FREE RESOURCE

The Small Business Growth Brief

Practical tools to get found, get called, and get your time back.

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10 AI Shortcuts

Copy-and-paste prompts that save owners hours every week

02

Lead Leak Scorecard

A 20-point check that shows where you are losing calls

03

Visibility Checklist

Get found on Google, Google Maps, and AI answer tools

GET FOUND. GET CALLED. NEVER MISS ONE. GET TIME BACK.

PREPARED BY

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01 PURPOSE OF THIS BRIEF

A Practical Starting Point for Owners Who Are Short on Time

This brief gives small business owners and managers three working tools in one place: ten AI shortcuts that remove routine work, a scorecard that shows where leads are being lost, and a checklist for being found on Google, Google Maps, and AI answer tools such as ChatGPT and Gemini. Each tool can be used without hiring anyone. It also explains how BIROQ Consulting evaluates a business and how an introductory conversation works, so you know what to expect before you ever speak with us.

This brief is educational. It does not sell a specific package, and nothing in it requires a purchase.

02 ABOUT BIROQ CONSULTING

Practical Growth Built Around Visibility, Response, and Time

BIROQ Consulting is a marketing, lead generation, and AI consulting firm based in Washington, DC. We work with small businesses in DC, Maryland, and Northern Virginia, and remotely with businesses across the United States.

Our recommendations start with four questions. Can customers find you? Do the people who find you actually call or submit a form? Does every inquiry get a fast response and a follow-up? And is the owner spending hours on work a system could handle? The answers decide what we recommend and in what order.

> The objective is not to add more tools or more marketing. The objective is to find where leads, hours, and revenue are leaking, and fix the leaks in the order that matters most.

03 WHO THIS BRIEF IS DESIGNED FOR

Owners and Teams Who Depend on Inbound Customers

Home and Field Services
- Contractors and remodelers
- HVAC, plumbing, and electrical
- Cleaning and junk removal
- Landscaping and other trades

Professional Services
- Medical billing and practice support
- Accounting and bookkeeping
- Insurance agencies
- Small law offices

Owner-Led Businesses
- Solo owners and new businesses
- Office and operations managers
- Businesses with no marketing staff
- Teams testing AI for the first time

04 THE BIROQ GROWTH FRAMEWORK

Four Stages Every Small Business Moves Through

01 Get Found

Whether nearby and online customers can find you before a competitor.

- Google Business Profile completeness
- Website clarity on mobile
- Review volume and recency
- Presence in AI answer tools

02 Get Called

Whether the people who find you turn into calls, forms, and booked appointments.

- Click-to-call and form placement
- Number and mix of lead sources
- Knowing where leads come from
- Cost to win one customer

03 Never Miss One

Whether every inquiry gets a fast answer and a structured follow-up.

- Missed-call text-back
- Quote follow-up sequences
- Review requests after each job
- One place to track every lead

04 Get Time Back

Whether the owner is still doing work that a process or AI tool could handle.

- Repeat admin and scheduling
- Written processes
- Practical AI use
- Delegation and outside support

Most small businesses do not have a marketing problem. They have a leak problem.

05 TOOL ONE

10 AI Shortcuts That Give Owners Their Time Back

Each shortcut below works in any mainstream AI assistant, including ChatGPT, Claude, Gemini, and Microsoft Copilot. Copy the prompt, replace the text in brackets with your own details, and review the result before you use it. Most owners can set up all ten in an afternoon.

Before you start. Never paste Social Security numbers, card or bank numbers, passwords, or patient health information into an AI tool. Treat every AI draft as a first draft: check names, prices, dates, and promises before it reaches a customer.

01 Missed-Call Text-Back Scripts

The problem. Callers who reach voicemail often call the next business on the list. **How to use it.** Write three short replies, then load them into your phone system or business texting tool as an automatic text when a call is missed.

COPY THIS PROMPT

Write three short text messages my business can send automatically when we miss a call. Business: [type of business] in [city]. Each message must be under 300 characters, use our name [business name], ask what the caller needs, and offer a callback window. Make one version for after-hours calls.

02 Quote Follow-Up Sequence

The problem. Estimates that go quiet are often lost to timing, not price. **How to use it.** Generate the sequence once, save it as a template, and reuse it on every open quote.

COPY THIS PROMPT

I sent a quote for [service] to a customer [number] days ago and have not heard back. Write a three-step follow-up by text and email for day 2, day 5, and day 10. Keep it helpful rather than pushy, offer to answer questions, and mention [one detail that sets our service apart].

03 Review Responses in Minutes

The problem. Unanswered reviews look like an unattended business to new customers. **How to use it.** Paste each new review into the prompt and edit the reply before posting.

COPY THIS PROMPT

Write a reply to this Google review for [business name]. Thank the customer by first name, mention the service they described, keep it under 80 words, and include no private details. If the review is negative, acknowledge the issue without arguing and invite them to contact [phone or email]. Review: [paste review]

04 Customer FAQ Reply Bank

The problem. Owners retype the same answers to the same questions every week. **How to use it.** Build the bank once. Use it for texts, emails, and a website FAQ page that AI answer tools can read and quote.

