THE QUIET PROTOCOL
AI SYSTEMS & AUTOMATION

Front Door Score Tool for Small Businesses

A free diagnostic tool that scores missed-call protection, lead response, review velocity, booking flow, and after-hours coverage for small businesses.

Owner-led home-service businesses and small business operators

GUIDE

A free diagnostic tool that scores missed-call protection, lead response, review velocity, booking flow, and after-hours coverage for small businesses.

HOW TO USE THIS WORKBOOK

1. You suspect leads are slipping but do not have a clean diagnostic yet
2. You want a quick owner-level self-audit before changing tools or agencies
3. You need a conversation starter for a sales or operations review

WHAT THE WORKBOOK TRACKS

- A weighted score across calls, website response, review operations, after-hours coverage, and follow-up continuity
- A clear severity band from critical to strong
- Recommended next steps based on the score outcome

DEPLOYMENT NOTES

HOW STRONG TEAMS USE THIS ASSET

- Assign one accountable owner instead of letting "Front Door Score Tool for Small Businesses" become shared but unmanaged work.
- Use it with owner-led home-service businesses and small business operators in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.

- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

WHAT A PRACTICAL WORKBOOK SHOULD DO

- Track daily execution and weekly rollups in one place instead of making the team rebuild the logic every Monday.
- Show owner, target, status, and next action on the same line so problems are visible at a glance.
- Use formulas for weekly result and status logic so the sheet highlights slippage automatically.
- Include a weekly review question for each line item so the team moves from data entry to diagnosis quickly.

BEST NEXT SEQUENCE

- You suspect leads are slipping but do not have a clean diagnostic yet
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WHAT SEPARATES A SERIOUS RESOURCE FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A weighted score across calls, website response, review operations, after-hours coverage, and follow-up continuity, A clear severity band from critical to strong, Recommended next steps based on the score outcome.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.