The 2027 Busywork Playbook

Six places your business loses hours, how to count them, and what to fix first.

01 Quotes and invoices done after hours
02 Calls and leads that never get a reply
03 A website that doesn't bring in work
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START HERE

Busy isn't the same as growing.

Most owners know they're losing time. Few know where, or how much. This playbook helps you find out in one normal week, with a pen and your own numbers.

Every chapter has four parts

The sign
What it looks like when this is costing you.

Count it
A short worksheet. Fill it in over a week.

One fix this week
Something you can do yourself, for free.

Time to get help
When a quick fix won't be enough.

Why your own numbers

You won't find industry averages in here. An average tells you about someone else's business. Your own count tells you about yours, and it's the number you'll actually act on.

Before you start FILL IN

What's one hour of your time worth? _____ dollars

Not sure? Take what you'd charge a customer for an hour of your work. You'll use this number in every chapter.

How many weeks a year do you work? _____

How to use it

- Print it, or fill it in on screen. Keep it on your desk for a week.
- You don't have to do every chapter. Start with the one that made you wince.
- When you're done, chapter 7 turns your counts into a plan for January, February and March.

Small changes, every week. That's what kaizen means.

CHAPTER 1

Quotes and invoices done after hours

The sign

You write quotes at the kitchen table at night. Invoices go out days after the job is done. You're not always sure who has paid.

Count it ONE WEEK

Each day, write down the minutes you spend on quotes, invoices and chasing payment outside your working hours.

MON	TUE	WED	THU	FRI	SAT	SUN

Hours this week _____ × weeks a year _____ = **hours a year** _____

Hours a year × your hourly number = **dollars a year** _____

Invoices that went out more than 3 days after the job _____

One fix this week

- Make one quote template with the 10 items you quote most, prices already filled in. Next time, copy it and delete what you don't need.
- Send every invoice the same day the job ends, even if it's from your phone in the truck.

Time to get help when you type the same job details into a quote, then an invoice, then your books, or when more than one person touches quotes and nobody's sure which version went out.

NOTES

CARRY TO CHAPTER 7 Hours a year _____ Dollars a year _____

CHAPTER 2

Calls and leads that never get a reply

The sign

Missed calls you mean to return. Website messages that sit for days. You hear later that someone went with another company.

Count it ONE-WEEK LOG

Write down every new call, text, form or message from someone who isn't a customer yet.

DAY	WHO	HOW THEY REACHED YOU	REPLIED WITHIN AN HOUR?	BECAME WORK?

Slow or no reply this week _____ × your average job _____ = **work at risk** _____

Not every one of those people would have hired you. Treat this as the most it could be, not a promise.

One fix this week

- Put two 15-minute blocks in your day, one late morning and one at the end of the day, to answer every call, text and message.
- Change your voicemail to say when you'll call back, so nobody's left guessing.

Time to get help when leads come in from more than two places and nobody sees them all in one spot, or when the calls you miss after hours are the ones that turn into work.

CARRY TO CHAPTER 7

Work at risk a week _____ × weeks a year = **dollars a year** _____

CHAPTER 3

A website that doesn't bring in work

The sign

New work comes from word of mouth, and the website just sits there. You can't remember the last time someone said they found you online.

Count it THE 5-MINUTE PHONE TEST

Open your website on your phone, the way a stranger would. Tick each one that's true.

- ☐ Within 5 seconds, it's clear what you do and where you work.
- ☐ There's a button to call or ask for a quote, without scrolling.
- ☐ You tapped that button and it worked.
- ☐ The photos are of your real work and your real team.
- ☐ It says what happens next, like how fast you reply.
- ☐ You searched your business name on Google, and your hours, phone number and photos are right.

Ticks out of 6 _____

New jobs from the website in the last 3 months _____

How do you know? _____

One fix this week

- Ask every new customer "How did you find us?" and write it down. In a month, you'll know what your website is worth.
- Fix the top of your home page first: what you do, where, and one button.

