MICHAEL REIMER.AI

A FOUNDER GUIDE FROM MICHAEL REIMER

THE FIVE PILLAR FRAMEWORK

Where AI fits in any business

05

01 Database Reactivation	02 Reputation Management	03 Voice AI	04 Conversational AI	05 Website Optimization

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BEFORE YOU START

THIS ONE IS ON ME.

You did not have to hand over an email address to get this. That was on purpose. I wanted you to have it with no strings.

I have spent about four years working full time in AI, building systems for my own companies and for the Founders I teach. This framework is the map I use. Five places where a business loses customers. Five systems that close them.

None of it starts with technology. It starts with what a customer runs into: a call nobody answered, a message that sat until morning, a review nobody asked for.

This guide has eight chapters. One for the framework, one for each pillar, one on how they fit together and how to audit a business against them, and one to pick where you start. Every chapter ends with something you fill in.

Read it with a pen. Then pick one pillar and build it this month. One working system beats ten good ideas.

If it helps, tell me what you built. I read those messages.



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INSIDE

EIGHT CHAPTERS. ONE SYSTEM.

01	The framework on one page	Page 4
02	Database Reactivation	Page 6
03	Reputation Management	Page 9
04	Voice AI	Page 12
05	Conversational AI	Page 15
06	Website Optimization	Page 18
07	How the pillars work together, and how to test a business	Page 21
08	Choosing the first pillar	Page 25
+	Where to go next	Page 28

How to use this guide

Chapters two through six each take one pillar. You get the leak in plain words, the system that closes it, the HighLevel parts it is built from, the numbers to watch and the mistakes to skip. Each ends with a worksheet. Chapter seven shows you how to test a business the way a customer would. Chapter eight turns what you found into a build order.

THE IDEA IN ONE LINE

AI is not the product. The system creates the value.

01

FIVE LEAKS. FIVE PILLARS.

Most businesses do not have an AI problem. They have a few places where customers slip away every week, and nobody sees it happen.

I call those places leaks. A leak is quiet. Nothing breaks on the day it starts. The phone rings out while the team is on a job. A message waits until morning. A happy customer leaves and nobody asks for the review. Each one is small. They add up.

The framework names five of them, in a fixed order, and puts one system on each.

1. **An ignored customer list.** People who already know the business and never hear from it again.
2. **A thin or stale reputation.** Too few reviews, old reviews, and no replies.
3. **Missed phone calls.** Callers who reach voicemail and try the next business.
4. **Slow replies to messages and chat.** Texts and social messages that wait hours for a person.
5. **A website that does not convert or book.** It looks fine and gives the visitor nothing to do.

Read that list again. There is no technology in it. A business owner does not wake up wanting an AI agent. They want the phone answered. The pillar is the system that closes the leak, and AI is one of the parts inside it.

MICHAEL'S TAKE

Name the leak first. If you cannot say it in the owner's words, you are not ready to build anything.

THE FRAMEWORK ON ONE PAGE

Each pillar closes one leak

THE LEAK	THE PILLAR	WHAT CHANGES
Ignored customer list Past customers and old leads who never hear from the business again.	01 Database Reactivation	**The list gets asked** A paced campaign goes out and every reply gets a fast answer.
Stale reputation Few reviews, old reviews, and replies to none of them.	02 Reputation Management	**Everyone gets asked** Requests go out after every job and every review gets a reply.
Missed phone calls Calls that ring out during a job, at lunch and after closing.	03 Voice AI	**Calls get answered** An agent answers, uses approved information and books the visit.
Slow message replies Texts, chats and social messages that wait hours for a person.	04 Conversational AI	**Messages get replies** A bot replies day or night, collects the details and books.
Website does not book It looks fine. Nobody can book, and the form goes nowhere.	05 Website Optimization	**Visitors can act** Forms, chat and booking create a contact and start the follow up.

