

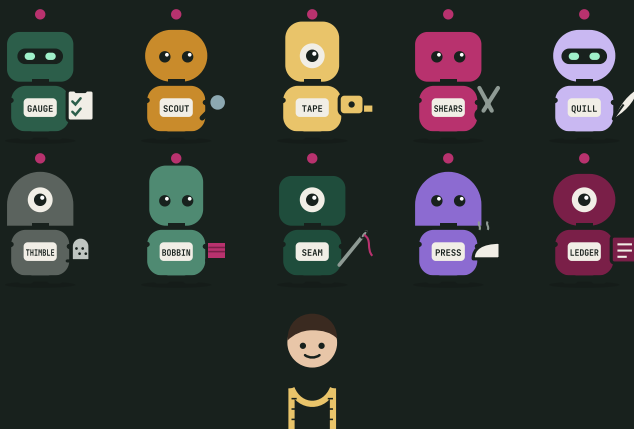
First Fitting

Ten robots (eleven with the optional ad-sales bot), one tailor.

The bot plan: who does what, when, who checks whom, and how to keep the team sharp.

SET UP AND READY TO SWITCH ON

None of these bots is running yet. Example days and reports in this plan are simulated and labelled.



MEET THE TEAM

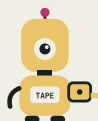
Everyone has one job.



Gauge
Workroom
Foreman



Scout
Lead Finder



Tape
Site Measurer



Shears
Concept Cutter



Quill
Outreach Drafter



Thimble
Compliance
Checker



Bobbin
Reply Handler



Seam
Refresh Builder



Press
Aftercare Keeper



Ledger
Books & Reports

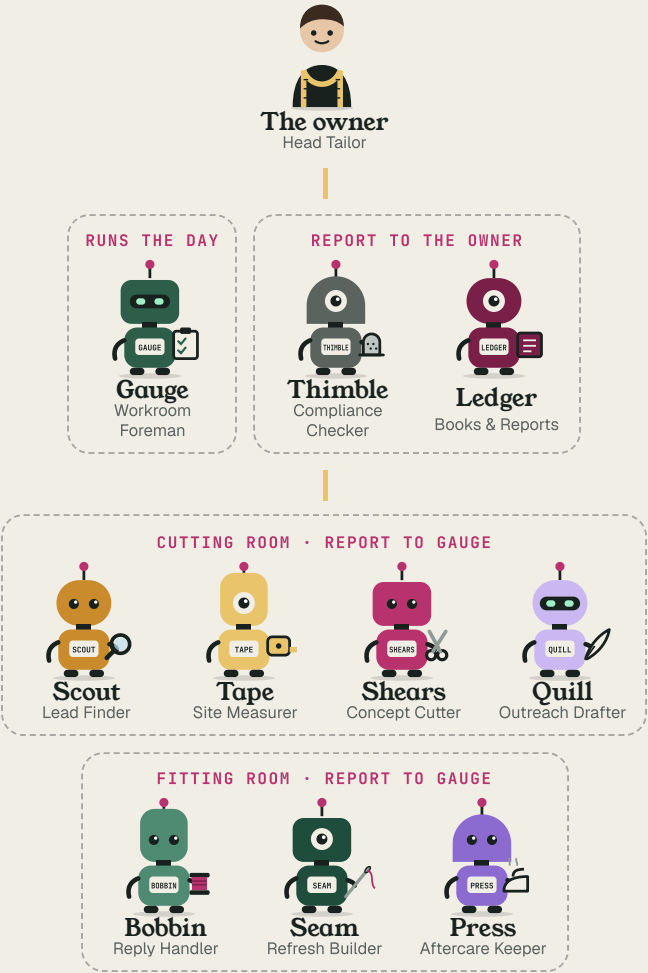


The owner
Head Tailor, the
only human

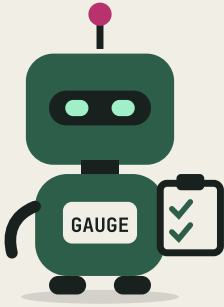
Why bots

- **Open 24/7.** Press checks client sites every 5 minutes. Bobbin reads replies every 10, overnight too.
- **No wages, pension, NI, holiday or sick days.** The whole team costs about £44 a month **EST.**
- **No breaks, no bad Mondays.** Every job runs the same way every time, and every step is logged.

A checker nobody can overrule.



Thimble (compliance) and Ledger (money) report straight to the owner, so the Foreman, who wants work moving, can't wave a risky send or a wrong number through.



Gauge

Reports to the owner, directly

Plans the day, hands work to each bot, chases anything stuck and writes your morning briefing and evening wrap.

