



⚡ A NEW WAY TO HIRE FOR YOUR BUSINESS

The Digital Employee.

More customers, more money, and your time back — without hiring more people. You get there with a staff of digital employees: systems that hold down the jobs your business needs doing — answering messages, booking appointments, chasing reviews, following up — around the clock, for a fraction of the cost of a real hire.

🗃️ An org chart of systems

🏢 5 departments

★ Hired one at a time

BUILT FOR SERVICE BUSINESSES ACROSS

Professional Services

Home Services

Creative Services

Health & Wellness

Mobile Services

Tech Services

START HERE

We're not a typical agency. We're two business owners who got sold this exact list — and watched it never add up to more customers. So we built what we wished we'd had: a staff that does the work.

You've been handed a long list of services.

01 Every agency hands you the same list. You need:

- | | | |
|---------------------------|----------------------------|-----------------|
| • A logo & branding | • A website | • Funnels |
| • SEO | • Facebook & Instagram ads | • Google ads |
| • A social media strategy | • Consulting | • An AI chatbot |

You might need some of these. But sold one piece at a time, they rarely add up to the one thing you're actually buying — **more customers**.

02 **What changed**

Customers don't sit at a computer reading your website anymore. They DM at 10pm, hang up if no one answers, check your reviews in a parking lot. The deciding moments happen in the messages, the calls, the reviews, the follow-up — and that's exactly where most businesses have **nobody working**. So leads fall through the cracks.

03 **So what should you actually focus on?**

The work that puts booked jobs on your calendar — catching the lead, answering the question, booking the appointment, following up. Done every time, even when you're on a roof, under a pool, or asleep.

04 **The new way**

We turned those scattered services into **systems that do the work**. A system that keeps running when you're not there — answering, booking, reminding, following up — is what we call a **digital employee**. It holds down a job like a person would, for a fraction of the cost, and never clocks out.

THE IDEA

A "system" is just a job that gets done — automatically.

Forget the tech words. A **system** is a set of parts working together to get one job done. Some are software, some are automated, some use AI — usually a mix, and it doesn't matter which. Like hiring a person: you don't care how their brain works, you care that the job gets done.

A SYSTEM MIGHT BE...

Automatic

Software that acts on its own when a trigger happens — a text fires the second a call is missed.

Smart

AI that holds a real conversation — answering a customer's question at midnight.

A mix

A few of these working together, plus a person checking in now and then.

The move that makes it click

Give every system a name and a job description, like you would an employee. The moment you do, it stops being "software" and becomes a hire you can point at, manage, and measure.

JOB DESCRIPTION

TITLE	The Missed-Call Texter
DEPARTMENT	Sales & Conversion
THE JOB	When a call comes in and nobody can pick up, it instantly texts the caller back — so the lead doesn't give up and call your competitor.
WORTH TO YOU	Customers who used to slip away now stay in a conversation. More of your missed calls turn into booked jobs.