One system The five are sold and built as one system because they work together. A reply from the old list, a call, a chat and a form all land on the same contact, in the same inbox, with the same calendar behind them.

The order never changes

I teach the five in this order every time, so everyone uses the same words. It is not the order you have to build in. Chapter eight scores each pillar and tells you which one goes first in your business.

02
DATABASE REACTIVATION.

The leak: a list of people who already know the business, and nobody is talking to them.

Every business that has been open a while owns a list. Past customers. People who asked for a quote and went quiet. Leads from an ad that ran two years ago. The business already paid to get every one of them. Then the list sits.

It sits because following up by hand is slow and a little awkward. Nobody has a free afternoon to text a few hundred people and then answer every reply. So it never happens, and people who already know the business never get asked.

Ask the list, then answer it

1. **Finds the quiet contacts**
   A list that keeps itself current and leaves out anyone who should not be messaged.
2. **Sends a paced opening**
   One short text, in small batches, inside business hours.
3. **Answers every reply**
   An AI agent picks up the thread and handles the common questions.
4. **Books the appointment**
   The reply ends on the calendar, not in a callback pile.

The message is the small part. The answer is the system. A reactivation text with nobody behind it opens a second leak: people who replied and then waited.

MICHAEL'S TAKE

Do not send the first message until you know who, or what, answers the reply.

PILLAR 01 · DATABASE REACTIVATION

The parts in HighLevel

THE PIECE	THE JOB IT DOES
Smart List	A list that updates itself as contact data changes. Filter by last appointment and leave out anyone on Do Not Disturb for SMS.
Conversation AI agent	Answers the replies and books into a calendar. Outbound has to be enabled in Labs before the agent can start a conversation.
AI Campaign in drip mode	Ties the list, the agent and the schedule together. You set the batch size, the interval, the days and the daily sending window.
Bulk Actions statistics	Shows Initiated, Completed, Skipped and Error counts for the campaign, with a download.

Three numbers to watch

EACH BATCH
Replies
How many people answered the opening text.

EACH WEEK
Appointments booked
Check the calendar. That is the real outcome.

EACH BATCH
Skipped and errors
Who the campaign could not reach, and the reason.

Six ways to burn a list

1. **Texting people who never agreed to it.** Consent comes first. An AI disclaimer does not replace it.
2. **Sending the whole list at once.** Small batches protect the number and keep replies manageable.
3. **Autopilot on day one.** Run the agent in Suggestive mode until its drafts match what you would say.
4. **Reading Completed as delivered.** Completed does not confirm a delivery, a reply or a booking.
5. **Running it once.** A list goes quiet again. Put the next campaign on the calendar now.
6. **Leading with a discount.** Ask one honest question first. See who is still interested.

WORKSHEET

Your list, on paper

Fill this in from the account, not from memory. If you do not know a number, write that down. Not knowing is a finding.

THE QUESTION	THE ANSWER
How many contacts does the business have in total?	
How many of them agreed to receive texts?	
How long without an appointment counts as quiet here?	
How many contacts have been quiet that long?	
When did the business last message the whole list?	
Who answers a reply today, and how fast?	
Which calendar should a reply book into?	

Write the opening text

One question. No link. It should sound like the business on a good day.

Before the first batch goes out

- [ ] The list leaves out active customers and anyone on Do Not Disturb.
- [ ] The agent passed a test in Suggestive mode.
- [ ] A test group of five to ten contacts I control got the message first.
- [ ] Someone owns the replies the agent hands off.
- [ ] The batches go out inside business hours, on days someone is watching.
- [ ] The date of the next campaign is on the calendar.

03
REPUTATION MANAGEMENT.

The leak: good work that nobody outside the building can see.

A new customer often reads the reviews before they call. They look at three things. How many there are. How recent the last one is. Whether anyone at the business replied. A business can do excellent work for years and still look closed from the outside, because the last review is from two summers ago.

