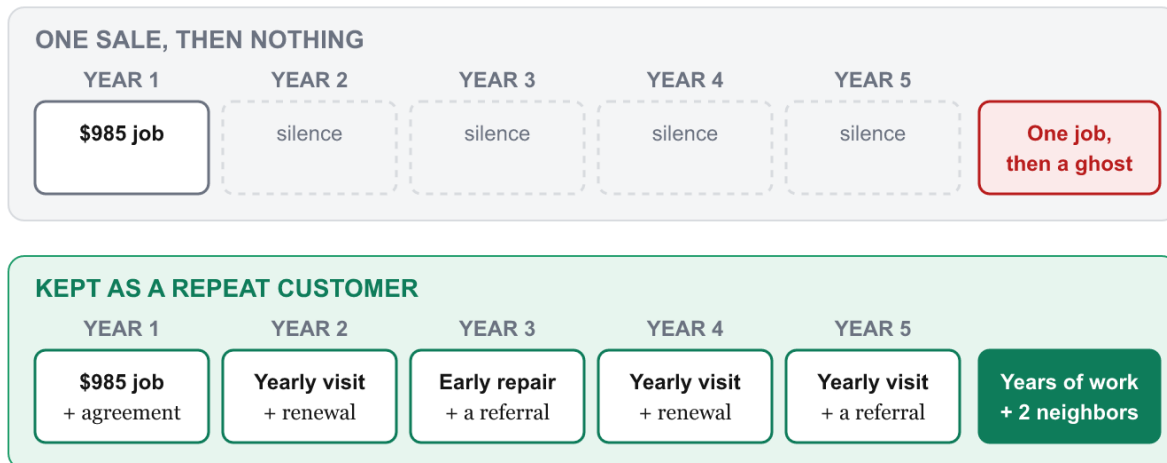
A business that must re-win every customer starts every month at zero.

That's the difference between owning a job and owning an asset. A business that keeps its customers starts every month partly full, and gets fuller every year. Recurring customers are a big part of what makes a business worth buying.

One customer over five years: a single sale vs. a repeat customer

ONE CUSTOMER OVER FIVE YEARS: ONE SALE vs. REPEAT

The same first job. Two very different businesses.



Illustrative example. The repeat customer never “decides” to rehire you — there’s no decision to make.

Why customers drift away after the job is done

- The job ends, the next one starts, and nobody owns “what happens to this customer now.”
- Asking for a referral feels awkward, so it never gets asked — or gets asked once, badly.
- Repeat work is treated as luck instead of something you can plan.

No person can remember hundreds of customers by name and date. A system can.

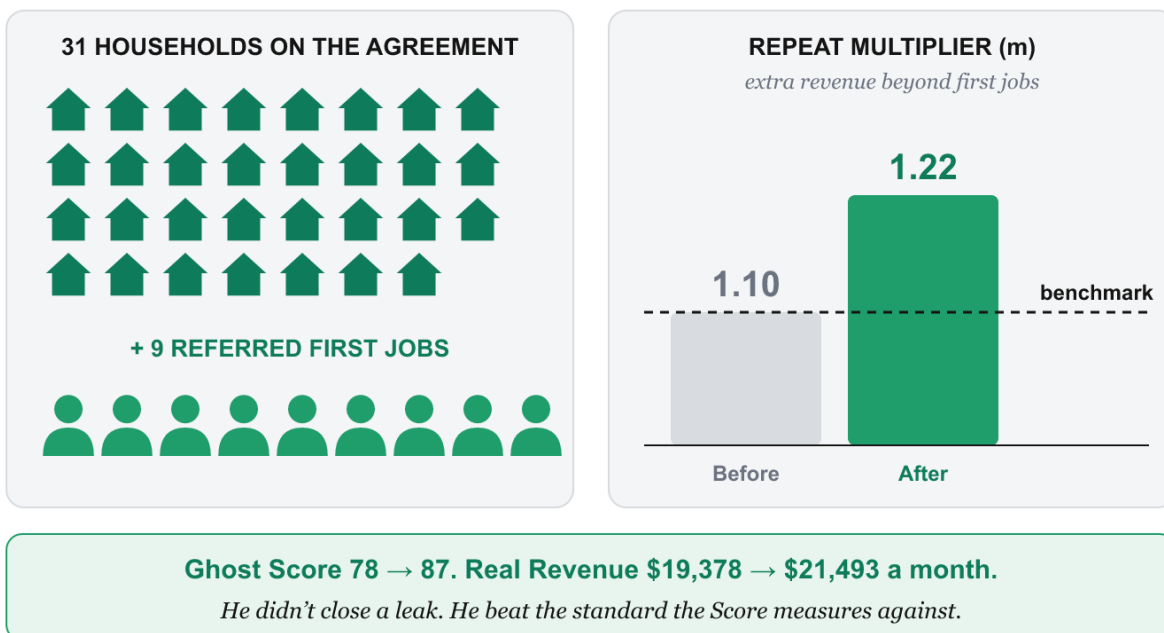
What repeat business looks like when it runs itself