Time to get help when you got 3 ticks or fewer, or the site is out of date and nobody on your team can change it.

CARRY TO CHAPTER 7 Ticks _____ of 6 Fewer than 4 ticks? Put it near the top of your plan.

CHAPTER 4

Staff copying info between spreadsheets

The sign

The same customer name gets typed in three places. Someone asks "Which sheet is right?" A report takes a day to pull together.

Count it FOLLOW ONE JOB

Pick one job from last week. Follow it from the first call to getting paid, and write down every place its details got typed.

First call › 1 › 2 › 3 › 4 › Paid

Places it got typed _____ × minutes each _____ × jobs a week _____

= **minutes a week** _____

Minutes a week ÷ 60 × weeks a year = **hours a year** _____

Mistakes from copying in the last month, like a wrong address or price _____

One fix this week

- Pick one place as the master copy for customer details. Everyone checks there first.
- Stop updating any copy that isn't the master. Old copies get renamed "old" so nobody trusts them by accident.

Time to get help when the same details get typed in three or more places, or your tools have no way to share information with each other.

CARRY TO CHAPTER 7

Hours a year _____

× your hourly number = **dollars a year** _____

CHAPTER 5

Software you pay for but only half use

The sign

Charges on the card you can't place. Two tools doing the same job. Logins nobody remembers.

Count it YOUR LAST TWO STATEMENTS

Go through your last two card and bank statements and list every software charge.

TOOL	COST A MONTH	WHO USES IT	WHAT FOR	USED IN LAST 30 DAYS?

Total a month _____ × 12 = **a year** _____

Paid for, but not used in 30 days, a year _____

One fix this week

- Cancel one tool nobody used in the last 30 days.
- For every tool you keep, write one sentence on what it's for. If you can't, that's your next one to look at.

Time to get help when two tools do the same job and both hold data you need, or you're paying for features you were sold but never set up.

CARRY TO CHAPTER 7 Paid for but not used, **dollars a year** _____

CHAPTER 6

A team that isn't sure where AI fits

The sign

Some people use ChatGPT quietly. Others won't touch it. Nobody's sure what's okay to paste in.

Count it ASK YOUR TEAM

Ask each person two questions: "What task do you dread every week?" and "How long does it take you?"

PERSON	THE TASK THEY DREAD	HOURS A WEEK

Total hours a week _____ × weeks a year = **hours a year** _____

One fix this week: three safe first uses

- **First drafts.** Emails, job ads and quote descriptions, written from your own notes.
- **Summaries.** Turn a long email thread, manual or meeting notes into a short list.
- **Checklists.** Describe how you do a job and turn it into steps for new staff.

Team rules, on one page

- Never paste customer details, passwords or payment info into a free AI tool.
- A person reads everything before it goes out.
- Share what works at your next team meeting.

Time to get help when you want AI working inside the tools you already use, not just in a chat window, or your team needs hands-on training with your own work.

CARRY TO CHAPTER 7

Hours a year _____

× your hourly number = **dollars a year** _____

CHAPTER 7

Your 2027 plan on one page

Copy your totals here. The biggest number is where you start.

CHAPTER	HOURS A YEAR	DOLLARS A YEAR
1 · Quotes and invoices		
2 · Calls and leads		
3 · Website		Ticks ___ of 6
4 · Copying between spreadsheets		
5 · Software		
6 · Where AI fits		

My biggest one is _____

One change a month

January _____

February _____

March _____

Who owns it _____

How I'll know it worked _____

Check-in date _____

NEXT STEP

Want a second set of eyes on your numbers?

Bring this playbook to a free 30-minute audit.

01 We find your biggest bottleneck.

02 We work out why it's happening.

03 You leave with a plan and a ballpark price, whether you hire us or not.

kaizenshift.com



Kaizen Shift. AI growth partner. Less busywork. More time.

We tie your tools together, build what's missing, then stay and grow with you. Kaizen is Japanese for continuous improvement.