Most businesses ask for a review when someone remembers to. That means they ask on slow days, which are the days with the fewest happy customers standing in front of them. The fix is not a better request. It is a request that happens every time, without a person deciding to send it.

The ask goes out every time

1. **The job closes**
   That moment starts the request. Nobody has to remember.
2. **The ask goes out**
   A short text and a branded email, both with the review link.
3. **It follows up**
   Retries run on a schedule and stop once the link is clicked.
4. **Every review gets a reply**
   AI drafts the reply in the business voice. Reviews show on the website.

Volume matters less than pace. A steady review every week tells a stranger the business is open, busy and paying attention.

MICHAEL'S TAKE

Reply to the bad ones too. The next customer is reading how you handle it.

PILLAR 02 · REPUTATION MANAGEMENT

The parts in HighLevel

THE PIECE	THE JOB IT DOES
Google Business Profile connection	Connected in the subaccount under Settings, then Integrations. Facebook can be connected too.
Review Link	One link every request uses. Review Balancing spreads customers across connected platforms. A Custom Link sends everyone to one place.
SMS and email review requests	A live message and retry messages for each channel. The retries stop for a contact once the link is clicked.
Send Review Request action	A workflow action that sends the request when the job is marked complete.
Reviews AI	Three modes: Off, Suggestive and Auto Responses. Suggestive drafts replies for you to edit. Auto Responses posts by the rules you set.
Review Widget	Shows Google and Facebook reviews on a web page and updates as new ones arrive.

Watch the pace

- **Requests sent against jobs done.** The two numbers should match.
- **New reviews each week.** Pace, not the total.
- **Days since the last review.** This is what a stranger sees.
- **Reviews with a reply.** Good and bad.

Where it stalls

- Asking only when someone remembers.
- Typing a bare review address into the message. The system link is how the follow up knows to stop.
- Retry messages that repeat the first text word for word.
- Turning on Auto Responses before you have read a week or two of drafts.

WORKSHEET

The reputation snapshot

Open the business profile the way a customer would. Write down what you see today. Then look up three competitors a customer would compare it with.

WHAT A STRANGER SEES	THIS BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Star rating				
Number of reviews				
Date of the newest review				
Reviews in the last 30 days				
Replies on the last ten reviews				
Profile filled in: hours, services, photos				

Pick the moment you ask

The request needs one clear trigger. Choose the moment the customer is happiest and the work is finished.

THE TRIGGER

The request goes out when:

THE OWNER

The person who reads new reviews each week:

Write the ask. Two or three sentences in the business voice. Thank them, ask, and stop.

04 VOICE AI.

The leak: the phone rings, nobody can pick up, and the caller tries the next business on the list.

A phone call is the most serious lead a business gets. The person has a need right now and chose to talk to someone. Small teams still miss calls. The crew is on a job. The front desk is with a customer. It is lunch. It is ten past closing.

Voicemail does not solve it. Some callers hang up before the beep, and the ones who leave a message wait for a callback that competes with everything else on the list. The leak is not that the team is lazy. It is that the phone needs an answer at the exact moment nobody is free.

The call gets an answer

1. **Answers the call**
   Every call, or only the ones the team cannot reach. You choose.
2. **Handles the question**
   It answers from information the business approved, not from a guess.
3. **Books on the line**
   It offers real open times and confirms before the caller hangs up.
4. **Leaves a record**
   A transcript and a summary are saved to the contact.

Start with the plain version if you need to. A text that goes out when a call is missed is not an AI agent, and it still closes part of the leak today.

MICHAEL'S TAKE

The agent does not replace your front desk. It covers the calls your front desk never got to.