- **At every finished job:** one simple yearly agreement is offered, once, with no pressure — a check-up, priority scheduling, a member rate.
- **Thirty days later:** the owner’s check-in call ends with an honest ask for a referral.
- **Within a day of any referral:** the person who sent it is thanked. Gratitude with a timestamp.

No new patches. Everything rides on the Engine you already have — the reminders, the monthly email, the calendar. You’re just giving it more to remember.

Example: Reyes Plumbing's members and referrals, two quarters later

REYES PLUMBING — MEMBERS, REFERRALS, REPEAT BUSINESS



Why did the Score move this time, when the offer work in Chapter 12 left it flat? The Ghost Score measures you against a standard: it assumes a healthy business earns about 10% more from customers coming back. Repeat business is the one place you can honestly beat that standard. Reyes did — and the Score climbed even though no leak closed.

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.

Try this tonight: count your repeat and referred customers

Count your repeat customers. Take everyone who paid you in the last two years. How many paid you more than once? How many came from someone else's recommendation? Those two numbers are your loop today. If you've never counted them, now you have.

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 the remaining points don't live in the leaks or the offers. They live in the rhythm. That's Part V.

WANT A HAND WITH THIS?

Want a yearly agreement that offers itself at the right moment? We can help you design one simple agreement for every finished job, and set it up so every referral gets thanked the same day — without anyone having to remember.

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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 (Ch. 14–16: seven numbers a week and a 90-day plan) — next*

STOP — CHECKPOINT

Do you know how many of your customers from the last two years came back — and is every finished job now given a reason to stay?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

PART V

RUN IT EVERY WEEK

Seven numbers, twenty minutes, and a plan for the next 90 days.

PART V — RUN IT EVERY WEEK · CHAPTER 14

See How the Whole System Fits Together

You'll see every piece of the book on one page, and follow one lead through all of it.



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 WHOLE SYSTEM IN FIVE LAYERS

Nothing new here — everything you've already met, in one place.

THE MAP

Where does money move — and where does it slip out?

Ch. 2

THE INSTRUMENTS

How much is leaking, in dollars? Is it getting better?

Ch. 2

THE ENGINE

What seals the leaks — automatically, every day?

Ch. 4–9

THE OPERATORS

Who does what a machine never should?

Ch. 10

THE RHYTHM

What keeps it all true next quarter, and the one after?

Ch. 15–16

All five serve one line: Real Revenue = Potential Revenue – Ghost Revenue

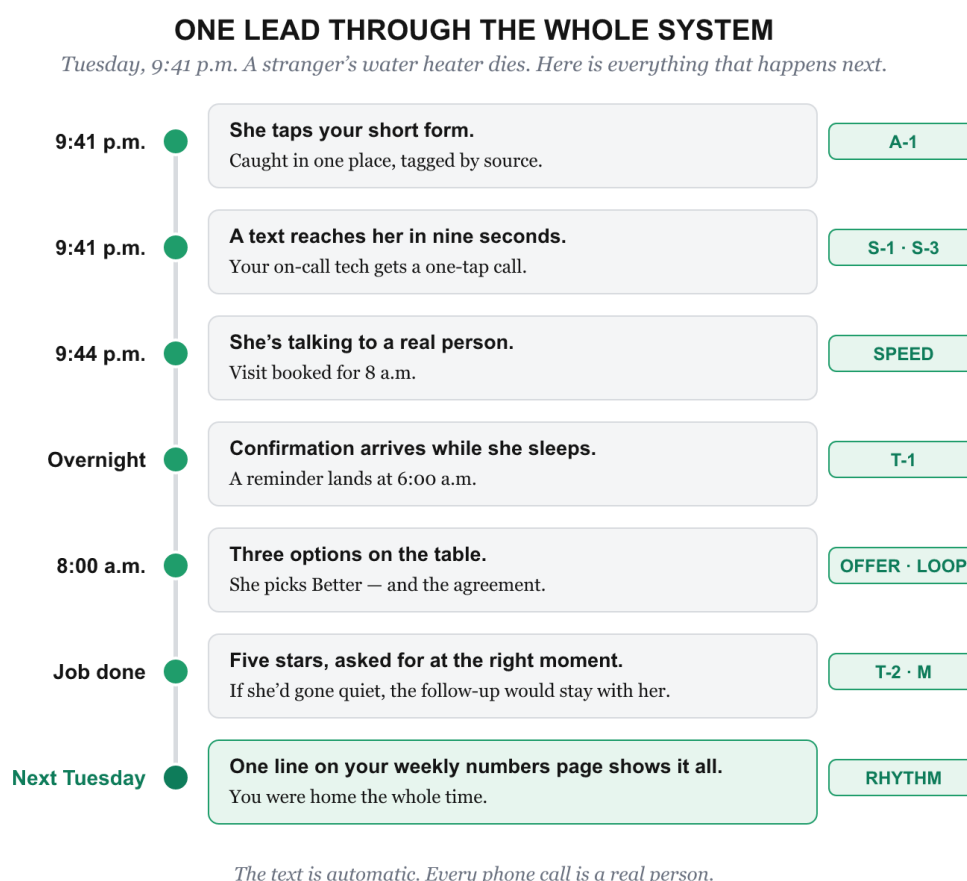
This chapter adds nothing new to build. Its job is to make everything you've already seen feel obvious — the way walking through a finished house makes the framing make sense.

