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A GIFT FROM MICHAEL REIMER

THE FOUNDER'S GUIDEBOOK FOR 2027

Run the company, not the inbox. The weekly rhythm, the decisions only you can make and the first three AI systems to build.

Michael Reimer

AI architect · Global keynote speaker · HighLevel Commander and Certified Admin · Founder of CRM Pros

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. The pattern I see is always the same. The Founders who win are not the ones who work the hardest. They are the ones who decided early what AI should own, built it, and then went back to leading.

This guidebook is the short version of how to do that. It has six chapters. Each one ends with something you can fill in, so by the last page you have a plan and not just notes.

Read it in one sitting if you can. Then pick one system 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

SIX CHAPTERS. ONE SYSTEM.

01	**Where the Founder time goes**	Page 4
02	**The 2027 operating rhythm**	Page 6
03	**Decisions, not tasks**	Page 8
04	**Your first three AI systems**	Page 10
05	**Freeing the Founder**	Page 13
06	**The Founder scorecard**	Page 15
+	**Ten mistakes to skip, and where to go next**	Page 17

How to use this guidebook

Keep a pen close. Every chapter has a worksheet, and the worksheets build on each other. The time audit in chapter one tells you what to hand off. The rhythm in chapter two protects the hours you get back. The systems in chapter four do the work you handed off. The scorecard in chapter six tells you whether any of it is working.

THE IDEA IN ONE LINE

Growth starts with the Founder and scales through the system.

01

WHERE THE FOUNDER TIME GOES.

Early on, a Founder does everything. That is normal. The problem starts when it never changes.

Before you build anything, look at one normal week. Not your best week and not your worst. Write down where the hours went. Most Founders are surprised. The work that only they can do, such as selling, deciding and talking to customers, gets squeezed into the gaps between messages, callbacks and rescheduling.

Every activity in your week has one of three owners. Some work is yours alone. Some belongs to the team. And some should already belong to a system.

ONLY YOU

Sales conversations, offers, hiring, planning and the calls that set direction.

THE TEAM

Delivering the work, onboarding and anything that needs judgment but does not need you.

AN AI SYSTEM

Answering, booking, following up, reminders, review requests and reports.

What should not fill your day

- Answering routine calls and messages.
- Chasing leads by hand.
- Booking and rescheduling.
- Building reports.

MICHAEL'S TAKE

If your calendar is full of work a system could do, that is your next system.

WORKSHEET

The Founder time audit

Write your hours for a normal week. Then tick who should own each one. Be honest. The number is for you.

ACTIVITY	HOURS	ONLY ME	TEAM	SYSTEM
Answering leads and messages	_____	☐	☐	☐
Phone calls, inbound and callbacks	_____	☐	☐	☐
Booking and rescheduling	_____	☐	☐	☐
Quotes and proposals	_____	☐	☐	☐
Sales conversations	_____	☐	☐	☐
Delivering the work	_____	☐	☐	☐
Onboarding new clients	_____	☐	☐	☐
Reviews and referrals	_____	☐	☐	☐
Following up old leads	_____	☐	☐	☐
Invoicing and admin	_____	☐	☐	☐
Reporting and numbers	_____	☐	☐	☐
Offers, hiring and planning	_____	☐	☐	☐
Marketing and content	_____	☐	☐	☐

Now add it up. Total the hours in the System column. Circle the three biggest. Those three are the first systems you build. You can also run this audit online with the free Founder time audit tool at MichaelReimer.AI. Nothing you enter there is stored.

02

THE 2027 OPERATING RHYTHM.

A company without a rhythm runs on the Founder's memory. A company with one keeps moving when the Founder is not in the room.

You do not need a complicated system. You need three cadences that repeat, and you need to protect them. Daily, weekly and quarterly. Each one answers a different question.

DAILY

What needs me today?

A short look at handoffs from your systems and the conversations only you can have. Then you sell and serve.

WEEKLY

Is the machine working?

Numbers on Monday. Selling and customers through the middle of the week. One system improved on Friday.

QUARTERLY

Are we building the right thing?

Step back. Decide what to double down on, what to drop and which system comes next.

A realistic week

DAY	FOCUS
Monday	Review the scorecard and set the priorities for the week.
Tuesday to Thursday	Sales conversations, customer calls and delivery.
Friday	Improve one system, review what broke and plan next week.

Notice what is missing. There is no block for answering every message, chasing every lead or pulling reports. That work still happens. It just does not happen in your calendar.

WORKSHEET

Set your rhythm

Fill this in once, put it on the calendar and treat it like a client meeting. A rhythm you move every week is not a rhythm.

CADENCE	DAY AND TIME	WHO IS IN THE ROOM
Daily check Handoffs and today's conversations		
Monday numbers The scorecard from chapter six		
Friday systems One improvement, shipped		
Quarterly reset Double down, drop, next system		

Rules that keep the rhythm alive

- Every meeting has one owner and ends with a decision.
- If a question comes up twice, it becomes a written answer your team and your AI can both use.
- If a task repeats three times, it becomes a system or a checklist.
- The Friday improvement is small. One fix that ships beats a rebuild that does not.
- You are allowed to skip a meeting. You are not allowed to skip the numbers.

