

Missed-Call Worksheet

1. Your own number (10 minutes)

Line	How to get it	Yours
A. Missed calls/week from unknown numbers	Count them in your recent-calls list for the last 7 days	
B. % that are real job leads	Not spam or vendors. If unsure, use 40%	
C. Close rate on leads you talk to	e.g. 4 of 10 = 40%	
D. Average job value	Last 20 invoices ÷ 20	
Weekly money at risk	$A \times B \times C \times D$	

Illustrative example: $8 \times 40\% \times 40\% \times \$350 = \$448/\text{week}$. Your numbers will differ.

2. The 8-call test (call from a second phone)

#	Test	Pass if...	✓
1	Let it ring out during business hours	Business-hours text arrives within about 2 minutes, with your business name and STOP wording	
2	Same, after hours (change the hours setting temporarily if needed)	After-hours text arrives	
3	Call from a number that's NOT in your customer list	New callers get a text (important for Housecall Pro)	
4	Call your cell (forwarded to the tool)	The tool shows the caller's real number, not yours	
5	Call twice in 5 minutes	Only one text (Quo: 3-hour cooldown; Jobber: 24 hours)	
6	Reply "STOP"	Opt-out confirmed; no more texts	
7	Reply to the text with a job	You get notified and can answer from your phone	
8	Answer a call normally	No text goes out (ServiceTitan: click the green call bubble)	

3. 30-day tracker

Week	Text-backs sent	Replies	Booked jobs	Revenue from them	Tool cost
1					
2					
3					
4					

From The Missed-Call Fix guide (Ch. 12-13). Educational; not legal, financial or telecom-compliance advice. Full setup steps for Housecall Pro, Jobber, ServiceTitan, Quo and carrier forwarding: missed-call-fix.pages.dev · vendorpapers@mail.grokbob.com