

FREE GUIDE

Where The Hours Go

A 20-minute audit that shows you the 27 hours a week your business spends on work a system can absorb — and the one task to start with.



Before you start

You do not need software for this. You need one week and a note on your phone.

Most owners guess wrong about where their time goes. Not because they are careless — because the losses are **small and constant**. Four minutes here, six there. Nothing ever feels big enough to fix, so nothing gets fixed, and at the end of the month the work that mattered is the work that did not get done.

This guide makes the invisible visible.

The average trap

If you ask yourself how long a reply takes, you will answer with your best case, not your usual one. That is why this measures a full week instead of estimating.



Nobody notices 27 hours a week disappearing. It never happens all at once.

Step 1 — Track four things for one week

Do not track everything. Track only these four, because they are where small businesses lose the most:

What to track	When to write it down
Answering messages	Every time you reply to a customer question
Chasing quotes	Every «just checking in» you send
Rewriting something	Every time you retype an answer you already know
Booking and reminders	Every appointment you arrange by hand

One line each time. Task, minutes, who did it. That is all.

If writing it down feels like too much work, that is your first finding. The task is frequent enough to be annoying — which is exactly the profile of a task worth automating.

Do it on a normal week. Not the quietest, not the week of the big job. The point is the **baseline**, and the baseline is what repeats.

Step 2 — Add it up honestly

At the end of the week, total the minutes per category and divide by 60.

Category	Your hours	Typical range
Answering messages		8 to 14
Chasing quotes		4 to 8
Rewriting the same reply		3 to 7
Booking and reminders		2 to 6
Total		17 to 35

Multiply your total by 52. That is your year.

1,404

hours a year if your total is 27 — the middle of that range.
More than half a full-time person, spent on work that repeats.

Write the number down somewhere you will see it. It is the single most useful figure this exercise produces, and it is the one people forget within a week.

Step 3 — Find the one to start with

Do not try to fix all four. Score each one from 1 to 5:

1. How often does it happen?

Daily is a 5. Monthly is a 1.

2. How much does it vary?

Same answer every time is a 5. Always different is a 1.

3. What happens if it is late?

A lost customer is a 5. Nobody notices is a 1.

4. Who can do it?

Anyone with the information is a 5. Only you is a 1.

Add the four scores. **Start with the highest.**

The counter-intuitive part

It is question 4. Owners want to automate the task only they can do, because it hurts most. Start with the opposite — a task anyone could do given the information. It is the one a system can take over cleanly, and it gives you a win in days instead of months.

What **not** to automate

Some things should stay human, and knowing which saves you from an expensive mistake:

- The conversation where somebody is upset
- The decision that changes what you charge
- The judgment call that depends on knowing the customer
- Anything where being wrong is expensive and being slow is not

A good system takes the repetitive work so people have time for exactly these.

What good looks like

When the first task is properly handed over, three things change within a month:

- 1 The answer arrives in seconds, including at 2am
- 2 Nothing waits for a specific person to be free
- 3 The knowledge lives in the system, not in one person's head

That last one is the real prize. Most small businesses are **one resignation away** from losing how things are done.

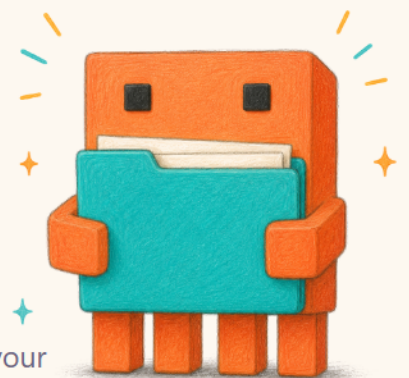


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We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

Process Diagnosis

We map how your team actually works and tell you the three processes worth automating first. Free.

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