Your business now runs on five layers. The Map shows where money moves. The Instruments — your Ghost Number and Score — measure how much slips away. The Engine seals the leaks. The Operators — your people — handle what needs judgment. The Rhythm — a short weekly check and a 90-day plan, coming in the next two chapters — keeps it all honest. (You’ll also hear this called the Blueprint: the whole method on one page — these five layers and your numbers — printed where the team can see it. The picture above is a good start.)

It was one system all along.

And the whole thing runs on one line: Real Revenue = Potential Revenue – Ghost Revenue. Every layer exists to shrink that last number.

Follow one lead through the whole system



Tuesday, 9:41 p.m. A stranger’s water heater dies. She finds you, taps your short form, and gets a text nine seconds later. Your on-call tech’s phone lights up; they’re talking by 9:44. A confirmation arrives while she sleeps, and a reminder at 6:00 a.m. The job closes at the Better tier, she takes the agreement, and she leaves five stars. Next Tuesday, one line on your weekly numbers page (next chapter) shows what all of it did — while you were home.

Nobody chased anything. Nobody remembered anything. Every step happened because the system was built to make it happen.

Why a business that lives in the owner's head gets stuck

In a lot of businesses, the system lives in the owner's head. It works — until the owner is sick, on vacation, or simply busy. A business like that is worth whatever the owner's calendar is worth. A business someone else can understand in an hour is an asset: you can hand it off, grow it, or one day sell it.

Example: a new Reyes Plumbing hire explains the system

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.

Try this tonight: the one-hour test — could someone else run it?

THE ONE-HOUR TEST — COULD SOMEONE ELSE RUN IT?

Sit a manager, a new hire, or a partner down. Ask them these five questions.

- ☐ Where does a new lead land? The Map
- ☐ How much are we leaking — and is it shrinking? The Instruments
- ☐ What happens in the first minute after a form comes in? The Engine
- ☐ Which calls are ours, not the machine's? The Operators
- ☐ When do we check the numbers, and who decides? The Rhythm

Five clear answers without calling you: the business runs on a system.

Any blank: that part still lives only in your head.

WANT A HAND WITH THIS?

We'll help you put the whole system on one page — out of your head and onto the wall, so a new hire, a partner, or a future buyer can understand it in an hour.

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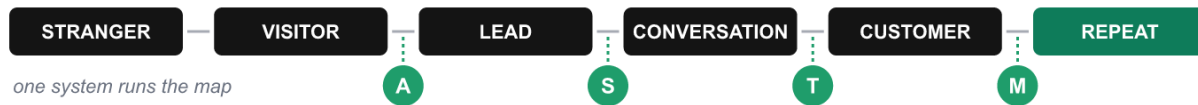
STOP — CHECKPOINT

Could someone other than you explain, in under an hour, how a new lead moves through your business — and where it could leak?

☐ Yes ☐ Not yet *Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.*

Track Seven Numbers in 20 Minutes a Week

You'll learn the seven numbers that show whether your system is working, and a 20-minute weekly routine to read them.



GHOST LAW #8 “Whatever you don’t automate, you will 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 SEVEN NUMBERS TO CHECK EVERY WEEK

Each number guards one part of the machine — and tells you when to look closer.

