

Automation Map — Sample (2 pages)

Anonymised sample of the paid first deliverable. Hand this out so prospects see exactly what they get before booking. Replace [bracketed] parts per client.

Page 1 — Where your time and money leak today

Business: [Example: a 1–3 person NL service business] **Reviewed:** inbox, quoting, website, lead flow


Current flow (as-is)

Customer email → one mixed inbox → owner reads everything by hand
 ↳ leads (sometimes missed)
 ↳ invoices
 ↳ noise / newsletters
Quote request → owner types the same reply → follow-up forgotten
Website → visitors arrive → no clear action → they leave

Top leaks found

| # | Leak | Impact (estimate) | Severity |
|---|-------------------------|--------------------------------------|----------|
| 1 | Email triage by hand | ~ [your estimate] h/week | High |
| 2 | Manual quotes | ~ [your estimate] h/week | High |
| 3 | No lead capture on site | [your estimate] lost enquiries/month | Medium |

Page 2 — Target architecture (to-be)

Inbox → [Inbox Killer agent]
 classify → plan → draft →  APPROVE (you) → send
 logs every action · EU data · service account
Quote → [Funnel] pick → price → book (no manual reply)
Site → [Web upgrade] clear CTA → lead captured → tracked

Where the human stays in control

- Every outbound message: **your approval required**.
- Access via **service accounts**, revocable.
- Everything **logged**.

Recommended first step

[Inbox Killer] — highest leak, fastest payback. Estimated effort: [your estimate] · Indicative range: [€range on request] · The Automation Map fee is credited toward it.

What you keep regardless

This document + the diagram. No obligation to continue.