PILLAR 03 · VOICE AI

The parts in HighLevel

THE PIECE	THE JOB IT DOES
Voice AI agent	A custom agent with a name, a voice, a prompt and a welcome message.
Knowledge Base	The approved information the agent answers from. Each agent links to one Knowledge Base at a time.
Appointment Booking action	Offers open slots from a HighLevel calendar and confirms the booking on the call.
Deploy tab	Sets the number, the routing and the hours. Routing is Answer Calls Directly or Use as Backup. Hours are All Hours or a Custom Schedule.
Dashboard & Logs	Holds the transcript, recording and summary for each call.
Missed Call Text Back	A phone system setting that texts a caller after a missed call. The built in version texts on every missed call.

Count the calls

EACH WEEK

Calls answered and missed

Count both. The missed number is the one to watch.

EACH WEEK

Calls that end in a booking

Match the call log against the calendar.

EACH WEEK

Calls handed to a person

Read why. Some reasons are gaps in the Knowledge Base.

Four ways to lose a caller

1. **An untested agent on a live line.** Test with a Web Call, then a Phone Call.
2. **No Knowledge Base.** Without one the agent gives generic answers.
3. **Assigning the number and stopping.** The number's call flow must also point to Voice AI.
4. **Hours that go stale.** Working hours do not update themselves when the schedule changes.

WORKSHEET

The five call test

Call the business from a phone it does not know. Five calls, five different times. Write down what happened, not what should have happened. If it is not your business, get the owner's permission first.

WHEN TO CALL	DAY AND TIME	WHO OR WHAT ANSWERED	WHAT HAPPENED NEXT
Right at opening			
The busiest hour			
Lunch			
Just after closing			
The weekend			

COUNT
Calls a person answered: _____

COUNT
Calls that got a text back: _____

TIME
Longest wait for a callback: _____

Decide how the agent works

THE DECISION	YOUR ANSWER
Answer every call, or only as a backup?	
Which hours does it cover?	
Which calendar does it book into?	
When does it hand the caller to a person, and to whom?	

The questions callers ask most. The answers are the first draft of the Knowledge Base.

05 CONVERSATIONAL AI.

The leak: a message arrives, and the reply comes hours later, after the person has moved on.

Not everyone calls. Plenty of people would rather send a text, open the chat on the website, or message the business page on social media. To the customer it is all the same thing: I asked a question. To the business it is four inboxes that nobody watches at eight at night.

A message feels less urgent than a ringing phone, so it waits. But the person who sent it is often comparing two or three businesses at once. The one that answers first, with a real answer and a time to book, has the advantage.

One bot on every channel

1. **Replies on every channel**
   Text, website chat and social messages reach one bot.
2. **Answers the question**
   From facts the business wrote down, in the business voice.
3. **Collects the details**
   Name, email and phone before it offers a time.
4. **Books or hands off**
   It books on the calendar, or passes the thread to a person.

The handoff is part of the design. A bot that does not know when to stop is worse than a slow reply. It should say what it cannot answer and bring in a person.

MICHAEL'S TAKE

Set the handoff rule before the bot goes live, and give the handoff an owner.

PILLAR 04 · CONVERSATIONAL AI

The parts in HighLevel

HighLevel calls this product Conversation AI. The pillar name is wider, because it covers every written conversation.

THE PIECE	THE JOB IT DOES
Conversation AI bot	The prompt has three fields: Personality, Goal and Additional Information. Facts about the business go in Bot Training.
Bot Goals	Sets the contact details to collect and turns on Appointment Booking with one calendar or several.
Channels	SMS, Facebook, Instagram, WhatsApp, the chat widget and Live Chat. The bot only answers on the channels listed in its settings.
Primary bot	Only one bot is primary at a time. It answers the general inbound messages. Any other bot replies only when a workflow triggers it.
Handoff settings	A cap on bot messages from 1 to 100, a Fallback Message, and AutoEscalation to assign the conversation to a person.
Chat Widget	Four types: Live chat, SMS or Email chat, All in one, and WhatsApp. One embed code puts it on a website.

