

FREE AUTOMATE WITH JAKE GUIDE

THE 10-MINUTE LOCAL SMS OPPORTUNITY AUDIT

Why permission-based text marketing matters - and how to spot the local businesses ready for it.



**FIND THE
FOLLOW-UP GAP**



SCORE THE FIT



**SEE THE SERVICE
OPPORTUNITY**

10 MINUTES. 5 QUESTIONS. ONE CLEAR NEXT STEP.

THE REAL BUSINESS PROBLEM

ATTENTION IS NOT ENOUGH. FOLLOW-UP IS THE GAP.

Local businesses work hard to earn a visit, booking, call, or purchase. Then the relationship often goes quiet.



1 THE FIRST INTERACTION

A customer visits, books, buys, asks a question, or shows interest.



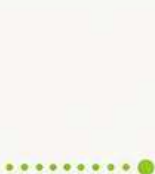
2 THE SILENCE AFTER

Staff get busy, Social posts move down the feed. Email can be missed. Customers forget.



3 THE BETTER SYSTEM

Permission-based SMS gives the business a direct way to follow up with people who asked to hear from it.



THE OPPORTUNITY IS NOT MORE NOISE. IT IS BETTER FOLLOW-UP.

WHY SMS MATTERS

A DIRECT LINE INSIDE A BIGGER MARKETING SYSTEM

SMS does not replace social media, email, advertising, or great service. It connects them with timely follow-up.



DIRECT

The message goes to the contact method the customer chose to share.



TIMELY

Useful for openings, reminders, events, offers, and updates.



FAMILIAR

Customers already know how to read, reply, and take the next step.



REPEATABLE

The relationship can continue after the first visit or purchase.



MEASURABLE

Track opt-ins, replies, bookings, redemptions, and link activity when a trackable link is used.



SOCIAL EARNS ATTENTION. **SERVICE EARNS TRUST.** SMS SUPPORTS THE FOLLOW-UP.

FREE-03

WHERE SMS CREATES VALUE

FIVE MOMENTS A LOCAL BUSINESS CANNOT AFFORD TO WASTE



1 A SLOW WINDOW

Share a relevant same-day reason to visit with customers who agreed to receive that type of message.



2 A LAST-MINUTE OPENING

Fill a canceled appointment, class spot, reservation, or service window.



3 A REASON TO RETURN

Announce a seasonal item, new service, event, restock, or limited opportunity.



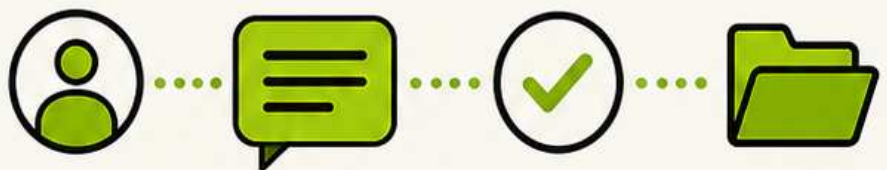
4 AN IMPORTANT REMINDER

Help customers remember a booking, deadline, pickup, or scheduled event.



5 THE NEXT STEP

Turn a first interaction into an organized welcome and useful follow-up path.



RELEVANCE BEATS VOLUME. THE MESSAGE MUST MATCH WHAT THE CUSTOMER AGREED TO RECEIVE.

QUALIFY THE OPPORTUNITY

NOT EVERY BUSINESS IS THE RIGHT FIRST CLIENT



STRONGER FIT



Customers can naturally return, rebook, renew, or refer.



The business has timely offers, openings, events, or reminders.



Customer traffic exists, but follow-up is inconsistent.



The owner can approve decisions and customer-facing copy.



Staff can answer replies and honor the promoted action.



The business is willing to build its list through clear permission.



STOP AND REASSESS



The owner wants to blast a bought, rented, scraped, or unclear list.



No one can explain what customers are agreeing to receive.



No staff member owns replies, redemptions, or customer questions.



The business expects guaranteed sales or instant results.



The content is regulated, restricted, or age-sensitive without proper review.