THE NUMBER	WATCHES	LOOK CLOSER WHEN...
1 New leads (by source)	A	a source goes quiet or spikes
2 Typical time to answer a new lead	S	it creeps over 60 seconds
3 Contact rate	S	it drops below 70%
4 Close rate	T	it moves 3+ points either way
5 Average ticket	OFFER	it drifts back to old prices
6 % of leads who got all 7 follow-ups	M	it dips below 90%
7 \$ won back from quiet contacts	M	a quarter passes without a wave

Seven, not seventy. More numbers look impressive; seven get read.

A car dashboard doesn’t show you everything happening under the hood. It shows you a handful of gauges, and a light comes on when one of them needs you. That’s all an owner needs from a business, too.

Machines fail quietly. Markets drift slowly. Owners find out late — unless watching is on the calendar. The Owner’s Dashboard is seven numbers covering every part of the machine, so every reading is a walk across the whole Map.

The Dashboard never makes you money. It makes sure the machine keeps making it.

The 20-minute weekly routine

THE WEEKLY 20-MINUTE NUMBERS MEETING

Once a week, standing up. The agenda never changes.



One number. One decision. The discipline is the meeting.

Hold it standing up — literally. Meetings on their feet stay short, and this one must stay short or it will stop happening. Same time every week. One number investigated. One decision, with a name and a date.

Why owners stop checking their numbers

- The numbers live in four different places, so checking them takes an afternoon nobody has.
- Reviews happen only when something already feels wrong — which is weeks after it went wrong.
- Big reports get skimmed. Nobody acts on forty numbers.

Your weekly dashboard page (print it)

Print 52 copies and staple them. That stack is your management system for the year.

#	THE OWNER'S DASHBOARD	This wk	Last wk	Flag
1	New leads (by source)	_____	_____	☐
2	Typical time to answer a new lead	_____	_____	☐
3	Contact rate	_____	_____	☐
4	Close rate	_____	_____	☐
5	Average ticket	_____	_____	☐
6	% of leads who got all 7 follow-ups	_____	_____	☐
7	\$ won back from quiet contacts (this quarter)	_____	_____	☐

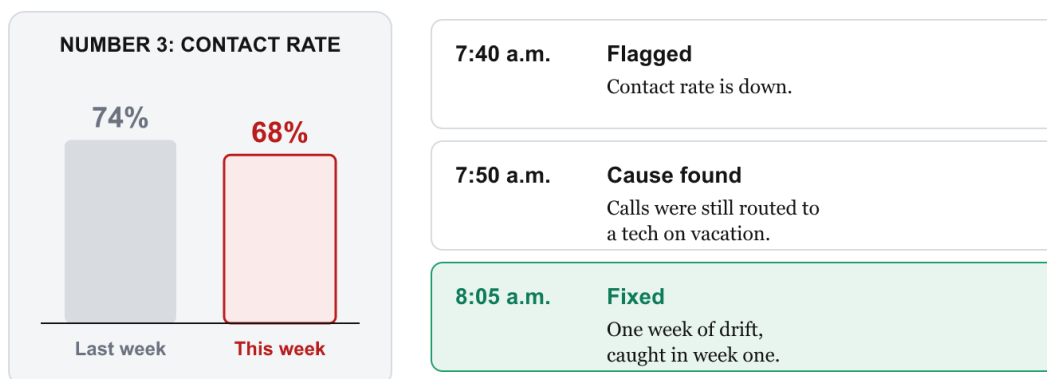
The one number I looked into: _____

The one decision: _____ Who: _____ By: ____/____

Example: how Reyes Plumbing's weekly numbers caught a problem

REYES PLUMBING — THE WEEKLY NUMBERS CATCH A PROBLEM

Week 31, Tuesday morning: one number moved. Twenty-five minutes later, it was fixed.



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

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.

Try this tonight: how many of the seven do you know?

Fill in the page from memory. No looking anything up. How many of the seven can you write down right now? Then time how long it takes to find the rest. If the answer is “an afternoon,” that’s the reason the review isn’t happening — not discipline.

WANT A HAND WITH THIS?

We can help you set up the seven numbers so most of them come straight from your account — and your 20 minutes go to deciding, not digging.

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STOP — CHECKPOINT

Did your first weekly numbers meeting happen — seven numbers, 20 minutes, one decision with a name and a date?

☐ Yes ☐ Not yet

Not yet? Circle it. That's the first thing to fix this week — or to bring to a call.

Build Your 90-Day Plan in Three Days

You'll measure your business, pick the one leak to fix first, and put the plan on one page.