Time the replies

- **Time to first reply.** By channel, day and night.
- **Conversations that end in a booking.**
- **Handoffs to a person.** And how long the person took.
- **Questions the bot could not answer.** Each one belongs in Bot Training.

Where it goes wrong

- Going straight to Autopilot. Run Suggestive first and read every draft.
- No message cap and no fallback. The bot keeps talking.
- Forgetting a channel. The bot never sees those messages.
- A handoff with no owner. The thread dies with a person instead of a bot.

WORKSHEET

The message test

Send the business a real question on every channel it has. Use a number and a profile it does not know. Note the time you sent it and the time a useful reply came back.

CHANNEL	SENT AT	FIRST REPLY AT	WHO OR WHAT REPLIED	COULD I BOOK?
Website chat				
Text to the main number				
Facebook message				
Instagram message				
WhatsApp, if it is listed				
One message after hours				

Write the handoff rule

THE BOT HANDS OFF WHEN

THE PERSON WHO TAKES IT

They reply within:

The fallback message. What the bot says when it does not know. Keep it honest and short.

One more test. On the back of this page, write the five questions customers ask most. Ask the bot each one before it goes live.

06

WEBSITE OPTIMIZATION.

The leak: a website that looks fine and gives the visitor nothing to do next.

Many small business websites are brochures. They say who the business is and list a phone number. A visitor who is ready to act has two choices: call during business hours, or leave. Many leave.

This pillar is about enhancement, not a rebuild. The question is not whether the site is pretty. The question is whether a visitor at nine at night can ask something, book something, or leave their details, and whether anything happens after they do. A form that sends an email to an inbox nobody checks is a leak with a nice design on top.

The site gives a next step

1. **Gives a next step**
   A form, a chat and a way to book on the page.
2. **Creates the contact**
   The visitor becomes a record, not an email in an inbox.
3. **Starts the follow up**
   The first reply goes out when the form is sent.
4. **Feeds the other pillars**
   Chat goes to the bot. Calls go to the agent. Reviews show on the page.

This is the pillar where the others become visible. The chat is Conversational AI. The phone number rings Voice AI. The reviews come from Reputation Management.

MICHAEL'S TAKE

Fix what the site does before you touch how it looks.

PILLAR 05 · WEBSITE OPTIMIZATION

The parts in HighLevel

There are two paths. Keep the site the business has and add the working parts, or build a new one inside the platform.

PATH ONE · ENHANCE THE CURRENT SITE

Add the Chat Widget with its embed code. Add a HighLevel form so each submission is saved as a contact. A workflow with the Form Submitted trigger sends the first follow up.

PATH TWO · BUILD IT IN AI STUDIO

AI Studio generates a multipage website from a written prompt. You refine it in the preview, then publish it on the business domain.

THE PIECE	THE JOB IT DOES
AI Studio form	Once connected, each submission creates a contact. Until it is connected, the form sends nothing to HighLevel.
Booking section	Connects to a HighLevel calendar you already manage, so its confirmations and reminders run as usual.
AI Studio Form Submitted trigger	Starts a workflow on each submission: an email, a text, a tag or a new opportunity.
Live chat with Conversation AI	An AI Studio site can connect a Conversation AI agent to its live chat widget from the site settings.
Advanced SEO Support	Serves a full HTML version of each page to supported crawlers, so search engines and AI tools can read the site.

Three numbers to watch

- **Form submissions each week.**
- **Bookings made from the site.**
- **Minutes from form to first reply.**

Where it goes wrong

- Rebuilding when adding three parts would do.
- A form that looks finished and is not connected.
- Two chat tools fighting for the same corner.

WORKSHEET

The website walk

Do this on a phone, not at a desk. Use a private browser window so you see what a stranger sees.

