

FREE SELF-ASSESSMENT GUIDE

# Is Your Business Running *On Auto?*

A 5-minute self-audit for service-based businesses.

Discover where you're losing money, time, and leads — and exactly how much automation could put back in your pocket.

# Every service business has these leaks.

You're great at your craft. But somewhere between a new enquiry and a signed contract, money quietly disappears. Most business owners can name the leak — they just haven't measured it yet.

## Missed Calls = Missed Revenue 1

Every unanswered phone call is a potential client walking to your competitor. A local service business misses an average of 22% of inbound calls.

LEADS LOST

## Hours Spent on Admin, Not Revenue 2

Scheduling, confirmations, follow-ups — the back-office work that eats your day is invisible in your P&L, but it has a real cost.

TIME DRAINED

## Leads Go Cold After One Reply 3

You send a quote. They don't reply. Most leads need 5-8 touchpoints before they buy. If your follow-up stops at email #1, you've already lost.

REVENUE UNLOCKED

## No System = No Repeat Business 4

Word-of-mouth is great, but without a systematic way to re-engage past clients, you're starting from zero every month.

RETENTION

## Inconsistent Response = Inconsistent Revenue 5

Fast reply = high close rate. Slow reply = ghosted. When you're busy, response times slip — and so does your conversion rate.

CONVERSION

## You Can't Scale What You Can't Systemize 6

Adding a second location, hiring a VA, or growing the team — all of it breaks down if the work lives in your head instead of a system.

GROWTH

**Sound familiar?** This audit helps you quantify exactly where your business is leaking — in dollars and hours — so you know what automation is actually worth to you.

# How automated is your business, really?

Check every statement that describes your current reality. Be honest — this is for you, not anyone else.

**LEADS**  
**I don't have a system to follow up with leads who don't reply.**  
Quotes go unanswered. Follow-ups are manual and inconsistent.

---

**LEADS**  
**I miss calls when I'm with a client, in a meeting, or just busy.**  
No voicemail triage or instant SMS response to capture the enquiry.

---

**LEADS**  
**I lose track of where each enquiry is in my pipeline.**  
No clear status: sent quote / awaiting reply / booked / lost.

---

**ADMIN**  
**I spend 1–3 hours every day on scheduling and client coordination.**  
Back-and-forth to find a time, appointment reminders, rescheduling chaos.

---

**ADMIN**  
**I'm doing work that should be systematized so it doesn't depend on me.**  
Repetitive tasks that could run automatically if wired up correctly.

---

**REVENUE**  
**I have no systematic way to re-engage past clients for repeat business.**  
Birthday wishes, service reminders, "it's been a while" — none of it happens.

---

**REVENUE**  
**My revenue is inconsistent month to month — I can't predict it reliably.**  
Good months feel lucky. Bad months feel worrying.

---

**REVENUE**  
**If I took a week off, my business would basically pause.**  
No systems running without me. Everything requires my attention.

---

# Your Automation Gap Score

Count your checkmarks. Each one is a solvable problem.

| CHECKS | WHAT IT MEANS  | PRIORITY                   |
|--------|--|----------------------------|
| 1-2    | Good foundation. A few specific wins available.                    | Low-hanging fruit          |
| 3-4    | You're leaving measurable money on the table.                      | High ROI automation zone   |
| 5-6    | Your business is running on willpower, not systems.                | Foundation-building needed |
| 7-8    | Every area is a bottleneck. Automation would transform everything. | Full system overhaul       |

**The average Kiwiflow client had 5 checks before we worked together.**

After 90 days of automation: they recovered 12-18 hours/month and added \$2,400+ in new monthly revenue from leads that would've gone cold.

# What is your automation ROI?

Fill in your real numbers. Be realistic — conservative estimates still show significant opportunity.

New clients you could capture per month

**~ 5** leads

Missed calls + slow follow-up = lost leads. Even 1 extra/mo moves the needle.

Average revenue per new client

**\$ 400**

Your average job, project, or retainer value.

Hours spent on admin/follow-up per week

**6** hrs/week

Scheduling, confirmations, chasing replies, data entry.

Your effective hourly value (what an hour of your time is worth)

**\$ 75** /hour

Revenue goal ÷ actual billable hours. Most owners undervalue this.

## ESTIMATED IMPACT (BASED ON YOUR NUMBERS ABOVE)

Extra clients captured/mo @ 30% automation lift **1.5** New monthly revenue **\$600**

Admin hours recovered/mo @ 60% automation **3.6 hrs** Time value recovered/mo **\$270**

**Total monthly value created** **\$870**

**Conservative estimate.** Most businesses see compounding effects over 90 days as automated follow-up recovers leads that would've been lost for months. The calculator above uses conservative multipliers (30% lead capture lift, 60% admin reduction) — real results are often higher.

# Here's what's actually possible.

These aren't theoretical. Each one is a real automation we've built for businesses like yours.



## AI Phone Receptionist

Never miss another call. AI answers, asks the right questions, books appointments, and sends you a summary — 24/7, even at 11pm.

**Average result: +3 new clients/mo**



## Automated Lead Follow-Up

5–8 touchpoints on autopilot. SMS + email sequences that re-engage cold leads, remind about quotes, and keep you top-of-mind.

**Average result: 22% more quote conversions**



## Smart Scheduling

Clients book instantly. Confirmations, reminders, and rescheduling handled automatically. Zero back-and-forth.

**Average result: 5 hrs/week recovered**



## Client Re-Activation

Automatically reach out to past clients at the right interval — seasonal reminders, yearly check-ins, "time for your next appointment."

**Average result: 15–20% reactivation rate**

**None of these require you to change how you work.** We wire them into your existing tools — phone, email, calendar, CRM — so automation feels like a natural extension of your business, not a replacement.

NEXT STEP

# You've measured the gap. *Now let's close it.*

Book a free 30-minute automation audit with Kiwiflow. We'll map your current flow, identify your highest-ROI automation opportunities, and give you a clear roadmap — no pitch, no pressure.

**1**

### Book a time

Pick a 30-min slot. We'll go deep on your specific bottlenecks.

**2**

### Get your map

We audit your current flow and identify the highest-ROI wins first.

**3**

### Start winning

First automation live within 2 weeks. Results measurable in 30 days.

## Ready to automate the leaks?

Book a free 30-min automation audit. No commitment.

[calendly.com/shawn-s-kiwiflow-ai](https://calendly.com/shawn-s-kiwiflow-ai)

or email

[info@kiwiflow-ai.com](mailto:info@kiwiflow-ai.com)