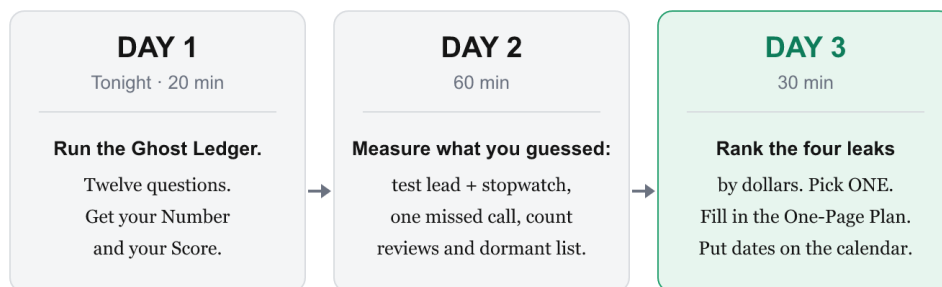


GHOST LAW #10 “Doing nothing is a decision, and it compounds daily.”

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 72-HOUR AUDIT — WHAT TO DO ON EACH DAY

Measure first. Choose one thing. Put dates on it.



Every “I think” that becomes “I measured” makes your Number more honest.

Most books end with a summary, because most books are about knowing. This one is about running a business, so it ends the way every quarter of yours can now begin: measure, choose one thing, and put dates on it.

Think of it like a doctor's visit. Day one is the questionnaire. Day two is the tests — finding out which of your answers were guesses. Day three is the plan. Every guess that becomes a measurement makes your Ghost Number more accurate, and usually more uncomfortable. Good.

Accurate hurts better than comfortable.

Repeat this every 90 days



Pick one leak, and let the others wait their turn. Trying to fix everything at once usually fixes nothing. The loop works because it’s small enough to actually finish.

Your one-page 90-day plan

Day three ends with this page. Fill it in, tape it next to your Dashboard stack, and stop planning — you’re done planning for 90 days.

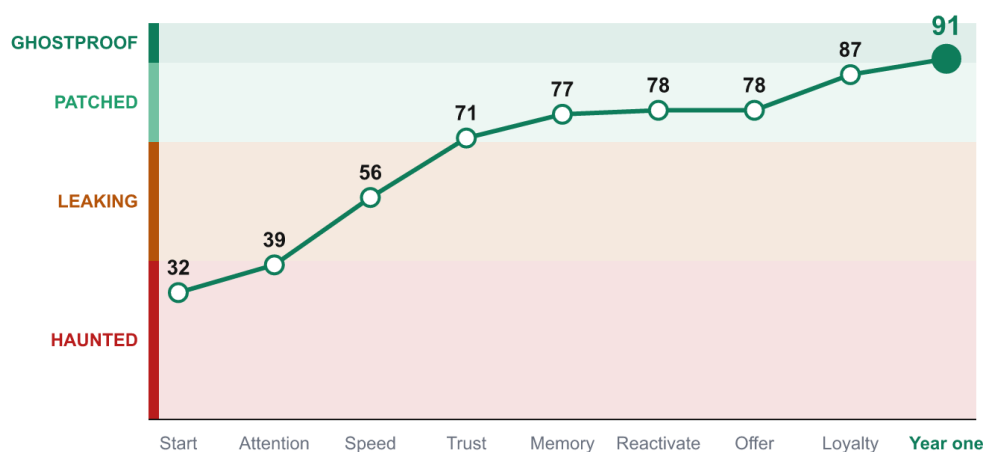
THE ONE-PAGE PLAN	— quarter of _____
My Ghost Number / Score today	\$_____ / mo Score: _____
The ONE leak this quarter	A · S · T · M (circle one)
First move, Monday morning	_____
Who owns this quarter’s hunt	_____
Dashboard slot (weekly, standing)	_____ at _____
Re-audit date (90 days out)	___ / ___ / ___

Where you are, what’s biggest, who owns it, when it gets checked. That’s the whole practice. When the re-audit date arrives, the loop turns again.

Example: Reyes Plumbing's numbers, one year later

REYES PLUMBING — HIS GHOST SCORE OVER ONE YEAR

Illustrative example — not typical results. Your numbers will differ.



Real Revenue \$6,885 → \$22,387 a month. Ghost Number \$14,433 → \$2,317.

Still on the map. It always is.

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.

WANT A HAND WITH THIS?

If you'd rather not run the audit alone, we'll walk through it with you — your real numbers, your biggest leak in dollars, and the one move worth making first.