TAKES IN

- Yesterday's reports from every bot
- The owner's approvals and calendar
- Open jobs and deadlines

HANDS OVER

- 07:45 morning briefing (one screen)
- 18:00 evening wrap
- Weekly report, Monday 07:30

WHEN

Every 15 minutes, 24/7

WHO CHECKS IT

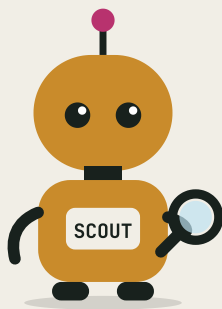
Ledger reconciles its numbers; Thimble can overrule it on any send

MEASURED BY

Nothing waits more than one working day

UPKEEP

Monthly: read three briefings end to end and tighten what's noise



Scout

Reports to Gauge, the Foreman

Finds local businesses with no website or a tired one, from public listings and Companies House, and checks the legal form so we know email or letter.

TAKES IN

- Target towns and trades
- Companies House API (free key)
- Public business listings (place IDs only, nothing cached)

HANDS OVER

- 40 new candidates a working day (estimate)
- Duplicates merged, suppression list applied

WHEN

06:00 daily

WHO CHECKS IT

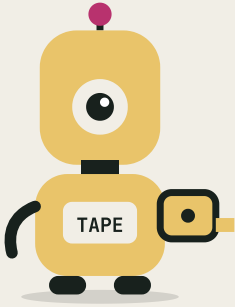
Thimble re-checks the legal form before any draft

MEASURED BY

Under 5% duplicates or wrong legal form

UPKEEP

Quarterly: add a town; check API terms have not changed



Tape

Reports to Gauge, the Foreman

Measures every candidate's current website against the 13 public measurements and gives it a score out of 100.

TAKES IN

- Scout's candidates

HANDS OVER

- Score and the three weakest measurements
- Band: new cut, alterations, or leave alone

WHEN

06:30 daily, after Scout

WHO CHECKS IT

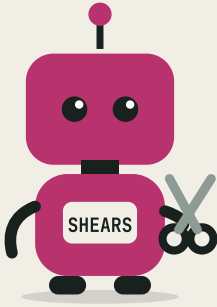
The owner spot-checks 5 scores a week

MEASURED BY

Scores match a manual check 9 times in 10

UPKEEP

Twice a year: update the 13 measurements to current Google guidance



Shears

Reports to Gauge, the Foreman

Cuts a private concept site for each good candidate from public facts only, in one of three cloths.

TAKES IN

- Tape's scores
- Trade templates
- Business name, trade, town, phone, hours

HANDS OVER

- 8 concepts a working day (estimate), noindex, labelled not affiliated
- Removal date 30 days out

WHEN

07:00 daily

WHO CHECKS IT

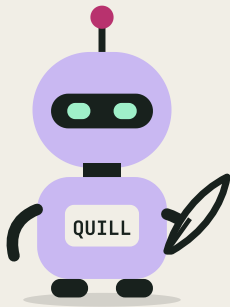
Thimble checks the label, noindex and no copied images

MEASURED BY

Every concept under 200 KB and loads in under 1.5 s

UPKEEP

Monthly: refresh one trade template



Quill

Reports to Gauge, the Foreman

Drafts the first message for each concept: email to companies and LLPs, a letter to sole traders and partnerships.

TAKES IN

- Concept link
- Three weakest measurements
- Channel decided by Thimble

HANDS OVER

- Basted drafts in the owner's queue, under 120 words
- Letter PDFs for posting

WHEN

08:00 daily

WHO CHECKS IT

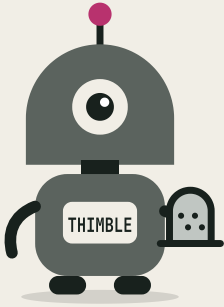
Thimble before the owner; the owner approves every send

MEASURED BY

Reply rate tracked weekly (no target until the 50-send test)

UPKEEP

Monthly: read replies and adjust one line of the prompt



Thimble

Reports to the owner, directly

The compliance checker. Blocks anything that breaks PECR, UK GDPR, the suppression list, the daily cap or Gmail sender rules. Reports to the owner, not the Foreman, so the bot that wants sends out can't overrule it.

TAKES IN

- Every draft and concept
- Suppression list
- Postmaster spam rate

HANDS OVER

- Pass or block, with the rule
- Daily compliance line in the wrap

WHEN

Before every draft reaches the owner; spam check hourly

WHO CHECKS IT

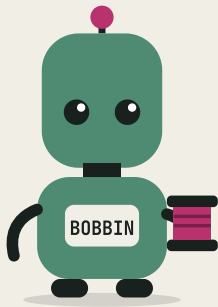
The owner reviews every block weekly

MEASURED BY

Zero sends to suppressed or sole-trader emails; spam under 0.1%

UPKEEP

Quarterly: re-read ICO PECR guidance and Gmail rules



Bobbin

Reports to Gauge, the Foreman

Reads every reply, sorts it (no thanks, complaint, away, later, price, interested) and drafts the answer.