EVERY HIRE COMES DOWN TO ONE QUESTION YOU CAN ALREADY ANSWER

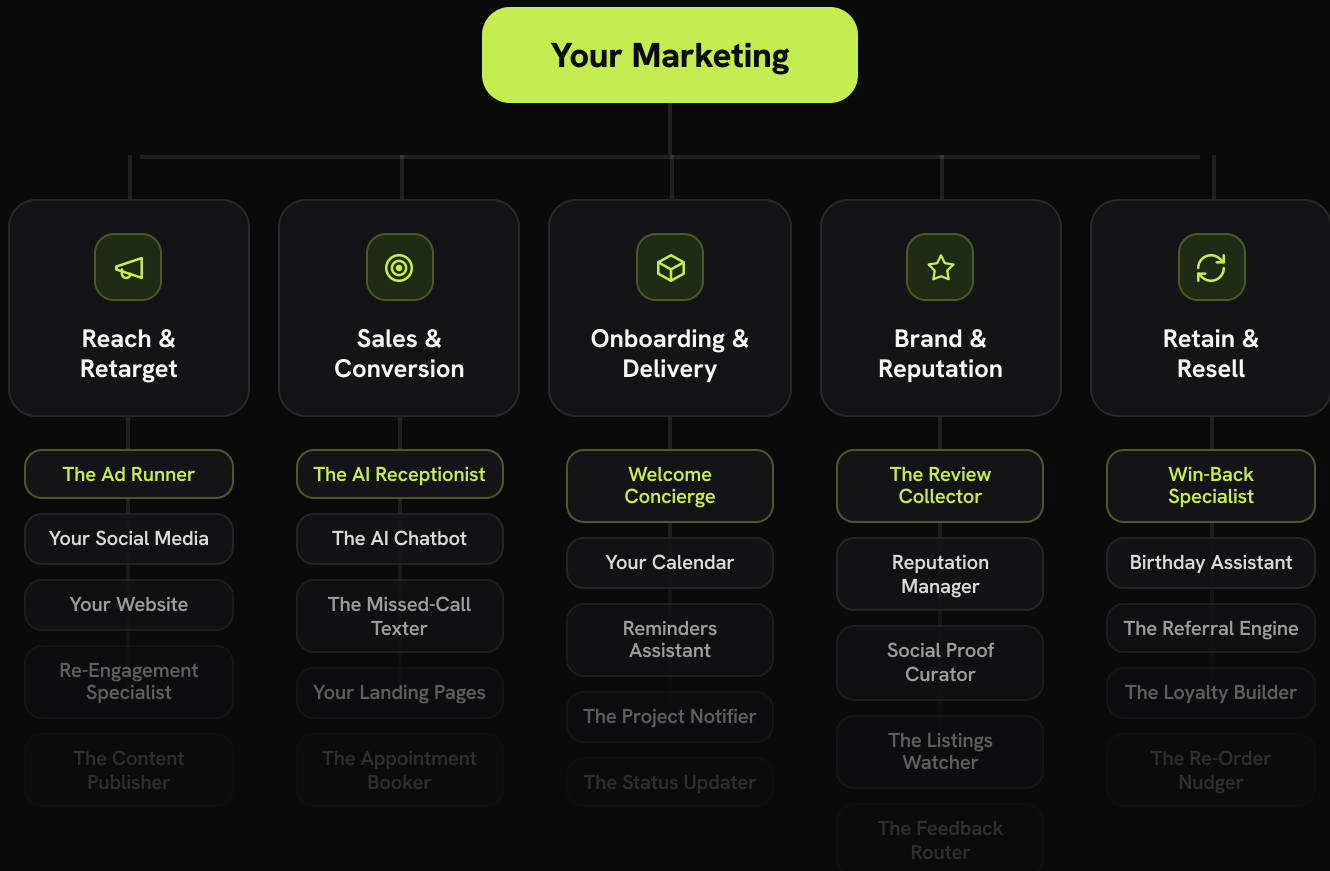
"What job do I need done — and **who's going to do it?**"

THE IDEA

Everything in your business **has a job.**

We treat every piece of your marketing as a **system** — your website, your social media, your AI chatbot, your landing pages, your follow-up sequences. A system can be AI that holds a conversation, an automation that fires at the right moment, a static page that works while you sleep, or a loop a person runs once a week. We connect them, make them flow, and organize them under **five departments**.

They don't sleep, don't quit, don't call in sick, and cost a fraction of a real hire — and your people stay free for the work only people can do. Every department has a roster; here's a glimpse.



Some are **AI**. Some are **automated actions**. Some are a **simple notification** firing at exactly the right moment. The job is what matters — not the technology behind it.

These are your five marketing departments.

Not finance or HR — the five jobs that win and keep customers. Every business has all five, named or not. Some are handled. Some are empty — nobody's doing them, and that's where leads fall through the cracks. We find the empty seats and put the right digital employee in each.



1 — Reach & Retarget

Getting in front of the right people — and bringing back the ones who noticed you but didn't act yet.



2 — Sales & Conversion

Turning that attention into a paying customer — answering, qualifying, booking, sending the contract, taking payment.



3 — Onboarding & Delivery

Everything between "they said yes" and "they're happy" — the welcome, the kickoff, the updates, keeping them in the loop.



4 — Brand & Reputation

How your business looks to the world — collecting reviews, catching bad ones before they go public, putting good feedback to work.



5 — Retain & Resell

Keeping the customers you already earned and selling to them again — birthdays, win-backs, loyalty, referrals. The cheapest growth there is.

You don't have to take all five. They work best together — that's how a lead gets caught at every stage — but **each one stands alone.** Start with the department that's hurting most, add the rest as you grow.

THE FUNNEL

The same staff — the way your customer sees them.