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STOP — CHECKPOINT

Is your One-Page Plan filled in and 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

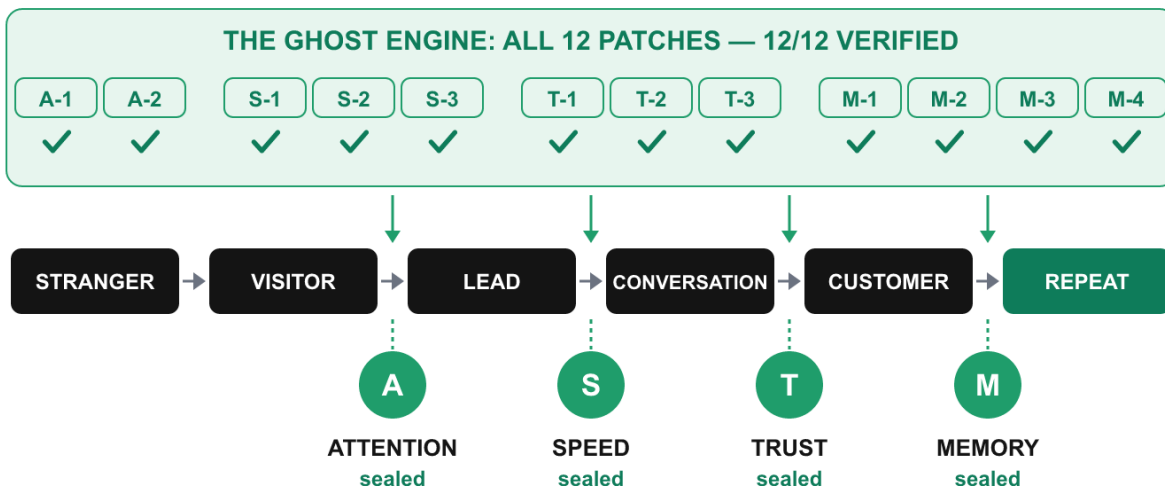
WHAT DONE LOOKS LIKE

What Your Business Looks Like When It's Fixed

The whole map, sealed — and what your week feels like once it is.

THE MASTER MAP WITH ALL FOUR LEAKS SEALED

The same map you've carried all book — every leak sealed, every patch working.



Nothing on the map changed. What changed is that nothing falls off it.

This is the map you've carried since the first chapter, with nothing leaking off it. A raised hand is caught in one place. It gets an answer in seconds and a real person on the phone. The visit is confirmed and reminded, and the finished job asks for a review. Anyone who doesn't buy today keeps hearing from you — politely — until they're ready. And the customers you already have never become strangers again.

A sealed business doesn't work harder. It just stops forgetting.

YOUR WEEK BEFORE AND AFTER THE LEAKS ARE SEALED

The work doesn't disappear. It moves from your evenings into the system.

BEFORE — you are the follow-up system

MON	TUE	WED	THU	FRI	SAT	SUN
Calling back at 9 p.m.	Quotes nobody chased	Missed calls go unanswered	Who did we forget?	Reviews never asked for	Catching up on texts	Worrying about Monday

AFTER — the system remembers, so you don't have to

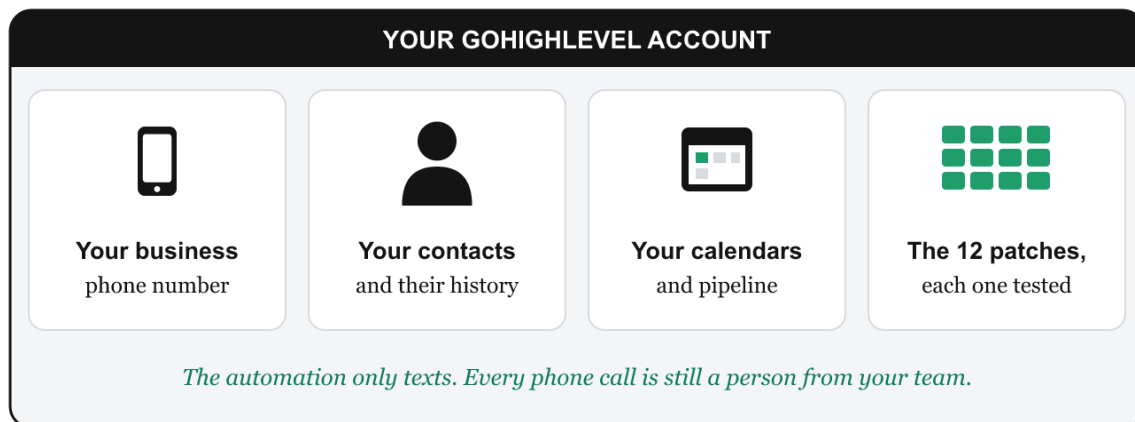
THE 12 PATCHES RUN EVERY HOUR OF EVERY DAY						
new leads texted in seconds · your team alerted to call · reminders · reviews · follow-ups						
MON	TUE	WED	THU	FRI	SAT	SUN
Run the business	20 min: the Dashboard	Run the business	Run the business	Run the business	Yours.	Yours.

