LOCALGROWTH · FREE PLAYBOOK

The Local Business AI Playbook

9 AI automations that book jobs and save hours for local businesses — explained in plain English, with the real moments they're built for.

Inside, you'll see:

- What each automation actually does — no jargon, no hype
- A before-and-after moment for each one, so you can picture it in your business
- What each system plugs into — designed around the phone, calendar and tools you already use. Nothing to rip out.
- What it looks like in six specific industries — and how to run the honest math for yours

Written by **Jay Kirby**, founder of LocalGrowth — the operator in Murrieta, CA who runs his own businesses on this same stack. When you call **619-627-8466**, you get him.

No filming. No new software to learn. No staff on camera. Just systems that answer, follow up, remind, and post — while you do the actual work.

START HERE

Nine systems. Start with one.

You don’t need all nine. Most businesses start with the one that matches their biggest leak — the missed call, the quiet inbox, the empty chair — and add the rest later. Here’s the whole map:

1	**Missed-call text-back**	A call you can’t grab becomes a text conversation that can book the job.
2	**Instant new-lead follow-up**	New inquiries get a first reply in minutes, not tomorrow.
3	**Reminders + no-show recovery**	Appointments confirm themselves — and no-shows get rebooked.
4	**Review engine**	Happy customers get asked at the right moment; replies are drafted for you.
5	**AI website chat & intake**	Your site answers questions at midnight and saves the lead.
6	**AI-actor social content**	A week of posts from your real photos — no camera, no filming day.
7	**Dormant-customer reactivation**	Past customers get a friendly reason to book again.
8	**Quote & estimate follow-up**	Quotes you already sent get followed up until they answer.
9	**After-hours answering**	Nights and weekends answer with your real hours and booking options.

One honest note before we start: nothing in this playbook is a guarantee. These systems are designed to catch work that currently slips away — how much that’s worth depends on your call volume, your prices, and your market. On the last page we’ll show you how to run your own numbers, conservatively.

NEVER MISS THE MOMENT

The phone systems

01 Missed-call text-back

When a call comes in and nobody can grab it — during a rush, after close, or mid-job — the caller automatically gets a text from your business number a few seconds later: sorry we missed you, how can we help? The conversation continues by text, answers common questions, and can offer times and book the job.

BEFORE	AFTER
9:47 PM. A customer calls about tomorrow. It rings out. By morning, they've booked whoever answered.	They get a text at 9:47, answer two quick questions, and you wake up to a booked job — not a lost one.

Plugs into: your existing business phone number and phone system — the number stays yours.

Texting runs on consent-based messaging only, in line with the TCPA — every text includes "Msg & data rates may apply. Reply STOP to opt out."

02 Instant new-lead follow-up

New inquiries — a website form, a Google message, a Facebook or Instagram DM — get a first reply within minutes instead of tomorrow. The system answers basic questions, keeps the conversation warm, and hands you a real conversation when the customer is ready to book.

BEFORE	AFTER
Someone finds you on Google, sends a message… and it sits there for a day. The booking goes to the business that answered first.	The lead is greeted, their questions answered, and times offered — while you're still doing the work in front of you.

Plugs into: your website form, Google Business Profile, and your Facebook/Instagram inboxes.

PROTECT THE SCHEDULE

Appointments & reputation

03 Appointment reminders + no-show recovery

Confirmations and reminders go out automatically before each appointment, so customers show up prepared. If someone still doesn't show, a polite text — no guilt trip — offers two new times and rebooks them on the spot.

BEFORE	AFTER
A no-show. An empty chair, an idle crew, an hour nobody paid for — and a customer you may never see again.	The reminder lands before the appointment; if they miss anyway, the recovery text fills the slot and keeps the customer.

Plugs into: the calendar or booking software you already use.

04 Review engine

Right after a job well done, the system waits for the perfect moment, then asks for a review by text with a one-tap link. Your thank-you reply is drafted for you to approve, so every review gets a response without eating your evening.

BEFORE	AFTER
Happy customers leave happy — and silent. The only voice online is the occasional unhappy one.	Fresh reviews appear steadily while you work, each one answered — social proof that builds itself.

Plugs into: your Google Business Profile, plus your list of finished jobs from your invoicing or booking tool.

Texting runs on consent-based messaging only, in line with the TCPA — every text includes "Msg & data rates may apply. Reply STOP to opt out."

BE VISIBLE, BE ANSWERED

Your website & your feed

05 AI website chat & intake

A chat on your website that answers common questions — hours, services, pricing ranges, whether you take their insurance — in plain words, at any hour. It offers to book or take a message, and saves the visitor's name and number for you.

BEFORE	AFTER
Midnight. Someone is on your website asking "How much for X?" Nobody answers. They give up and click the next result.	They get a straight answer in seconds, and you get a new lead in your inbox by morning.

Plugs into: your website — or the AI-powered one we build for you in the pilot.

06 AI-actor social content

Short vertical videos for TikTok, Instagram, and Facebook, built from your real photos: a photoreal AI presenter walks your space and highlights a real service, dish, or product. No shoot day, no staff on camera — and you approve the actor's look and the first video before anything posts.

