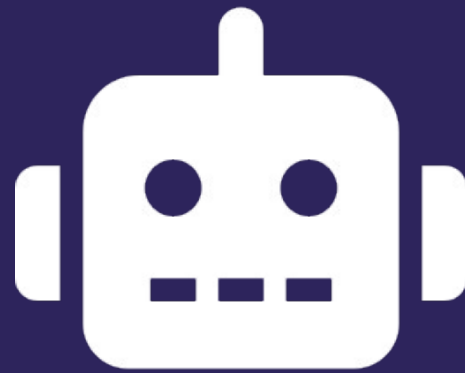


THE RIGHT ORDER

AI, Automation & the Future of
Contracting

Tersh Blissett

Trade Automation Pros · PhoneTAP · Service Business Mastery · Service Emperor

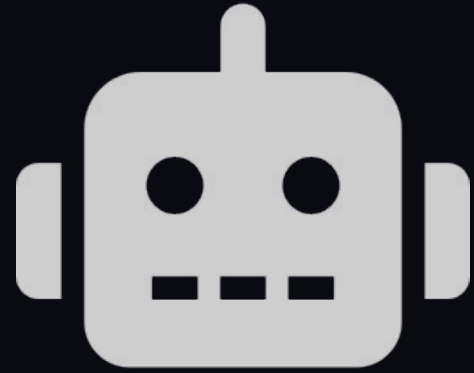


terish.co

Follow along

“

*I feel more like
the robot
than the owner.*



— Every contractor at some point

Sound Familiar?

01



Hire a call center

Delegate answering

02



**Buy the latest AI
tool**

Automate something

03



**Maybe fix a
process?**

Optimize... eventually

We do all the right things... in the wrong order.

Delegation and automation will amplify, not simplify.

Layering tech or people on top of chaos doesn't solve it — it magnifies the mess.

*You wouldn't wire a panel without a schematic.
Why try to grow a business without one?*

The Right Order

01

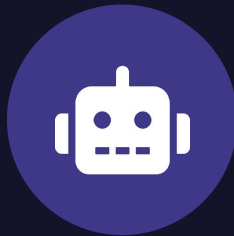


OPTIMIZE

Design how things
should work



02



AUTOMATE

Let technology do
the repeatable work



03



DELEGATE

Hand off what's
already working

CASE STUDY

Meet Anthony

HVAC Business Owner
Quebec, Canada

**Owner-operator → Multi-Million \$
Operation**
in just 2 years



Every call, form, note — handled manually



Admin copy-pasting notes while Anthony drove between calls



Every crack in the process started showing



Within 48 hours of optimizing: freed up time, started automating

“ I was ready to hire. First, we optimized, then automated. The results were phenomenal. ”

The Cost of Doing Nothing

Where your week actually goes without optimized processes



10+

hrs/week

Chasing callbacks,
rescheduling, follow-ups



520+

hrs/year

On tasks that could
be automated today



3

months

Of full-time work
lost every single year

What AI Can Actually Do Today

DEPLOY TODAY



Voice AI
(PhoneTAP)



Data Visibility
(WinkReports)

PILOT THIS QUARTER



Dynamic Pricing



Smart Dispatch



AI Sales Coaching

WATCH & WAIT



Computer Vision
Diagnostics



Predictive
Maintenance

The Speed Advantage

AI-enabled shops vs. traditional — powered by tools like PhoneTAP



70%

faster response time



40%

more efficient booking



PhoneTAP



phonetap.ai

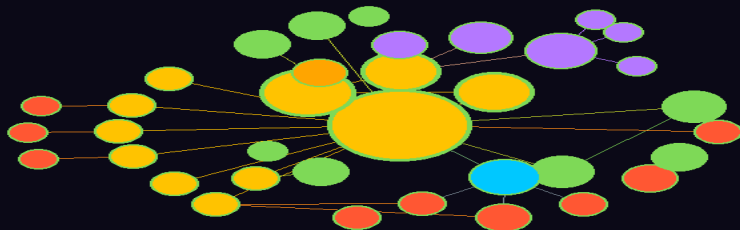
The gap is widening. Every month you wait, your competitor gets further ahead.

Your External Brain: Meet “Karl”



An AI server that runs your business 24/7

- ✓ Connects all your tools into one system
- ✓ Automates workflows between platforms
- ✓ Runs your SOPs without human intervention
- ✓ 52 nodes · 70+ connections



SCAN TO EXPLORE



Interactive 3D force graph

Tap any node for details
Spin, zoom, explore

How to Start Optimizing

Ask yourself these questions on Monday morning

- 01 What tasks take up most of your time every day?
- 02 What processes cause the most frustration?
- 03 Where do things fall through the cracks?
- 04 Where is there inconsistency between team members?

You can't improve what you don't inspect.



Your One Action Step

Screen record one process today.
Explain what you're doing as you go.
That's your first SOP.

Who loves writing SOPs? Nobody. So don't write them — record them.

After You Optimize...



AUTOMATE IT

- ✓ Lead follow-ups & speed-to-lead texts
- ✓ Review replies
- ✓ Data syncing between tools
- ✓ Customer nurturing sequences
- ✓ Time-sensitive notifications



DELEGATE IT

- ✓ Tasks you hate but someone else enjoys
- ✓ Admin that doesn't move the needle
- ✓ Things others can do 80% as well as you
- ✓ Social media & content creation
- ✓ Calendar & email management



80% done by someone else is 100% freaking awesome. — Dan Martell

Your 90-Day Roadmap

Optimize

- ✓ Identify top 3 time wasters
- ✓ Screen record processes
- ✓ Map your workflows



Automate

- ✓ Deploy Voice AI (PhoneTAP)
- ✓ Set up data visibility
- ✓ Automate lead follow-ups



Delegate

- ✓ Hand off working processes
- ✓ Train team on new tools
- ✓ Measure and adjust

GET THE
FULL GUIDE



4-week implementation
roadmap + checklists

tersh.co/getting-started

Let's Build This Together

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& resources

Automation Foundation



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