

30-Day Implementation Calendar

Your Day-by-Day Roadmap to After-Hours Domination

How to Use This Calendar: Print it out or save to your task manager. Check off each item as you complete it. Most days require 15-30 minutes. By Day 30, your system will be fully operational and optimized.

Week 1: Foundation

Goal: Get your basic after-hours system live and answering calls

1 Audit Your Current System

- Count missed calls from last 30 days (check phone logs)
- Calculate estimated lost revenue using the ROI Calculator
- Document your current after-hours setup (voicemail? nothing?)
- Decide which answering service to use (see Setup Guide)

 30-45 minutes

2 Sign Up for Answering Service

- Create account with chosen service (Goodcall, Smith.ai, or OpenPhone)
- Complete business profile and intake forms
- Set your timezone and business hours
- Note your new forwarding number (if applicable)

 20-30 minutes

3 Configure Basic Settings

- Set up business hours vs after-hours routing
- Input your service area (zip codes)
- Enable emergency detection/flagging
- Set up basic notifications (text alerts to your phone)

 30 minutes

4 Input Your Scripts

- Customize scripts 1-4 from the Scripts document (replace [BRACKETS])
- Input Initial Greeting script
- Input Emergency Qualifier script
- Input Emergency Information Collection script
- Input Dispatch Confirmation script

 30-45 minutes

5 Connect Integrations

- Connect your calendar for appointment booking
- Connect your CRM (if applicable)
- Test calendar sync with a dummy appointment
- Add on-call technician phone number for emergency alerts

 30 minutes

6 Testing Day (Weekend)

- Call your own number after hours
- Test the emergency pathway (say "I have no AC")
- Test the non-emergency pathway (ask to schedule service)
- Verify you received text/email notifications

Check that appointments appear in your calendar

 20-30 minutes

7 Go Live!


Activate call forwarding to your answering service

Brief your team on the new system

Update Google Business Profile ("24/7 answering available")

Update website with after-hours messaging

 30 minutes

 **Week 1 Milestone:** Your after-hours system is LIVE. Calls are being answered. You're no longer losing leads while you sleep.

Week 2: Launch & Monitor

Goal: Monitor real calls, fix issues, refine scripts

8 First Day Review

- Review all calls from first night (recordings or transcripts)
- Note any script issues (confusion, missing info)
- Check notification delivery (did you get alerts?)
- Log first week's calls in ROI Tracking Dashboard

 20 minutes

9 Script Refinement

- Update scripts based on Day 8 review
- Add any missing scenarios you encountered
- Input Scripts 5-7 (Gas Emergency, No-Heat, No-AC)

 20-30 minutes

10 Non-Emergency Scripts

- Input Scripts 8-10 (Appointment Booking, Callback, Service Area)
- Test appointment booking flow end-to-end
- Verify calendar entries are correct

 20 minutes

11 Advanced Scripts

- Input Scripts 11-12 (Pricing Deflection, Follow-Up)
- Review this week's calls for pricing questions
- Adjust deflection script if needed

 15 minutes


12 Notification Optimization

- Review notification settings — too many? Too few?
- Adjust emergency vs routine notification levels
- Add backup notification recipient if needed

 15 minutes

13 Week 2 Review


- Update ROI Dashboard with Week 2 data
- Count total calls answered
- Count appointments booked
- Calculate preliminary conversion rate

 15 minutes

14 Rest Day

- Let the system run
- Monitor for any issues
- Enjoy knowing calls are being handled!

 5 minutes (just check notifications)

 **Week 2 Milestone:** All 12 scripts are live. You have real data on call volume and conversion. Initial kinks are worked out.

Week 3: Optimize

Goal: Add automation, improve conversion, reduce manual work

15 Automation Setup: Missed Call Recovery

- Set up Missed Call Recovery automation (see Automation Templates)
- Create your auto-text message
- Test by calling and not leaving a voicemail
- Verify text is sent within 1-2 minutes

 20 minutes

16 Automation Setup: Emergency Dispatch

- Set up Emergency Dispatch Notification (if not already active)
- Add backup technician to escalation chain
- Test emergency flow end-to-end

 30 minutes

17 Follow-Up Sequence Setup

- Set up Lead Follow-Up automation in CRM
- Create confirmation text template
- Create Day 1 follow-up text
- Create Day 7 review request text

 30 minutes

18 Conversion Analysis

- Review all calls from Weeks 1-2
- Identify calls that didn't convert — why?
- Note common objections or drop-off points

Update scripts to address issues

 30 minutes

19 Review Request System

Get your Google Business review link

Add to Day 7 follow-up automation

Send manual review requests to recent customers

 15 minutes

20 Week 3 Review

Update ROI Dashboard with Week 3 data

Compare conversion rates week-over-week

Note revenue from recovered missed calls

 15 minutes


21 Automation Check

Review all automation logs — anything failing?

Test each automation once more

Fix any issues found

 20 minutes

 **Week 3 Milestone:** All automation is running. Missed calls auto-recover. Follow-ups happen automatically. System is mostly hands-off.

Week 4: Scale

Goal: Calculate ROI, plan next steps, celebrate wins

22 Full ROI Calculation

- Complete ROI Dashboard with all Month 1 data
- Calculate total calls answered
- Calculate total revenue attributed to after-hours
- Calculate ROI (revenue minus service cost)

 30 minutes

23 Competitor Audit

- Use Competitor Audit Template
- Call top 5 competitors after hours
- Document what happens (AI, live, voicemail, nothing)
- Score their experience vs yours

 30-45 minutes

24 Marketing Update

- Update all marketing to mention 24/7 availability
- Add "after-hours emergency service" to website
- Update Google Business services list
- Consider "We answer when others don't" messaging

 30 minutes

25 Team Feedback

- Ask technicians: How are the emergency dispatches working?
- Ask office staff: Any issues with the system?

- Document improvement suggestions

 15 minutes

26 System Documentation

- Document your complete setup (in case you need to recreate)
- Note all login credentials securely
- Create quick-reference guide for team

 20 minutes

27 Plan Month 2

- Set Month 2 goals (conversion rate, revenue target)
- Identify biggest improvement opportunity
- Schedule weekly review time (15 min/week)

 15 minutes

28 Buffer Day

- Catch up on any incomplete tasks
- Final testing of all systems
- Rest and recharge

 As needed

29 Final Optimization

- One final review of all scripts
- One final test of all automations
- Remove any unnecessary notifications (reduce noise)

 20 minutes

30

Celebrate! 🎉

- Review your Month 1 numbers one more time
- Calculate money saved/earned vs before
- Share your success (consider a Google review for your answering service!)
- Set your ongoing maintenance schedule (15 min/week)

🕒 15 minutes + celebration time

🏆 **Day 30 Milestone:** Your after-hours system is fully operational, automated, and optimized. You have 30 days of data proving ROI. You're capturing revenue that used to walk out the door.

HVAC After-Hours Domination System

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