Illustrative. Your week depends on your business — the point is where the remembering lives.

The biggest change isn't on the map. It's on your calendar. The remembering moves out of your head and into the system, every hour of every day. Your part shrinks to 20 minutes a week with seven numbers and one decision, plus one leak a quarter, proved in dollars.

WHERE THE SYSTEM LIVES: YOUR OWN ACCOUNT

Everything is built inside your own GoHighLevel account — not ours.



Your contacts.

Your data.

This is the whole sealed system, and Infuse Sales AI can help you set it up. Your contacts and your data stay yours. The next page is how to get there.

GETTING HELP

How to Get Help Setting This Up

You know where your money is going. Here's how to keep going — and how to work with us, if you'd like a hand.

THREE WAYS TO KEEP GOING FROM HERE

Every one of them starts with the number you already know.

 KEEP LEARNING free, at your own pace The free community <i>Bring your Ghost Number and your questions.</i> infusesales.ai/community	 HAVE IT BUILT inside your own account A Growth Plan call <i>Your numbers, your biggest leak, what we'd seal first.</i> infusesales.ai/book	 PARTNER introduce an owner who needs this Email us with them copied, <i>or put "Partner" in the subject if you serve owners.</i> sales@infusesales.ai
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Measuring a leak takes one evening. Sealing it is a build: twelve patches, wired together, tested, and kept running while you run the business. Some owners enjoy learning it piece by piece. Others would rather spend their hours on the work only they can do. Both are good decisions.

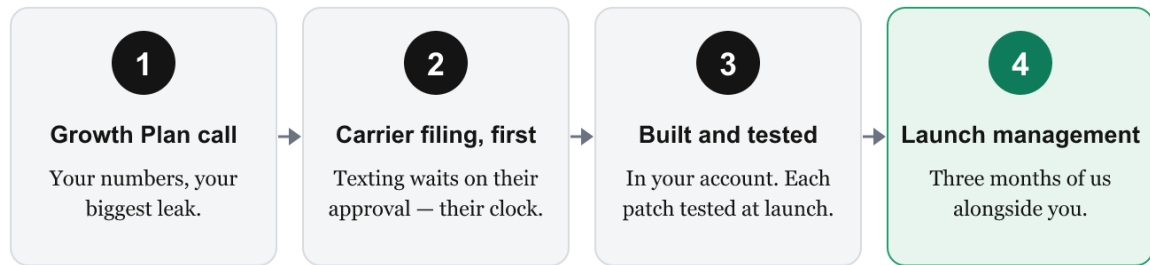
Option 1: Keep learning, free

Join the free community at infusesales.ai/community — bring your Ghost Number and your questions.

If you'd like to start on the platform we build on, you can open your own GoHighLevel account through our link: infusesales.ai/gohighlevel. *Infuse Sales AI is a GoHighLevel affiliate. If you start an account through our link, we may earn a commission at no extra cost to you.*

Option 2: Have us build it for you

IF WE BUILD IT FOR YOU: THE FOUR STEPS



Built inside your own GoHighLevel account. Your contacts and data are always yours; the build becomes yours when the final payment clears — the setup plus the three launch-management months. It starts with a Growth Plan call: we look at your numbers and your biggest leak, and tell you what we'd seal first. Whether or not you hire us, the goal is that you leave knowing where your money is going.

BOOK YOUR GROWTH PLAN CALL

infusesales.ai/book

Texting goes live when the phone carriers approve your registration — their clock, not ours. Approval can take days to weeks and is occasionally sent back for changes, so we file it first. Your GoHighLevel subscription and carrier registration fees are paid by you directly, to them. Every build includes a required three-month launch management term while the system settles in.

Talk to us: (951) 383-2985 · sales@infusesales.ai

Option 3: Partner with us

- **Know an owner who needs this?** Introduce us. Email sales@infusesales.ai with them copied, and we'll reach out once they've said yes.
- **Work with business owners for a living?** Accountants, consultants, web designers, and coaches often know exactly which owners are leaking. Email sales@infusesales.ai with "Partner" in the subject line, and we'll talk about working together.

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

THE SHORT VERSION

The Five Ideas That Matter Most

If you forget everything else in this book, keep these five.

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 holds 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 no customer is ever a stranger again.