**A GOOD SYSTEM STARTS WITH THE RIGHT BUSINESS -
NOT JUST A PHONE NUMBER.**

FREE-05

THE 10-MINUTE AUDIT

SCORE THE LOCAL SMS OPPORTUNITY



Give the business 0, 1, or 2 points in each category.
Use the score to decide whether a conversation makes sense - not to promise results.

1



REPEAT-CUSTOMER POTENTIAL

0 = mostly one-time | 1 = occasional return | 2 = naturally repeatable

0

1

2

2



TIMELY REASONS TO CONTACT

0 = rare | 1 = seasonal | 2 = frequent openings, events, offers, or reminders

0

1

2

3



CLEAR PERMISSION PATH

0 = unwilling | 1 = possible | 2 = obvious places to invite opt-ins

0

1

2

4



OWNER ACCESS & ACTION

0 = unavailable | 1 = inconsistent | 2 = reachable and decisive

0

1

2

5



FOLLOW-UP CAPACITY

0 = no owner | 1 = limited | 2 = staff can reply, fulfill, and measure

0

1

2

8-10



STRONG FIT



Worth a focused owner conversation.

5-7



POSSIBLE FIT



Solve the weakest category before proposing a build.

0-4



NOT YET



Do not force the offer. Find a better opportunity.



THE SCORE OPENS THE CONVERSATION. **DISCOVERY CONFIRMS THE FIT.**

FREE-06

THE SYSTEM BEHIND THE RESULT

WHAT THE BUSINESS ACTUALLY NEEDS



Not a random text blast. Not a pile of scripts.
A connected, client-approved follow-up system.

1



A CLEAR REASON
TO JOIN

2



AN AFFIRMATIVE
PERMISSION PATH

3



A WELCOME THAT
IDENTIFIES THE
BUSINESS AND
SETS EXPECTATIONS

4



A USEFUL
FOLLOW-UP PLAN

5



A TESTED
CUSTOMER
ACTION PATH

6



CLEAR OWNERSHIP,
REPLY RESPONSIBILITY,
AND MEASUREMENT



RESPONSIBLE BY DESIGN

Customers should understand who is texting, what they are signing up to receive, and how to stop. The business must honor applicable consent and revocation rules, carrier requirements, and any state or industry-specific obligations.



Educational summary; not legal advice. Current reference points:
47 CFR 64.1200 and CTIA Messaging Principles & Best Practices.
Verified August 9, 2026.



THE VALUE IS IN CONNECTING THE PARTS - THEN TESTING THE WHOLE JOURNEY.

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WHAT AN SMS OPERATOR ACTUALLY PROVIDES

The business does not need another app to figure out. It needs someone who can turn a business goal into a working follow-up system.



1



SPOT THE GAP

Identify a real business problem that follow-up can support.

2



EARN APPROVAL

Confirm the decision-maker, intended use, scope, ownership, and payment.

3



DESIGN THE JOURNEY

Map what the customer sees and what action should happen next.

4



BUILD & TEST

Connect the system and test the complete customer path.

5



LAUNCH RESPONSIBLY

Begin only after the business approves the final customer-facing experience.

6



HAND OFF OR SUPPORT

Train the client, report what happened, and stay within the agreed scope.



YOUR NEXT MOVE

YOU CAN SEE THE GAP. NOW LEARN TO BUILD THE SOLUTION.

The Local SMS Operator Kit turns this opportunity into a clear, client-ready process.



INSIDE THE LOCAL SMS OPERATOR KIT



Find businesses with a real need.



Start the conversation without sounding spammy.



Define scope, ownership, approval, and payment.



Build and test the complete customer journey.



Launch with written client approval.



Hand off the system or offer responsible ongoing support.



GET THE LOCAL SMS OPERATOR KIT

Use the button on the page where you downloaded this guide, or the link in the email that delivered it.



Build a useful service. Help a real business.
Let the quality of the work create the opportunity.



Automate with Jake is a brand of Raised On Plants LLC.
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This guide is not legal advice.

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