TAKES IN

- Inbox
- FAQ and price list

HANDS OVER

- Opt-outs added the same day
- Complaints straight to the owner and the concept taken down
- Drafted answers and booked fitting calls

WHEN

Every 10 minutes, 24/7

WHO CHECKS IT

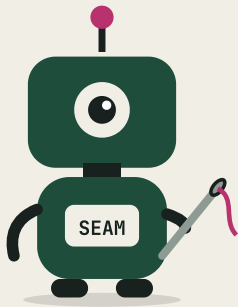
The owner approves every drafted answer; Thimble audits opt-outs

MEASURED BY

Opt-outs processed within 1 hour (Gmail allows 48)

UPKEEP

Monthly: add new questions to the FAQ



Seam

Reports to Gauge, the Foreman

Runs the one-week refresh: audit, rewrite, rebuild, launch, keeping old addresses redirected.

TAKES IN

- Signed job
- Old site
- Owner's answers

HANDS OVER

- Day-by-day progress note to the client (drafted, the owner sends)
- Launch checklist

WHEN

09:00 to 17:00 on live jobs, nightly build checks

WHO CHECKS IT

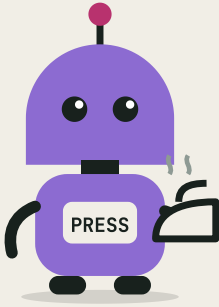
Tape re-measures the new site; it must score 85+ before launch

MEASURED BY

Live in 5 working days

UPKEEP

After every job: one lesson into the checklist



Press

Reports to Gauge, the Foreman

Aftercare for live client sites: uptime, SSL, backups, the monthly small edit and the quarterly report.

TAKES IN

- Client sites
- Care plan list
- Edit requests

HANDS OVER

- Uptime alerts
- Monthly care note (drafted)
- Quarterly one-page report

WHEN

Checks every 5 minutes; backups at 02:00

WHO CHECKS IT

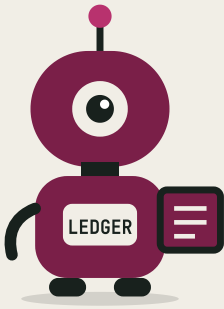
Ledger matches care plans to payments

MEASURED BY

99.9% uptime; edits done in 2 working days

UPKEEP

Monthly: test one backup restore



Ledger

Reports to the owner, directly

Keeps the books: quotes, invoices, care payments, costs, and the numbers in every report.

TAKES IN

- Signed jobs
- Bank feed (read only)
- Costs

HANDS OVER

- Invoices drafted for the owner
- Nightly numbers at 22:00
- Monthly P&L

WHEN

22:00 nightly; invoices on sign-off

WHO CHECKS IT

Checks the Foreman's figures; the owner approves every invoice

MEASURED BY

Books reconciled weekly

UPKEEP

Quarterly: check VAT threshold (£90,000) and pricing



The owner

Head Tailor

Approves every send for the first 200, takes fitting calls, finishes and signs off each site, handles anything Thimble or Bobbin escalates.

WHEN

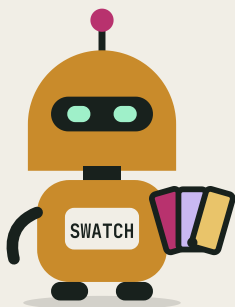
Approval queue at 09:00 and 15:00, 10 minutes each. Calls booked 12:00 to 14:00.

TIME

About 7 hours a week (estimate): 2 approvals, 2 calls, 3 finishing.

Only a human does these

- Says yes to the first 200 sends, one by one
- Talks to every customer before money changes hands
- Signs off every finished site
- Reads every Thimble block once a week
- Sets prices and decides when to grow



Swatch

Ad Sales · reports to the owner, directly

Optional, off by default. Sells the sponsor slots in Fitting Notes and on the website noticeboard: finds relevant local suppliers, drafts bookings, runs the ad calendar and sends totals-only reports.

TAKES IN

- Rate card and the never list (data/ads.json)
- Advertiser enquiries from the Advertise with us page
- Fitting Notes issue dates

HANDS OVER

- Booking drafts for the owner to approve
- Ad calendar: one sponsor per category per issue
- Monthly totals for each advertiser (sends, clicks)

WHEN

Weekdays 10:00, and within a working day of any enquiry

WHO CHECKS IT

Thimble checks every ad before it runs; the owner approves every advertiser and price; Ledger matches payments

MEASURED BY

Zero ads in service messages; every slot labelled Sponsored; no complaints upheld

UPKEEP

Quarterly: review prices against bookings; re-read the CAP Code and ICO direct marketing guidance

A good Tuesday in month 6.