You just saw your staff by department. Here's that same staff a different way — in the order your customer actually moves, from first noticing you to becoming a paying customer. Every business has this path. Agencies sell you scattered pieces of it. We staff the whole thing — so nobody falls through the cracks between the stages.

TOP OF FUNNEL · GET ATTENTION

Get in front of people — wherever they'd notice you.

Social media

YouTube

A yard sign

A flyer

Paid ads

A referral

Worked by: The Ad Runner · Content Publisher · Social Inbox Manager

**MIDDLE · CAPTURE & NURTURE**

Catch every lead and walk them toward a yes — answer the DM, text the missed call, qualify, follow up until they're ready.

Worked by: AI Receptionist · Missed-Call Texter · The Nurturer

**BOTTOM · THEY BECOME A CUSTOMER**

Book the appointment. Sign the contract. Take the payment.

Worked by: Appointment Booker · The Closer · The Cashier

The same path every agency talks about — finally run by a staff that **never lets a lead fall through the cracks.**

EXAMPLES, NOT A MENU

The popular employees you can hire.

Each one is a real digital employee we've built and deployed for service businesses — not theory, not a packaged product. The right set is scoped to your business, picked one at a time, à la carte. A deeper bench, across the five marketing departments.

REACH & RETARGET

- **The Ad Runner**

A steady flow of new leads, without you ever learning the ad tools. Runs and tends your paid campaigns so opportunities keep coming in.

You know it as: paid ads management (Meta & Google).

- **The Social Inbox Manager**

Every comment, mention, and DM across your platforms in one place — nothing slips through, and every message gets seen.

You know it as: social media management.

- **The Re-Engagement Specialist**

The "almost" customers — people who noticed you but didn't act — come back instead of disappearing.

You know it as: retargeting / remarketing.

- **The Content Recycler**

Keeps your social presence alive without a daily production grind. Recirculates your best proof, FAQs, offers, and tips on a loop.

You know it as: social media scheduling / evergreen content.

SALES & CONVERSION

- **The Speed-to-Lead Responder**

The fastest hire on the team. The second a new lead comes in, it fires back an instant reply and starts the clock so nobody's left waiting.

You know it as: instant lead follow-up.

- **The Lead Router**

Makes sure every new lead lands on the right person's desk immediately — with an alert by text, email, or app.

You know it as: lead assignment / internal notifications.

- **The Nurturer**

Stays on every lead who didn't book right away — "quote sent, no reply," "went quiet" — until they're ready.

You know it as: lead nurture / follow-up sequences.

- **The AI Receptionist**

After-hours calls turn into booked jobs, not voicemails nobody returns. Answers, qualifies, and books a real conversation around the clock.

You know it as: an answering service.



EXAMPLES, CONTINUED

Catching every lead — and taking care of every customer.

SALES & CONVERSION (CONTINUED)

- **The Missed-Call Texter**

The moment a call goes unanswered, it instantly texts the caller back so they don't give up and call your competitor.
You know it as: lead capture.

- **The Appointment Booker**

Turns interest into a confirmed spot on the calendar — handling the back-and-forth of scheduling on its own, day or night.
You know it as: online booking / scheduling.

- **The Closer**

Deals get signed and paid faster, with zero chasing. Sends the proposal, the contract, and the invoice the moment they say yes.
You know it as: sales follow-up & proposals.

ONBOARDING & DELIVERY

- **The Welcome Concierge**

Customers feel taken care of from minute one — and you look buttoned-up. Sends the welcome, sets expectations, points to their next step.
You know it as: customer onboarding.

- **The Intake Officer**

Collects everything you need before the work starts — intake forms, documents, photos, details — so your team never chases paperwork.
You know it as: intake / new-client paperwork.

- **The Reminders Assistant**

Fewer no-shows and fewer wasted trips. Sends automatic confirmations and reminders by text, email, and app.
You know it as: appointment reminders.

- **The No-Show Rescuer**

When someone misses or cancels, they don't just vanish. It follows up, offers an easy reschedule, and recovers the booking before it's lost.
You know it as: no-show & reschedule recovery.

- **The Project Notifier**

Fewer "where are you?" calls and happier customers. Keeps people in the loop with status updates as the work moves along.
You know it as: customer communication.



EXAMPLES, CONTINUED

Your reputation — and the customers who already love you.