MICHAEL'S TAKE

Numbers on Monday. Customers in the middle. Systems on Friday. That is the whole week.

03
DECISIONS, NOT TASKS.

As systems take over, the job changes. Less doing. More deciding. That shift is harder than it sounds, because doing feels productive and deciding feels slow.

Your value to the company is not the number of things you finish. It is the quality of a small number of decisions. I think of three that a Founder owns and should never hand off completely.

DECISION ONE

Direction

What you sell, who you sell it to and what you say no to. Keep a written not now list for every idea that has to wait.

DECISION TWO

Owners

Who owns each piece of work: you, the team or a system. Work without an owner comes back to you.

DECISION THREE

Resources

Where the money and the hours go. Price on value, not on hours, and systemize before you hire.

How to decide faster

1. **Write the decision as one question.** If you cannot, you are not ready to decide. You are still exploring.
2. **Ask whether it can be undone.** If it can, decide today and adjust later. Save the long thinking for the choices that are hard to reverse.
3. **Look at the number.** Your scorecard should answer most questions before your opinion has to.
4. **Name the owner and the date.** A decision without both is a conversation.

Then move from doing the work to designing the work. When a task lands on you, the question is not how fast you can finish it. The question is who or what should own it next time.

WORKSHEET

Three decisions for this quarter

One for each area. Keep each to a single sentence.

AREA	THE DECISION, AS ONE QUESTION	OWNER	BY WHEN
Direction			
Owners			
Resources			

Your not now list

Good ideas are the most common distraction a Founder has. Park them here. Review the list once a quarter.

THE IDEA	REVISIT ON

MICHAEL'S TAKE

Every yes costs you a no somewhere else. Write the no down so it stops following you around.

04
YOUR FIRST THREE AI SYSTEMS.

AI is not the product. The system creates the value. So we start with three systems, in this order.

Founders do not use AI to look modern. They use it to stop doing work that does not need them. These three cover the work that fills most Founder weeks: answering, following up and reporting.

1 The lead response agent

Every call and every message gets an answer, including the ones that arrive while you are with a customer or asleep. Missed contacts cost the most, so this one comes first.

- It answers common questions from a knowledge base you write.
- It asks a few qualifying questions and saves the answers to the contact.
- It books the appointment on your calendar.
- It hands off to a person when it does not know, and it says so.

On HighLevel this is Voice AI for calls and Conversation AI for texts, chat and social messages.

2 The follow up engine

Most leads do not say no. They go quiet. The follow up engine keeps the conversation going without anyone having to remember.

- Confirmations and reminders for every appointment.
- A sequence for new leads who have not booked yet.
- A check in after a quote or proposal goes out.
- A reactivation message to the old leads you stopped contacting.

On HighLevel this is Workflows, with AI written messages where they help.

3 The reporting loop

You should not have to build a report to know how the week went. The reporting loop pulls the numbers for you and puts them in front of you on Monday.

- One dashboard with the numbers from your scorecard.
- A weekly summary of leads, bookings and open follow ups.
- A short list of what the systems handed off to a person, and why.

On HighLevel this is Dashboards, plus Managed Agents or an AI assistant connected to your account for the housekeeping.

Where AI stops

AI agents are very good at pattern work. They should never be given judgment work. Being honest about that line is how you get the value without damaging trust.

AI HANDLES WELL

Hours, services and policy questions. Booking and rescheduling. Qualifying questions. Review replies. Drafts of posts, emails and pages. Summaries of long conversations.

PEOPLE KEEP

Legal, medical, tax or financial advice. Emergencies. Negotiation and complex quotes. Guarantees, refunds and exceptions. Upset customers. Anything the AI cannot answer from its knowledge base.

The rule that protects you. When the AI does not know, it says so and hands off. It does not guess. Write that rule into every agent you build.

One platform first

Buying too many tools is one of the most common mistakes I see. Each new tool is another login, another bill and another place for a lead to get lost. Pick one platform that holds your contacts, your calendar, your messages and your automation, and build the three systems there. I build mine on HighLevel. The goal is not the most tools. It is a stack you can run alone on your worst week.

WORKSHEET

Plan your three systems

Use your time audit from chapter one. Give each system an owner and a date. A system without an owner is a project that never ends.

SYSTEM	WHAT IT TAKES OFF MY PLATE	OWNER	LIVE BY
Lead response agent			
Follow up engine			
Reporting loop			

Before any agent goes live

- [ ] The knowledge base covers your hours, services, service area and policies.
- [ ] The agent tells people it is an AI assistant when that is required or expected.
- [ ] There is a clear handoff to a person, and someone owns that handoff.
- [ ] The agent is told not to guess, quote complex work or make guarantees.
- [ ] You have consent to text or call the people it will contact.
- [ ] You called it and texted it yourself, at least ten times, and tried to break it.
- [ ] The first week of conversations is on your calendar to review.