CHECK	YES	NO	WHAT I SAW
The page shows the secure padlock.	☐	☐	
It loads without a noticeable wait.	☐	☐	
Everything fits the phone screen.	☐	☐	
Tapping the phone number starts a call.	☐	☐	
I can book a time without calling anyone.	☐	☐	
There is a quote or callback form.	☐	☐	
There is a chat, and it answered me.	☐	☐	
Recent reviews are on the page.	☐	☐	

Now send the form

Fill in the form as a customer. Start a timer. Write down everything that reaches you.

WHAT REACHED ME	MINUTES AFTER I SENT IT	FROM A PERSON OR A SYSTEM?
A confirmation on the page		
A text		
An email		
A call		

The three parts to add first

1 _____ 2 _____ 3 _____

07

ONE SYSTEM. NOT FIVE TOOLS.

Each pillar closes its own leak. Together they cover the whole path a customer takes, from the first search to the day they come back.

Follow one customer. They find the business and read the reviews. They visit the website. They call, or they send a message. They book. The work gets done. They are asked for a review. Months later they go quiet, and a message brings them back. Every step belongs to a pillar. The number under each step is the pillar that owns it.

1	2	3	4	5	6
Finds you	**Visits**	**Calls**	**Messages**	**Buys**	**Goes quiet**
Reads the reviews first.	Looks for a next step.	Wants an answer now.	Texts or opens the chat.	Then gets asked for a review.	And hears from you again.
PILLAR 02	PILLAR 05	PILLAR 03	PILLAR 04	PILLAR 02	PILLAR 01

Pull one out and the gap shows

Take one pillar away and the customer falls through the gap it leaves. A great website sends more calls to a phone nobody answers. A reactivation campaign fills an inbox nobody watches. More reviews bring more visitors to a site with no way to book.

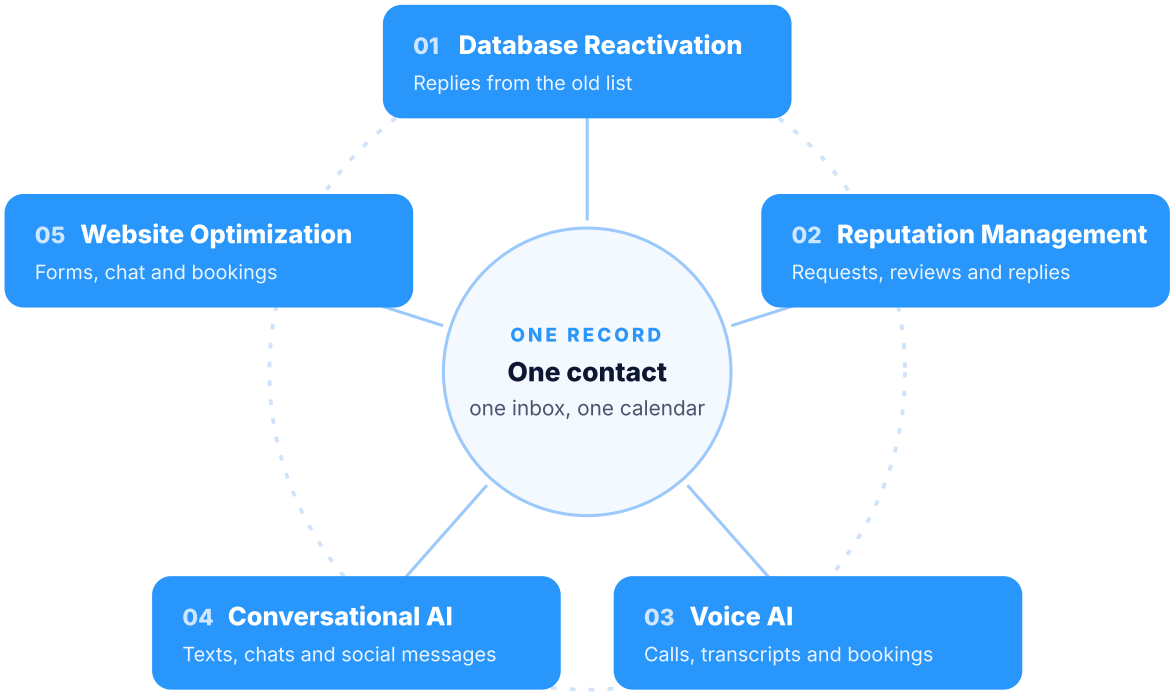
That is why I teach the five as one system. A business can start with one pillar. It should know from the first day where the other four fit.