TIME	WHO	WHAT
00:05	Press	Uptime round on 5 client sites, every 5 minutes all day
02:00	Press	Nightly backups
03:40	Bobbin	Overnight reply: out of office, snoozed
06:00	Scout	Finds 40 businesses in one town
06:30	Tape	Measures 40 websites
07:00	Shears	Cuts 8 concepts
07:45	Gauge	Morning briefing for the owner
08:00	Quill, Thimble	8 drafts written and checked; 1 switched to a letter
09:00	The owner	Approves 7, edits 1 (10 minutes)
09:20	Quill	6 sends, spaced out
10:50	Bobbin	Price question: quote drafted
11:30	Bobbin, Thimble	"No thanks": suppressed everywhere
12:30	The owner	15-minute fitting call
14:10	Tape, Seam	Refresh re-measured: 10 to 92
18:00	Gauge	Evening wrap
22:00	Ledger	Nightly numbers

Two screens a day. That's it.

07:45 MORNING BRIEFING • Gauge

Waiting for you: 8 drafts (7 email, 1 letter)
Thimble moved 1 email to a letter (partnership)
Calls: 12:30 Marlow Street Dental, 15 min
Building: Hartley Electrical refresh, day 3 of 5
Stuck jobs: 0

18:00 EVENING WRAP • Gauge

Found 40 • measured 40 • cut 8
Sent 6 • replies 3 • opt-outs 1 (suppressed)
Quotes out: 1 (£950) • stuck jobs: 0
Spam rate: 0.02% (line is 0.1%)
Tomorrow: Ashby trades, 40 candidates

Example output from the simulated day. Real reports start on switch-on.

Monday, 07:30.

WEEK 26 • Gauge with Ledger

Concepts cut 37
Sent 32
Replies 8
Calls booked 2
Quotes accepted 1
Care plans live 5 (+1)
Opt-outs 2, all suppressed
Spam rate, max 0.04%

THIMBLE (to the owner)

Blocks this week: 3 (2 partnership, 1 suppressed)
Rule changes to read: none

LEDGER (to the owner)

Paid: £950 • invoiced: £750 • costs: £11

Matches the simulated week on the HQ page. Every figure here is an example.

Nobody marks their own homework.

WORK	MADE BY	CHECKED BY
Lead list	Scout	Tape (dead links), Thimble (legal form)
Site score	Tape	The owner spot-checks 5 a week
Concept	Shears	Thimble ("not affiliated" label), the owner
Message	Quill	Thimble, then the owner
Reply action	Bobbin	Thimble (opt-outs), the owner (money)
Finished site	Seam	Tape re-measures, the owner signs off
Numbers	Ledger	The owner, monthly
Ads (optional)	Swatch	Thimble (Sponsored label, CAP Code), the owner

Hard stops

- Spam rate over 0.1%: all sends halt
- Any sole trader or partnership email: blocked
- More than 25 sends in a day: blocked
- Anything about money: goes to the owner

About an hour a month.

BOT	WHAT TO LOOK AT
Gauge	Monthly: read three briefings end to end and tighten what's noise
Scout	Quarterly: add a town; check API terms have not changed
Tape	Twice a year: update the 13 measurements to current Google guidance
Shears	Monthly: refresh one trade template
Quill	Monthly: read replies and adjust one line of the prompt
Thimble	Quarterly: re-read ICO PECR guidance and Gmail rules
Bobbin	Monthly: add new questions to the FAQ
Seam	After every job: one lesson into the checklist
Press	Monthly: test one backup restore
Ledger	Quarterly: check VAT threshold (£90,000) and pricing
Swatch	Quarterly: review prices against bookings; re-read the CAP Code and ICO direct marketing guidance
OPTIONAL	

Plus once a quarter: re-read ICO and Gmail sender rules, and update prompts if anything changed.

Add towns, not people.

STAGE	WHAT CHANGES
Months 1–2	One town, three trades. You approve every send. Bobbin replies through you.
Months 3–5	Second town. Approvals become a 10-minute queue twice a day.
After 200 sends	If spam stays low, Thimble-passed emails go out after a 2-hour hold; you still see everything.
4+ builds a month	Add a second Seam and a freelance finisher for the human polish.
Month 9+	Copy the team for a second trade focus (e.g. dentists) with its own concepts.

The work that grows is the bots' work. Your time stays near 7 hours a week until builds pass 4 a month.

The order to do it in.

Trade mark search and company details

Domain, ICO fee, business address

Sending domain: SPF, DKIM, DMARC, two-week warm-up

AI model key with a monthly spending cap

Companies House API key (free)

Switch on Scout, Tape and Shears in watch-only mode for a week

Switch on Thimble and Quill; you approve every draft

Run the 50-send test, then switch on Bobbin, Seam, Press and Ledger

Optional, last: Swatch, only if you choose to sell ads

Set up and ready. Nothing runs until you say so.