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

THE AUTHOR

About the Author

Founder, Infuse Sales AI · Temecula, California

Daniel Rodriguez is the founder of Infuse Sales AI in Temecula, California. He builds growth systems for business owners — the catching, answering, follow-up, and win-back systems this book describes — inside GoHighLevel, and teaches the method behind them as Ghost Revenue.

Website: infusesales.ai

Email: sales@infusesales.ai

Phone: (951) 383-2985

APPENDIX A

The Twelve Patches at a Glance

All twelve patches on two pages — each one's plain name, its one job, and what it does for you.

Every patch has an address on the map, one job, and a test that proves it works. This is what each one does — not how it's built.

THE 12 PATCHES, PART 1 — ATTENTION & SPEED LEAKS

A ATTENTION

Visitor → Lead

A-1

One inbox for every lead

Also called: Capture form standard



"Catch every raised hand, in one place, every time."

Every form, call, and message lands in one place, labeled by where it came from.

A-2

Front-door alert

Also called: Landing threshold check



"Know the moment your front door stops converting."

You get an alert when your website stops turning visitors into leads.

S SPEED

Lead → Conversation

S-1

Instant text

Also called: 60-second auto-text



"Respond instantly, so your business arrives before your competitors do."

Every new lead gets a text from you within 60 seconds.

S-2

Missed-call text-back



"Turn every missed call into a conversation instead of a competitor's customer."

Anyone whose call you miss gets a text back right away.

S-3

A human calls, fast

Also called: Rep rotation + 1-tap dial



"Put a live human on the phone while the lead's hand is still up."

The right person on your team is alerted and can call with one tap.

THE 12 PATCHES, PART 2 — TRUST & MEMORY LEAKS

T TRUST

Conversation → Customer

T-1

Confirm + reminders

Also called: Branded confirm & reminders



"Look like the professional you are before they ever meet you."

Every booking gets a confirmation, then reminders before the visit.

T-2

Review request

Also called: Review engine



"Let your happy customers sell the next one."

After the job, customers get a direct link to leave a review.

T-3

Proof follow-up



"Show proof before they ask for it."

A few days after a quote, the lead sees real proof of your work.

M MEMORY

Customer → Repeat, and everyone who didn't buy yet

M-1

Seven-touch follow-up

Also called: 7-touch cadence



"Follow up seven times, so the sale can happen when it's ready."

Leads who don't buy yet keep hearing from you through the first two weeks.

M-2

Stay-warm messages

Also called: Long-term nurture



"Stay warm until they're ready — months don't matter, presence does."

After two weeks, they move to a steady, gentle rhythm of contact.

M-3

Monthly email

Also called: Monthly value email



"One useful email a month, forever."

Your whole list gets one genuinely useful email every month.

M-4

Wake the quiet list

Also called: Quarterly reactivation



"Wake the money already sleeping in your database."

Each quarter, people who've gone quiet get one personal text.

Status is always a count: "12/12 verified" means each patch was tested and the proof exists.

APPENDIX B

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.

Hunt. Going after one leak until it's sealed — one per quarter.

Reyes Tracker. The one-line status that opens each chapter: Ghost Number, Score, and Engine count for the example business.

Quiet list (dormant contacts). Past customers, old leads, and unanswered quotes you haven't heard from in 90 days or more.

Machine One / Machine Two. Machine One stops the leaks (Parts II–III). Machine Two makes each customer worth more (Part IV).

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 $\sim 21\times$.
- **Widely cited follow-up figures.** About 80% of sales require five or more touches; about 44% of reps quit after one. These two are industry figures without a single named study — read them as directional. Separately, Harvard Business Review reports that up to 67% of leads are lost to poor follow-up or slow response.
- **Composites.** Reyes Plumbing and every named example are illustrative composites, with arithmetic chosen to be ordinary rather than impressive. All Reyes math is internally consistent and reproducible from the equation in Chapter 2.
- **The instrument.** Ghost Audit v1.0 benchmarks: catch rate — web landing 15%, answered call 95%, walk-in/DM 90% · contact rate (reached within the window) 80% · close rate (conversation to customer) 25% · 7-touch compliance 100% · reactivation reply 10% · repeat multiplier 1.10. Every run of the audit uses the same twelve questions and the same arithmetic; benchmark changes ship only as versioned releases, never silently.
- **Results disclosure.** Reyes Plumbing's results are illustrative and are not typical. No dollar figure in this book is a promise; your results depend on your own numbers and follow-through.

When you're ready, we're here.

Bring your Ghost Number and your questions — we'd be glad to look at them with you.

Book a Growth Plan call infusesales.ai/book

Join the free community infusesales.ai/community

Call us (951) 383-2985

Email us sales@infusesales.ai

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