BRAND & REPUTATION

- **The Review Collector**

More 5-star reviews — the first thing new customers check. Asks every happy customer for a review right after a great experience.

You know it as: review generation.

- **The Reputation Manager**

Bad experiences get fixed quietly instead of landing on Google. Routes unhappy customers to you privately for a fast fix.

You know it as: reputation management.

- **The Social Proof Curator**

Your good word-of-mouth works everywhere, not just on one page. Pulls your best reviews onto your site, social, and ads.

You know it as: testimonials & social proof.

RETAIN & RESELL

- **The Win-Back Specialist**

Revenue from people who already know and trust you. Goes after drifted-off customers with the right offer at the right time.

You know it as: win-back campaigns.

- **The Reactivation Specialist**

Watches the calendar for customers who are "due" based on last service or visit, and reaches out at exactly the right moment.

You know it as: customer reactivation.

- **The Birthday & Anniversary Assistant**

Easy repeat business — and customers who feel remembered. Reaches out on the dates they care about with a personal offer.

You know it as: customer retention & loyalty.

- **The Referral Engine**

New customers brought to you by people who already love you. Asks for and tracks referrals automatically.

You know it as: a referral program.

- **The Loyalty Builder**

Keeps your best customers coming back with perks, points, and reasons to return — so your most valuable relationships keep paying off.

You know it as: a loyalty / rewards program.

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"Systems permit ordinary people to achieve extraordinary results predictably."

— MICHAEL E. GERBER, *THE E-MYTH*

HOW YOU USE THEM

They don't replace your people. They back them up.

The systems do the boring, repetitive, after-hours work — the same way every time — so your team is free for the judgment and relationships only people are good at. Putting them to work is just hiring: what job needs doing, and who's on it. Two ways businesses use them.



Take work off your real team

It pulls the busy, after-hours, repetitive work off your people's plates — handled instantly and consistently — so they spend their time where humans win: judgment, relationships, the conversations a customer wants a real person for.

Same team. More done. Less burnout.



Fill the seats nobody's in

A small business can't justify hiring a person just to chase reviews, send birthday offers, recover missed calls, or answer DMs at 11pm. So those jobs don't get done — and leads quietly fall through the cracks.

Empty seats, finally filled.

IT'S THIS SIMPLE TO DIRECT — YOU SAY WHAT YOU WANT DONE; WE PUT THE RIGHT EMPLOYEE ON IT

"Someone answering DMs at 11pm and booking appointments."



A Social Media Agent

"Every happy customer asked for a review, automatically."



A Reputation Manager

"Old customers called on their birthday with an offer."



A Retention Assistant

"Contracts sent, signed, and invoiced the second they say yes."



A Closer



WORKING TOGETHER

How we work with you — and what it costs.

We like to **think before we make**. So we break the work into phases. The first — your **Impact MVP** — is a focused two-week sprint that gets an end-to-end system live and solving your biggest problems fast.

From there we plan every enhancement over the monthly — so you're already in the game and profitable while we keep building. That monthly is your **remote marketing team**: us, partnering with you, proactively improving the system month after month.

01

THE BLUEPRINT · ONE-TIME

We figure it out together

\$500

A working session on your business — where customers slip away and what to build first. You leave with a clear plan, yours to keep whether you hire us or not.

02

THE IMPACT MVP · 2-WEEK SPRINT

We build it — in two weeks

\$1,500–\$4,000

One flat fee for an end-to-end system that solves your core problems and gets everything running. Live in **two weeks, not months**.

03

REMOTE MARKETING TEAM · MONTHLY

We keep building with you

\$397–997 /mo

The average cost of our team continuing to build — it depends on the project: planning the next phases, proactive improvements, maintenance, and new employees as you grow. **Most owners choose this.**



The Platform — everything you hire runs on the Giant Maker operating system: your account, your data, your leads, all in one place.

*Plus usage fees that scale proportionately with your growth — negligible, and billed at cost.

\$97 /mo*

THE PROOF

This isn't a hunch. It's the math.

Three numbers explain why this works — in plain English. They all come back to one thing:
answering fast, every time.

1 · ANSWERING FAST WINS THE DEAL

When a new lead comes in, answer in the **first 5 minutes** instead of waiting 30 — and here's what changes:

100×

more likely to **reach them at all** —
instead of playing phone tag forever

21×

more likely to **turn them into a real prospect** — not a dead lead

Source: MIT / InsideSales lead-response study. A digital employee replies the instant a lead comes in — a busy human gets to it "when they can."