MICHAEL'S TAKE

The businesses that get burned by AI are the ones that let it guess. The ones that win set clear limits and a fast handoff.

05
FREEING THE FOUNDER.

Ninety days. Three handoffs. The inbox, the calendar and the first call.

You do not hand everything off at once. You hand off one thing, watch it, fix it, and then hand off the next. Each month has one job.

MONTH	YOU HAND OFF	DONE MEANS
One	The inbox	Routine messages get a fast, correct answer without you. You only see the handoffs.
Two	The calendar	Booking, confirming, reminding and rescheduling run on their own. Your sales blocks are protected.
Three	The first call	New inquiries are answered, qualified and booked before you ever speak to them.

How to hand off without losing sleep

1. **Write down how you do it today.** The questions people ask, the answers you give and the point where you step in.
2. **Build it and run it beside you.** For the first two weeks, read what the system sends. Correct the knowledge base, not the individual reply.
3. **Set the handoff rule.** Decide exactly when a person takes over and who that person is.
4. **Step back on purpose.** Move your review from daily to weekly. If you keep checking every message, you have not handed anything off.

The measures that prove it worked

- How fast a new lead gets a first reply.
- How many inquiries turn into booked appointments.
- How many booked appointments show up.
- How many hours a week you spend on Founder work, from your time audit.

WORKSHEET

Your 90 day plan

Write the start number today. Write the same number again at day ninety. The gap is your proof.

MEASURE	TODAY	DAY 90	NOTES
Time to first reply on a new lead			
Inquiries that become appointments			
Appointments that show up			
My hours on Founder work each week			

MONTH ONE

The inbox

Start date:

Handoff owner:

MONTH TWO

The calendar

Start date:

Handoff owner:

MONTH THREE

The first call

Start date:

Handoff owner:

What can wait

A perfect brand. A complex website. Hiring before the work is systemized. Paid ads before your offer converts. None of these free your week. The three handoffs do.

MICHAEL'S TAKE

Ninety days from now you want two things: customers, and one system that works without you. Everything else is decoration.

06

THE FOUNDER SCORECARD.

Twelve numbers. Every Monday. Fifteen minutes.

Ignoring the numbers is one of the quiet mistakes. Nothing breaks on the day you stop looking. It breaks a month later, and by then you are guessing about why. The scorecard keeps you out of that spot.

The twelve numbers follow the path a customer takes through your business. If a number drops, you know which system to look at on Friday.

ATTENTION

1. New leads this week
2. Time to first reply
3. Conversations started

COMMITMENT

4. Appointments booked
5. Appointments that showed up
6. Quotes or proposals sent

DELIVERY

7. New customers
8. Revenue collected
9. Reviews received

THE MACHINE

10. Leads still waiting on follow up
11. Handoffs from AI to a person
12. Your hours on Founder work

How to run the fifteen minutes

1. Read the twelve numbers. Do not explain them yet.
2. Mark each one up, flat or down against last week.
3. Pick the one number that matters most this week.
4. Name the one thing you will change, and who owns it.

That is the whole meeting. If it runs long, you are solving problems that belong in Friday's system block.

WORKSHEET

Your Monday scorecard

Copy this page or build it as a dashboard. Four weeks side by side shows you the trend, and the trend is what you manage.

NUMBER	WK 1	WK 2	WK 3	WK 4
1. New leads				
2. Time to first reply				
3. Conversations started				
4. Appointments booked				
5. Appointments that showed up				
6. Quotes or proposals sent				
7. New customers				
8. Revenue collected				
9. Reviews received				
10. Leads waiting on follow up				
11. Handoffs from AI to a person				
12. My hours on Founder work				

This week's one number: _____

The one change, and who owns it: _____

SAVE YOURSELF THE TROUBLE

TEN MISTAKES. TEN FIXES.

Most Founder mistakes are not dramatic. They are small, repeated choices that drain time and money. I have made every one of these. Here is the list, with the fix beside each.

THE MISTAKE	THE FIX
Building before selling	Get paid commitments first.
Chasing every idea	Keep a not now list.
Pricing too low	Price on value, not hours.
Skipping follow up	Automate it on day one.
Hiring before systems	Systemize, then hire.
Ignoring the numbers	Review the scorecard every Monday.
Doing everything yourself	Hand routine work to AI and to people.
Buying too many tools	One platform first.
Waiting for perfect	Ship, then improve.
Going it alone	Join a Founder community.

MICHAEL'S TAKE

The expensive ones for me were pricing too low and building before selling. Fix those two and the rest get easier.

NEXT STEP

READ ABOUT IT HERE. THEN BUILD IT.

A guidebook does not change a business. One system that runs without you does. Here is the order I would go in.

1. **Finish the time audit.** Chapter one. It takes about twenty minutes and it tells you which system comes first.
2. **Put the rhythm on the calendar.** Chapter two. Monday numbers and Friday systems, starting this week.
3. **Build the lead response agent.** Chapter four. Test it yourself before a customer ever meets it.
4. **Start the scorecard.** Chapter six. Even if most of the boxes are empty in week 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.

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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