MICHAEL'S TAKE

One pillar fixes a leak. Five pillars working together change how the business runs.

HOW THE PILLARS HAND OFF

Everything lands on one contact



WHEN THIS HAPPENS	THIS PILLAR CATCHES IT	AND PASSES IT ON
A visitor opens the chat on the site	Website Optimization	To the Conversational AI bot, which answers and books.
A call is missed and a text goes back	Voice AI	The reply needs a person or Conversational AI ready to answer it.
An old contact answers a campaign	Database Reactivation	To the same agent that answers every other message.
A job is marked complete	Reputation Management	The review request goes out. New reviews show on the website for the next visitor.
A customer stops booking	Database Reactivation	The contact joins the quiet list for the next campaign.

THE AUDIT

FACTS, NOT OPINIONS.

Ask an owner how the business handles calls and you get an opinion. Call the business and you get a fact.

An owner who says every call gets answered believes it. They are just not the one calling at ten past five on a Friday. So the audit does not start with an interview. It starts with you acting like a customer.

RULE ONE

Test it the way a customer would

Call it. Message it. Fill in its form. Read its reviews. Join its list.

RULE TWO

Write down only what happened

Times, counts and dates. No guesses about why. If you did not see it, it is not a finding.

RULE THREE

Get permission first

If it is not your business, the owner agrees to the test calls and texts before you make one.

RULE FOUR

Never lead with technology

Describe the problem and the fix in plain language. The owner cares about the missed call, not the tool.

Say what you found in plain words

INSTEAD OF THIS	SAY THIS
You need a Voice AI agent.	**I called five times this week. Here is how many reached a person.**
Your reputation needs work.	**Your newest review is from this date. Here is the date on your competitor's.**
You should add a chatbot.	**I sent a message at this time. The reply came at this time.**
Your website is not optimized.	**I sent your form on Tuesday. Nothing has reached me yet.**

WORKSHEET

The five pillar field test

One page for the whole business. The detail lives in the worksheets from chapters two through six. This page is the summary you walk the owner through.

PILLAR	THE TEST	WHAT I FOUND, AS A FACT
01 Database Reactivation	Join the list or ask for a quote. Watch what arrives over 30, 60 and 90 days.	
02 Reputation Management	Read the profile. Count reviews, note the newest date, compare three competitors.	
03 Voice AI	Call at five different times. Note who answered, any text back and the callback time.	
04 Conversational AI	Message every channel. Time the first useful reply.	
05 Website Optimization	Walk the site on a phone. Send the form and time what comes back.	

TEST DATES

Started:

Finished:

PERMISSION

The owner agreed to the test calls and texts on:

Tested by:

The one finding the owner did not expect:

08
CHOOSING THE FIRST PILLAR.

You build all five in time. You build one first. The scoring sheet on the next page picks it.

The sheet has three questions for each pillar. Answer for the business as it runs today, using what you found in the field test. Each answer scores from 0 to 3. That gives every pillar a score out of nine and the business a score out of 45.

0	1	2	3
Not yet	Partly	Mostly	Yes

Reading the score

1. **The lowest pillar goes first.** It is the biggest leak.
2. **If two pillars tie, the one that touches live leads wins.** The order is Conversational AI, then Voice AI, then Database Reactivation.
3. **Build that one pillar only.** Give it one weekly number, such as replies answered or reviews received.
4. **Run it for thirty days, then score again.** The sheet names the next pillar.

