

Labor Leak Checklist

Find where payroll and revenue are leaking — before you hire another person or buy another tool. Score yourself honestly. Bring this to a 15-minute pre-qual call.

How to use this (10 minutes)

For each item: check **Yes** if it's true today, **No** if it's not, **?** if you don't know. Every **Yes** or **?** is a leak. Add rough \$ where you can (hourly wage × hours/week × 50).

A. Phone & lead response

#	Leak check	Y / N / ?	~/yr \$
1	Missed calls often go to voicemail with no same-minute text-back.	■	_____
2	Web/form leads sit more than 5 minutes before a human replies.	■	_____
3	After-hours and weekend leads wait until the next business day.	■	_____
4	No one owns speed-to-lead as a measured number (minutes, not “soon”).	■	_____
5	Same questions are answered by hand every day (hours, pricing, availability).	■	_____

B. Labor & owner time

#	Leak check	Y / N / ?	~/yr \$
1	Skilled people spend hours/week on copy-paste follow-up or data entry.	■	_____
2	The owner is still the “system” — if you're out, work stalls.	■	_____
3	No written playbooks; process lives in people's heads.	■	_____
4	Lowest-leverage role is still doing high-volume repetitive tasks a system could take.	■	_____
5	You're hiring (or about to) mainly to keep up with admin, not revenue work.	■	_____

C. Past customers & database

#	Leak check	Y / N / ?	~/yr \$
1	CRM / list is messy, duplicated, or half-dead.	■	_____
2	Past buyers aren't contacted on a cadence (newsletter, SMS, win-back).	■	_____
3	You buy new ads while old leads sit cold.	■	_____
4	No simple “who bought / who ghosted / who is due” view for the team.	■	_____
5	Nobody can say last time the full list was worked.	■	_____

D. Reputation & reviews

#	Leak check	Y / N / ?	~/yr \$
1	Happy jobs rarely become Google reviews without someone begging.	■	_____
2	Bad nights hit public walls before management sees them privately.	■	_____
3	No post-job questionnaire that routes 4–5★ public and 1–2★ private.	■	_____
4	Maps / review count is flat while competitors climb.	■	_____

E. Tools you already pay for

#	Leak check	Y / N / ?	~/yr \$
1	CRM, phone, email, or site tools are underused (paid seats, unused features).	■	_____
2	Multiple tools don't talk to each other — staff retypes between them.	■	_____
3	No single dashboard for “what needs a human today.”	■	_____
4	You've tried a VA, agency, or “AI guy” without a clear make/save scoreboard.	■	_____

Quick score

Count every **Yes** and **?**. **0–4** = tight ship, maybe small fixes. **5–10** = real money on the table. **11+** = labor and revenue leaks are a growth ceiling — this is who The AI Week is built for (typical fit: ~\$2M–\$10M revenue, ~5–25 employees).

What “success with us” should look like

Before a call, write one line each: (1) What do you want out of working with us? (2) How will you know it worked in 30 / 90 days? (3) Make money vs save money — which matters more first? We use your answers so every install aims at **your** trajectory, not a generic deck.

Next step: 15-minute pre-qual — to see if you qualify for us to do business with you.

Apply: stevehollandai.com/qualify · Checklist: stevehollandai.com/labor-leak-checklist.pdf

Phone: (630) 937-9690 · Fixed week \$15,000 with make-or-save guarantee (see agreement).

Steve Holland AI · Make money. Save money. · Not legal/financial advice. Your numbers, your business.