

Cheap-Stack Plan + Self-Test

Run this 30-day stack before any chatbot demo. Start date: _____ Day-30 review date: _____

1 • NAME THE JOB (ONE ONLY)

- ☐ FAQ deflection
- ☐ After-hours lead capture
- ☐ Booking without back-and-forth
- ☐ Answers from private data (inventory / schedule / job status)
- ☐ “Look modern” → not a job. Stop.

2 • SELF-TEST (CHECK WHAT'S TRUE — 3+ UNCHECKED = NOT READY FOR A BOT)

- ☐ Serious inquiries arrive when nobody's working
- ☐ Answers exist in data we already store digitally
- ☐ Daytime form/SMS response under ~10 minutes
- ☐ A named owner will read transcripts weekly — owner: _____
- ☐ We know what a qualified lead is worth — value: _____

3 • 30-DAY STACK

#	ACTION	DONE / DEFERRED + WHY
1	Top-10 FAQ + Google Business Q&A	☐ done ☐ deferred:
2	Instant text-back on missed calls	☐ done ☐ deferred:
3	Form auto-reply with a real next step	☐ done ☐ deferred:
4	Booking link for non-emergency work	☐ done ☐ deferred:
5	Weekly lead review (spreadsheet OK)	☐ done ☐ deferred:

4 • DAY-30 DECISION (ONE LINE)

ASBURY AI ACADEMY • FREE • ASBURYAI SOLUTIONS.COM • (732) 982-7010 • IF THE JOB NEEDS A BUILD, BOOK THE FREE CONSULT. IF IT DOESN'T, DON'T.