Check off what you want built. Send it back and I price it.

This is what I've built and can shape to your business. Every build starts with the front door. Everything after it is a choice. It all installs on accounts **you own**: your domain, your number, your Stripe, your data. The Funnel and The EFFN System each cost less than the same pieces picked one at a time.

THE FRONT DOOR

Every build starts here. Everything after it is a choice.

- A site on your domain, written in your words from a sit-down interview with you
- The questions you'd ask on a first call, asked up front
- Their read on screen the moment they finish
- A results email in your voice, then a short email path after it
- A booking link, and a note to you on every lead
- Legal pages with your business on them, consent language installed

ANSWERING THEM

What happens when a lead writes in.

- [ ] **Your own business number, set up for texting** Carrier registration filed on day one, consent and STOP handled. Approval takes one to six weeks.
- [ ] **The personal first text** In your words, about an hour after they land. — needs the business number
- [ ] **Saved answers** For the questions that come up every time, so nothing gets improvised.
- [ ] **The desk** Anything the saved answers don't cover lands on a desk, with a clock on each one. — needs a dashboard, lite or full
- [ ] **AI answering** Where a saved answer doesn't cover it. Every reply passes a check before it sends. — needs the full dashboard · requires the Core+AI plan
- [ ] **The apprentice** Every night it reads the replies you wrote by hand. After a few weeks of them it starts proposing saved answers in your own words, for you to approve. It never sends anything itself. — needs AI answering + saved answers
- [ ] **A chat on your site** It answers in your voice and hands them your booking link when they want the next step. — needs AI answering

FOLLOWING UP

For businesses where a lead wants a quote and needs a nudge. It doesn't fit every business.

- [ ] **Follow-up by email** Over days, shaped to how your business sells.
- [ ] **Follow-up by text** The same by text, with the texting law handled: consent, STOP, unsubscribe. — needs the business number
- [ ] **A timed program** A multi-day run with scheduled messages, shaped to what you do with a new customer.
- [ ] **Your existing list brought in** Bring the consent records with it. Nobody gets a text without one.

MONEY, PAPERWORK, AND SEEING IT

Getting paid, getting it signed, and one place to watch it all.

- [ ] **Payments wired to your offers**
- [ ] **Dashboard lite** Your leads, your threads, and a box to reply from.
- [ ] **The full dashboard** Intent scores, your numbers, and where leads drop off.
- [ ] **Client trackers and files** So the work after the sale lives in the same place. — needs the full dashboard
- [ ] **Click to call** Call a lead from the screen you're reading. — needs the full dashboard + the business number
- [ ] **E-sign paperwork** — needs the full dashboard
- [ ] **A new offer wired in later** Payments, copy, routing.
- [ ] **A new page** Designed, written, shipped.

WHERE LEADS COME FROM

This part matters once you're sending traffic.

- [ ] **The basic pixel on your site**
- [ ] **Full tracking** Server-side events, Google, and which click each lead came from.
- [ ] **Instagram and Facebook DMs in the same inbox** — needs AI answering
- [ ] **LinkedIn tracking** — requires the Full ops plan
- [ ] **Ad creative** The concept, the image, the headlines and copy. Built, not managed.

AFTER THE SALE

For businesses where the customer stays: clients, members, subscribers.

- [ ] **A private page for each customer** With a read-only view for you.
- [ ] **A members area with paid tiers** Accounts, subscriptions, and an upgrade button inside it. — needs payments
- [ ] **Content behind a paywall** With a free sample out front. — needs a members area
- [ ] **A check-in log** Daily or weekly, filled in by your customer. — needs a customer page or a members area
- [ ] **A shared library** Your customers add to it, you approve what stays. — needs a members area
- [ ] **A connection to a tool you or your customers already use** A wearable, a booking system, a point of sale. If the tool has a way in, the data comes in on its own.

SELLING A THING

For when what you sell ships.

- [ ] **A storefront** Catalog, cart, and checkout.
- [ ] **Orders passed to your maker once you confirm them** Fulfillment wired to whoever makes the product. — needs a storefront

KEEPING IT ALIVE

Monthly, starts at go-live. Pick one, or leave it blank and I'll say which fits.

- [ ] **Run it yourself** After the handover training, a one-time line on your quote. For builds with no AI in them.
- [ ] **Watch** We get the alarm when something breaks. Diagnosis free, fixes quoted.
- [ ] **Core** We keep it alive. Bug fixes free, monthly numbers report, 3 small copy edits a month.
- [ ] **Core+AI** Core, plus the AI itself: usage, tuning, guardrail upkeep. Required with any build that has AI answering.
- [ ] **Full ops** Core+AI, plus your ad set up from your idea, ad-tracking upkeep, more edits, a quarterly review call.

NOT ON THE LIST

If your business needs something that isn't here, write it down and send it with the rest. This list is what I've built so far.

OR START FROM A PACKAGE

The Funnel and The EFFN System each cost less than the same pieces picked one at a time.

01

THE FRONT DOOR

A site on your domain, the questions that sort a real lead from a browser, and the read they get back.

- Written in your words, from a sit-down interview with you
- The questions you'd ask on a first call, asked up front
- Their read on screen the moment they finish
- A results email in your voice, then a short email path after it
- A booking link, and a note to you on every lead
- Legal pages with your business on them, consent language installed

02

THE FUNNEL

The Front Door plus everything that happens after. Every word yours, approved before it can send. No AI at runtime.

- Everything in The Front Door
- The personal first text, in your words, about an hour after they land
- Follow-up over days by email and text, shaped to how your business actually sells, with the texting law handled: consent, STOP, unsubscribe
- Saved answers for the questions that come up every time, so nothing gets improvised
- Anything the saved answers don't cover lands on a desk, with a clock on each one
- Payments wired to your offers
- Dashboard lite: your leads, your threads, and a box to reply from
- Week one: we watch every send, daily

03

THE EFFN SYSTEM

Everything above, plus the part that answers on its own.

- Everything in The Funnel
- The apprentice: every night it reads the replies you wrote by hand. After a few weeks of them it starts proposing saved answers in your own words, for you to approve. It never sends anything itself, and it covers more ground every week you use it
- AI answering where a saved answer doesn't cover it, and every reply passes a check before it sends
- The full dashboard: intent scores, your numbers, and where leads drop off
- Client trackers and files, so the work after the sale lives in the same place
- Click to call a lead from the screen you're reading
- E-sign paperwork

HOW IT GETS PAID FOR

- Half down books the build. The other half is due the day it goes live.
- The monthly starts at go-live. Cancel with 30 days notice.
- Install defects get fixed free for 30 days after go-live, plan or no plan.

SEND IT

Check it off online at **effnsystems.com/checklist** and it adds up what yours comes to as you go. Or send a photo of these pages to **lou@effnsystems.com** and I come back with what it comes to.

WE DON'T

- × Manage your ads. I'll build you the creative, but running the account, the budget and the bidding is its own trade.
- × Warrant your legal compliance. You're the sender; your attorney reviews your legal pages before launch. Required.
- × Promise business results. The traffic and the offer are yours. Capturing the leads in that traffic and working every one of them is the machine's job.
- × Sell the raw code. The system comes installed, configured, and voiced, or not at all.
- × Do exclusivity. Your voice and your stories are yours alone. The plumbing is shared.
- × Fake urgency. If a message says something is running out, it's because it actually is.
- × Leave AI unwatched. Any build with AI answering requires a monthly plan. An unwatched AI talking to your leads in your name is a risk we don't sell.
- × Text imported lists without consent records.