COPY THIS PROMPT

Here are the questions customers ask us most often: [list them]. Write a clear answer of two to four sentences for each, in plain language, for a [type of business]. Flag any answer where I need to supply a price, policy, or detail.

05 A Month of Google Business Profile Posts

The problem. Regular posts signal an active business to Google and to customers. **How to use it.** Generate four posts at the start of each month and schedule one per week.

COPY THIS PROMPT

Write four Google Business Profile posts for [business name], a [type of business] serving [city or area]: one seasonal tip, one service highlight, one common customer question answered, and one reminder of how to book. Keep each between 100 and 150 words and end with a call to action to call [phone].

06 Voice Notes to Written Estimates

The problem. Paperwork after a site visit or consultation eats evenings. **How to use it.** Record a voice memo after the visit, use your phone's built-in transcription, and paste the text into the prompt.

COPY THIS PROMPT

Turn these rough notes from a customer visit into a clean, itemized summary the customer can read. List the work discussed, materials or items mentioned, and next steps. Do not invent prices; leave [price] placeholders. Notes: [paste notes]

07 Meeting and Call Notes to Action Items

The problem. Decisions get lost between the call and the follow-through. **How to use it.** Paste typed or transcribed notes right after any team meeting, vendor call, or client call.

COPY THIS PROMPT

Summarize these notes into three lists: decisions made, action items with an owner and due date, and open questions. Keep it under one page. Notes: [paste notes]

08 Turn How You Work Into a Written Process

The problem. Undocumented processes keep the owner as the bottleneck. **How to use it.** Describe the task out loud or in writing, then let the AI ask clarifying questions before it drafts.

COPY THIS PROMPT

I will describe how we handle [task, for example booking a new customer]. Turn it into a numbered procedure a new employee could follow, with a short checklist at the end. Ask me up to five questions first if anything is unclear. Description: [paste]

09 Spreadsheet Formulas Without the Headache

The problem. Simple reporting stalls because nobody knows the formula. **How to use it.** Describe your columns and the answer you want, then paste the formula into your sheet.

COPY THIS PROMPT

I have a spreadsheet with these columns: [list columns]. Write the formula to [goal, for example total revenue by month or flag customers we have not contacted in 90 days] for [Excel or Google Sheets], and tell me exactly which cell to paste it in.

10 Fifteen-Minute Competitor Snapshot

The problem. Owners rarely have time to study how competitors present themselves. **How to use it.** Use an AI tool with web search turned on, and verify anything you plan to act on.

COPY THIS PROMPT

Look up the top five [type of business] companies serving [city]. For each, summarize the services listed, how they ask customers to contact them, visible review count and rating, and any promises such as guarantees or response times. Then list three gaps my business could use to stand out. Cite your sources.

06 BEFORE YOU HIRE ANYONE

Five Questions to Ask Any Marketing or Lead Vendor

- If we part ways, who owns the website, Google profile, domain, phone numbers, and tracking data?
- How exactly is a lead defined, and how are spam, duplicate, or out-of-area inquiries handled?
- Are the leads exclusive to my business, or are they sold to competitors as well?
- What will you report to me, how often, and in what form?
- What happens, and what do I owe, if results arrive more slowly than expected?

07 OUR CLIENT COMMUNICATION STANDARD

Clear Terms, Clear Ownership, No Pressure

We do not believe a small business should be pushed into a decision through pressure tactics, artificial deadlines, vague reporting, or contracts that are hard to leave. Our working standard:

- Published pricing, so you can compare before you call
- You own your website, Google profile, domains, phone numbers, and data
- Clear definitions of what counts as a lead
- Reporting in plain language, not dashboards you cannot read
- Month-to-month terms after the initial period
- Respect for a decision not to move forward

OUR WORK IS NOT DESIGNED TO

- Promise first-page rankings or a fixed number of customers
- Lock you into platforms you cannot leave
- Hold your accounts or data as leverage
- Recommend tools your business does not need
- Pressure you to sign

Diagnose first. Recommend second. The decision always belongs to the owner.

TOOL TWO

08 The Lead Leak Scorecard

Check each statement that is true for your business today. Give yourself one point per check, total each stage, and use the guide at the bottom of the page. Answer for how things actually run, not how they are supposed to run.

01 Get Found

- ☐ Our Google Business Profile is claimed, verified, and every field is filled in.
- ☐ Our business name, address, and phone number match everywhere they appear online.
- ☐ We have received new Google reviews in the last 90 days.
- ☐ When I search our main service and city on my phone, we appear on the first screen.
- ☐ Our website states what we do, where we do it, and how to reach us within seconds.