BEFORE	AFTER
You haven't posted anything in 3 weeks. Again. Customers checking you out find a feed that looks closed.	A week of posts is built and lined up from photos you already have — without you ever picking up a camera.

Plugs into: your existing social accounts and your photo library.

Disclosure, always: every post states "This video was created using artificial intelligence. The actor is not a real customer or employee of the business."

WORK YOU'VE ALREADY WON

Quotes, old customers, after hours

07 Dormant-customer reactivation

Your past-customer list — people who bought once and went quiet — gets a friendly check-in campaign: a seasonal note, a "time for your next one?" reminder, a reason to come back. It's your own list, worked properly, instead of sitting in a drawer.

BEFORE	AFTER
Hundreds of past customers hear from you exactly never — while you pay for ads to find strangers.	Some of them book again off a single friendly text — work that was already yours.

Plugs into: your invoicing, CRM, or booking list of past customers.

Texting runs on consent-based messaging only, in line with the TCPA — every text includes "Msg & data rates may apply. Reply STOP to opt out."

08 Quote & estimate follow-up

Sent a quote and heard nothing? The system follows up on a polite schedule — a couple of days later, then again the next week — answers simple questions using wording you've approved, and flags you the moment they reply.

BEFORE	AFTER
Quotes go out and die quietly. You find out about the lost job when you see a competitor's truck next door.	More of the quotes you already wrote turn into signed jobs — without you chasing anyone.

Plugs into: your email and your invoicing or estimating tool.

09 After-hours answering

Nights, weekends, and holidays, calls and messages are answered by text or chat with your real hours, your real services, and your booking options — and true emergencies are routed the way you specify.

BEFORE	AFTER
After-hours callers reach voicemail. A few leave a message. Most just call the next name on the list.	They reach a helpful answer and the first open slot in the morning — and you see the whole conversation.

Plugs into: your phone system and your calendar.

YOUR WORLD, SPECIFICALLY

What this looks like in your industry

Same nine systems — different first move. Here's the moment each industry usually starts with:

Restaurants	Friday, 6:58 PM — the phone rings out during the rush and each ring is a table booking down the street. Missed-call text-back catches the booking, and weekly AI-actor content keeps the feed as alive as the dining room.
Dental practices	A patient with a toothache calls at 8 PM on a Friday. By Saturday she's booked with the practice that texted her back — so the first system is text-back, backed by reminders that protect the week's schedule.
Med spas & aesthetics	A client finally works up the nerve to call about a treatment — during your busiest treatment hour. A fast, warm reply, reminders that cut empty slots, and a feed that actually shows the space turn one call into a regular.
Plumbing & HVAC	Sunday morning, a water heater lets go; the homeowner calls four companies from the driveway and the first answer wins. These trades start with missed-call text-back and after-hours answering.
Barbershops & salons	Saturday, 11 AM — every chair is full and the phone rings with "how long's the wait?" A text answers it and books them in, instead of watching the walk-in drift to the shop down the street.
Auto repair	A commuter's car won't start at 7 AM; she calls three shops from the parking lot, and the one that answered is towing it in by eight. Speed of first reply is the whole game.

Don't see your industry? The assessment at **trylocalgrowth.com/ai/** covers 64 industries — pick yours and it shows your likely #1 bottleneck and the three systems it would build first.

RUN YOUR OWN NUMBERS

The honest math

At **trylocalgrowth.com/ai/** there's a calculator that runs on **your** numbers — your missed calls, your average job value, your no-shows — and prints its math next to every figure. Its starting defaults are deliberately conservative for a typical local business, and every estimate is a range to test, not a promise: results vary with your volume, your prices, and your market.

START WITH ONE SYSTEM

The $499 founding pilot

$499, one time. Pick ONE starter:

- **A)** Homepage mock + a working AI chat/intake demo for your business
- **B)** 3 AI-actor reels featuring your establishment and services
- **C)** One live workflow — missed-call text-back or lead follow-up — set up and running

Targeted delivery within **7 business days**. If you approve continuation terms in writing, your $499 is credited toward month one.

Continuation — only with your signed written approval: AI social content **$749/mo** (12 AI-actor reels/mo), AI workflows **$499/mo** per system, website hosting & care **$99/mo**.

No services beyond the pilot begin, and no recurring charges are incurred, until you return signed written approval of the specific continuation price and terms.

Talk to a person

Jay Kirby — LocalGrowth · Murrieta, CA · serving businesses nationwide
Call or text: **619-627-8466** · Email: **hello@trylocalgrowth.com**
Run the free assessment: **trylocalgrowth.com/ai/**

Fine print, in plain sight: the examples in this playbook are illustrative moments, not results promised to any business. All automated text messaging is conducted in compliance with the TCPA; messages are sent only where appropriate consent exists, and every text includes "Msg & data rates may apply. Reply STOP to opt out." AI-presenter videos are always disclosed as created using artificial intelligence. LocalGrowth acts as a service provider; each business remains responsible for its own consent records.