Score what you saw. If the field test showed three of five calls going to voicemail, the answer to "is every call answered" is not Mostly. Use the facts from chapter seven and the sheet stays honest.

You can also run this audit online with the free Five Pillar audit tool at MichaelReimer.AI. It asks these fifteen questions, and nothing you enter is stored.

SCORING SHEET

Fifteen questions. Circle one number for each.

01 DATABASE REACTIVATION	**Score ____ of 9**
Do you message old leads and past customers at least quarterly?	0 1 2 3
When they reply, does someone answer within minutes?	0 1 2 3
Do you know how many bookings the last campaign produced?	0 1 2 3
02 REPUTATION MANAGEMENT	**Score ____ of 9**
Is every customer asked for a review?	0 1 2 3
Do you reply to every review, good and bad?	0 1 2 3
Are reviews landing every week, not just when you remember?	0 1 2 3
03 VOICE AI	**Score ____ of 9**
Is every call answered, including after hours?	0 1 2 3
Can a caller book or get an answer without a callback?	0 1 2 3
Do you know how many calls were missed last month?	0 1 2 3
04 CONVERSATIONAL AI	**Score ____ of 9**
Does every text, chat and social message get an answer in minutes?	0 1 2 3
Can the conversation end in a booking without a person?	0 1 2 3
Are name, email and phone collected before a time is offered?	0 1 2 3
05 WEBSITE OPTIMIZATION	**Score ____ of 9**
Does the website save every lead as a contact?	0 1 2 3
Does a follow up sequence start the moment a form is sent?	0 1 2 3
Can you change the site yourself in an afternoon?	0 1 2 3

Total Add the five pillar scores: _____ out of 45. The total is for tracking. The lowest pillar is the decision.

WORKSHEET

Your build order

Shade one box for each point. The shortest bar is where you start. Leave the last column empty until day thirty.

PILLAR	SCORE OUT OF NINE	TODAY	DAY 30
01 Database Reactivation	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐		
02 Reputation Management	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐		
03 Voice AI	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐		
04 Conversational AI	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐		
05 Website Optimization	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐		

BUILD	PILLAR	ITS ONE WEEKLY NUMBER	OWNER
First			
Second			
Third			

Thirty days on the first pillar

WEEK ONE

Build and break it

Build the pillar. Test it yourself until you cannot make it fail.

WEEK TWO

Go live, watch closely

Read every conversation. Fix the source, not the single reply.

WEEKS THREE AND FOUR

Step back

Check the weekly number and the handoffs. Leave the rest alone.

DAY THIRTY

Score again

Fill in the last column. The sheet names the next pillar.

MICHAEL'S TAKE

Build the lowest pillar. Prove it with one number. Then move to the next.

NEXT STEP

FIND THE LEAK. THEN CLOSE IT.

A framework does not change a business. One pillar that runs every day does. Here is the order I would go in.

1. **Run the field test.** Chapter seven. Call, message, send the form and read the reviews.
2. **Score the five pillars.** Chapter eight. Fifteen questions and one decision.
3. **Build the lowest pillar.** Use the matching chapter and its worksheet.
4. **Score again at day thirty.** Then start the next one.

If you want help building it

I build my systems on HighLevel, and I teach Founders to do the same. When you start HighLevel through my link, the CRM Pros team, the weekly calls and the community come with it, at the same HighLevel price. You can read exactly how that works, and what the plans include, at MichaelReimer.AI.

START THE 30 DAY TRIAL

My link gives you a 30 day trial of HighLevel.
MichaelReimer.AI/go/highlevel

MORE GUIDES

The other Founder guides are free to read.
MichaelReimer.AI/guides

About Michael. Michael Reimer is an AI architect, global keynote speaker, HighLevel Commander and Certified Admin, and the Founder of CRM Pros. He has worked full time in AI for about four years, building AI systems for his own companies and teaching Founders and consultants to build theirs.

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