Stage score: _____ / 5

02 Get Called

- ☐ Every page of our website has a tap-to-call number and a short contact form.
- ☐ We know where our last ten leads came from.
- ☐ We have at least two steady lead sources beyond word of mouth.
- ☐ We know roughly what it costs us to win one new customer.
- ☐ New inquiries arrive every week without us chasing them.

Stage score: _____ / 5

03 Never Miss One

- ☐ Every call is answered live or texted back within five minutes, including after hours.
- ☐ Every quote receives at least two follow-ups before we close it out.
- ☐ Every finished job or engagement gets a review request.
- ☐ All leads are tracked in one place, such as a CRM or a shared spreadsheet.
- ☐ We can see which leads never booked and the reason why.

Stage score: _____ / 5

04 Get Time Back

- ☐ Scheduling, invoicing, and reminders run automatically.
- ☐ Our key processes are written down well enough for someone else to follow.
- ☐ Someone on our team uses an AI tool at least weekly for writing or admin.
- ☐ The owner spends less than one day per week on administrative work.
- ☐ The business could run for a week without the owner answering every question.

Stage score: _____ / 5

Each stage	**5** Sealed. Maintain it.	**3 to 4** Slow leak. Fix within 90 days.	**0 to 2** Major leak. Fix this first.
Total score	**17 to 20** Strong foundation.	**11 to 16** Leaks are costing you calls.	**0 to 10** Start with your lowest stage.

Your lowest-scoring stage is your starting point. Fixing a major leak in Get Called or Never Miss One usually matters more than adding new marketing, because it improves the results of everything you already pay for. Bring your completed scorecard to a strategy call and we will review that stage with you.

09 TOOL THREE

The Local and AI Search Visibility Checklist

Customers now find local businesses through Google Search, Google Maps, and AI assistants that answer questions directly. These tools favor businesses whose information is complete, consistent, and easy to quote. Use this checklist once now and again each quarter.

Google Business Profile

- [ ] The primary category matches the service you most want to be found for.
- [ ] Service areas, hours, and holiday hours are current.
- [ ] At least ten real photos show your work, team, vehicles, or location.
- [ ] Each main service is listed with a short description.
- [ ] You post an update at least twice per month.

Website

- [ ] Pages load quickly and read cleanly on a phone.
- [ ] Your city or service area is named on the home page and service pages.
- [ ] Each main service has its own page rather than a single combined list.
- [ ] Your phone number appears at the top of every page on mobile.
- [ ] An FAQ section answers real customer questions in plain question-and-answer form.

Reviews and Listings

- [ ] You request a review after every job using a direct review link.
- [ ] You reply to every review, positive or negative, within a few days.
- [ ] Your listings on Bing Places, Apple Business Connect, Yelp, and relevant industry directories are claimed and match Google.
- [ ] Your business description is consistent across every profile.

AI Answer Tools

- [ ] You have asked ChatGPT, Gemini, and Perplexity who the best [service] providers in [city] are, and noted whether you appear.
- [ ] Your website includes LocalBusiness schema markup with your name, address, phone, and hours.
- [ ] An About page states years in business, licenses or credentials, and service area.
- [ ] Your content answers the specific questions customers type, in their words.
- [ ] Your pricing approach, service area, and booking steps are stated clearly enough to be quoted.

10

HOW INTRODUCTORY CONVERSATIONS WORK

Diagnose First, Recommend Second

01
Review

Before the call, we look at your website, Google profile, and scorecard if you share it.

02
Diagnose

A focused 30-minute call to identify the largest leak and what is causing it.

03
Recommend

A plain-language recommendation. Sometimes the right answer is a fix you can make yourself.

04
Decide

If you want help, you receive written scope and published pricing. There is no obligation.

11

PRIVACY AND IMPORTANT INFORMATION

How We Handle Your Information

Information you share with us, such as your contact details, website, and scorecard results, may be used to prepare recommendations, respond to your requests, send relevant follow-up communication, and keep business records. BIROQ Consulting does not sell prospective client contact information to third-party marketers. You may ask to be removed from our communications at any time.

Educational purpose. This brief provides general information for small business owners and is not a proposal or contract.

No guarantee of results. Visibility, lead volume, and revenue depend on market, competition, budget, and how a business operates. Examples and frameworks are not predictions of outcomes.

AI tools. AI output can be inaccurate or incomplete. Review every draft before use, and follow the privacy rules of your industry, including HIPAA where it applies.

Customer messaging. Automated texts and calls are subject to consent rules such as the Telephone Consumer Protection Act. Confirm your practices with a qualified professional.

Third-party platforms. Product names mentioned are trademarks of their owners. BIROQ Consulting is not affiliated with them, and their features and policies change.

Not professional advice. Nothing here is legal, tax, accounting, or compliance advice for your specific situation.

CONTINUE THE CONVERSATION

Want a second set of eyes on your scorecard?

Book a free 30-minute strategy call. We will review your lowest-scoring stage and tell you plainly what we would fix first, whether or not you work with us.

Schedule a Free Strategy Call

cal.com/biroqagency/30min

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