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2 · ALMOST NOBODY ACTUALLY DOES IT

99%+

In a 2026 study of 114 businesses, **more than 99 out of 100 failed to answer a new lead within 5 minutes**. That's the gap — and it's exactly what an instant-responder closes for you, automatically, day and night.

Source: Workato 2026 benchmark.

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3 · ONCE IT'S RUNNING, IT PAYS FOR ITSELF

+14.5%

more sales, same effort

"sales productivity" · Nucleus

-12.2%

lower marketing costs

"marketing overhead" · Nucleus

+10-15%

more revenue, personalized

McKinsey



THE MATH

What you'd pay people to do all of this.

We price the **job**, not the person — by the hours each one takes and the wage of the caliber of employee who'd do it. Here's what it would cost to staff each department with people, every month.

**Reach & Retarget**

4 roles · media buyer + social coordinators

\$1,275–\$2,850

per month

**Sales & Conversion**

7 roles · receptionist, sales reps, schedulers

\$3,140–\$6,260

per month

**Onboarding & Delivery**

5 roles · coordinators + admin

\$950–\$1,880

per month

**Brand & Reputation**

3 roles · reputation + content coordinators

\$700–\$1,380

per month

**Retain & Resell**

5 roles · marketing coordinators

\$1,100–\$2,200

per month

A FULL HUMAN STAFF

24 roles, paid every month, forever

\$7,165–\$14,570 /mo**YOUR DIGITAL STAFF**

The same jobs, running around the clock

\$397–997 /mo

Conservative US planning estimates meant to show relative cost — not a quote. Most businesses staff a handful of these, not all 24; the contrast holds at any scale.

THE PROOF, IN PRACTICE

Real businesses.

Real seats filled.

Three service businesses, three empty sets of seats — staffed with digital employees in about 60 days.

Petros Homes

HOME BUILDER · NORTHEAST OHIO

The challenge: A brand-new community to fill, with new-home specialists buried in manual lead handling — answering the same questions, chasing schedules, booking tours by hand.

The hires: A custom landing page plus an **AI Receptionist** trained on the community (answers buyer questions 24/7, books private tours, delivers the Home Buyer's Guide in the conversation), an **Appointment Booker**, and a **Speed-to-Lead Responder** → **Welcome Concierge** → **Reminders Assistant** running every lead and reschedule.

98

home tours booked in
the first 60 days —
homes from the \$400Ks

INTRO

PREMIUM APARTMENTS · NORTHEAST OHIO

The challenge: 20+ high-end units to lease — studio to three-bedroom — with leasing agents stuck answering repetitive questions instead of closing tours.

The hires: The same system as Petros — an **AI Receptionist** answering questions and booking tours, an **Appointment Booker**, real-time lead delivery to agents, and a **Welcome Concierge** → **Reminders Assistant** → **No-Show Rescuer** sequence chasing every reschedule.

137

tours booked in ~60
days — 20+ units down
to just 3 left

Christian Educators

NATIONAL NONPROFIT · SUPPORTS EDUCATORS IN PUBLIC SCHOOLS

The challenge: A high-touch membership — liability insurance, job protection, and more — run by a five-person home office buried in repetitive questions, manual proof-of-insurance requests, and event follow-up.

The hires: An **AI Receptionist** answering members around the clock, a self-serve proof-of-insurance system delivering documents instantly, plus automated **member onboarding**, event management, and event follow-up.

1/2

of the workweek given
back to most of the staff

Same five departments. Same named employees. Empty seats, filled — in about 60 days.

 LET'S BUILD YOUR TEAM

Ready when you are.

Here's what you're really buying: **more customers, more money, and your time back** — a marketing operation that runs predictably whether you're on a job or asleep.

You don't need another website, and you don't need another agency selling you pieces. You need a small staff of digital employees doing the jobs that fall through the cracks — and a partner who builds it with you, month by month, as you grow.

More customers

More leads

Your time back

Predictable revenue

One system to run it all

Let's talk →

• kyle@thegiantmaker.com

No pitch, no pressure — just a conversation to see if we can help.



Demetrious Reed
CEO

Kyle Lott
COO



How modern service businesses get more done.

thegiantmaker.com