

Implementation Guide for Mesquite Ledger Co.

Companion to your Process & AI Assessment • Prepared by Data Make You Smile • September 26, 2026

How to use this guide

Your assessment report says what to fix and why. This guide says how. It has one section for each of your 5 quick wins, in the same order as the report.

Do the quick wins in order. If a step does not match what you see on your screen, reply to the email this guide came with and give the quick win number and the step number. Jake fixes the instructions or tells you what to click. That is included.

Bring this guide to your 60-minute walkthrough. We start your first quick win together on screen.

(Mesquite Ledger Co. is a sample fictional company for illustrative purposes.)

Quick Win 1 of 5: Document chasing eats about 18 hours a week across six bookkeepers and is the reason only 60% of closes hit the 15th.

Google Sheets + Yet Another Mail Merge (YAMM) add-on in Gmail: Sends every client a personalized list of exactly what you need from them on the 1st, then re-sends only to the ones who have not delivered, on the 6th and the 11th, without a bookkeeper writing a single chase email.

Your time: One afternoon to build, about 30 minutes a month to run • Effort: medium • Est. cost: About \$2/month (YAMM is roughly \$25/year per sender)

Steps

1. In Google Sheets, create a new sheet called Document Requests with one row per client and columns named: Client name, Primary contact email, Bookkeeper, Folder link (the Drive upload folder for that client), and Items, a single column listing what you need from that client each month (bank statements, loan statements, credit card statements, receipts over \$75, POS sales numbers).
2. Have Priya fill the Items column with a short plain-English list per client, since the list differs between a restaurant and a dental practice; decide with her whether texts-only clients get an email anyway or get flagged for a manual text.
3. In Gmail, write a new draft with the subject 'Monthly document request.' Use {{Client name}}, {{Bookkeeper}}, {{Items}}, and {{Folder link}} where the personal details go, spelled exactly like the sheet's column headers, and keep the tone your clients already like. YAMM uses this draft as the template.
4. Install the Yet Another Mail Merge add-on from the Google Workspace Marketplace onto the Document Requests sheet (Extensions > Add-ons > Get add-ons), connect it to the sheet, and send a test merge to yourself and Priya only.
5. Add a column called 'Received' and agree the rule: the bookkeeper types an x when the file lands in the client's Drive folder; everything without an x is who gets the follow-up.
6. On the 6th and 11th, filter the sheet to blank Received rows and run the same merge with a shorter 'still waiting on' template, so reminders only go to people who actually owe you something.
7. Run it for one month on the 20 clients who close latest before rolling it to all 62, and ask the two long-tenured bookkeepers to sit with Priya for their first send.

Quick Win 2 of 5: Marcus spends about 24 hours a month writing CFO commentary, and the writing is the slow part of work you called the most valuable thing you do.

ChatGPT Plus (a saved Project with your commentary style) or Gemini in Google Workspace:

Turns the numbers Marcus already pastes into the Sheets template into a first-draft commentary in your firm's voice, so he edits and adds judgment instead of writing from blank.

Your time: 2-3 hours to set up with Marcus, then minutes per client • Effort: low • Est. cost: \$0 with Gemini on Business Standard or above, or \$20/month for ChatGPT Plus

Steps

1. Pick one tool for Marcus: ChatGPT Plus at \$20/month, or Gemini, which is already included if you're on Google Workspace Business Standard or above and keeps client data inside Workspace. Decide this first, because it changes where the data sits. If you pick ChatGPT Plus, go to Settings > Data controls and turn off "Improve the model for everyone" before pasting any client numbers.
2. Gather three of Marcus's best past commentaries, one restaurant, one trades, one dental, and strip client names and account numbers out of them.
3. Create a saved Project (ChatGPT) or a Gem (Gemini) called 'CFO commentary', paste the three anonymized examples in as the style guide, and add instructions: plain language for a restaurant owner or roofer, name what moved, say why, say what to watch, no more than 400 words, never invent a cause you were not given.
4. Write one reusable prompt that Marcus pastes with each month's numbers: the month-over-month and budget variance block copied from the Sheets template, plus three bullets of context he already knows (beef prices, a new location, a slow collection month).
5. Run it on last month's numbers for two clients he has already written up, compare side by side, and tune the instructions until the draft needs edits rather than a rewrite.
6. Set the standing rule that Marcus always edits and signs off before anything reaches a deck, and that no client's identifying details go into the prompt.
7. Once the draft quality holds, have him paste the approved commentary into the existing Google Slides deck exactly as he does today; do not change the deck.

Quick Win 3 of 5: You personally write every proposal, about an hour each, five or six a month, and you schedule discovery calls by back-and-forth email.

Google Calendar appointment schedules + ChatGPT Plus (same seat/tool as the commentary win): Lets prospects book their own discovery call, and turns your discovery notes into a proposal draft in your standard format so you edit rather than copy an old Doc and retype the scope.

Your time: 90 minutes to set up (booking page plus Project) · Effort: low · Est. cost: \$0 extra (Calendar included; shares the ChatGPT seat)

Steps

1. In Google Calendar, click Create > Appointment schedule, name it 'Discovery call', set 30 minutes, set your real availability windows (for example Tue-Thu mornings), turn on a 15-minute buffer and a booking form that asks for business type and current bookkeeping setup.
2. Copy the booking link and give it to Jolene to paste into her callback emails and into the website form's auto-reply, and add it to your email signature.
3. Take three recent proposals you were happy with, remove client names and fees, and save them as your format examples.
4. In the same ChatGPT Project (or a second Project called 'Proposals'), paste the three examples and instruct it: match this structure and tone, produce scope, deliverables, exclusions, monthly fee placeholder, and onboarding timeline.
5. After your next discovery call, dictate or type 8-10 bullets of notes (client type, entity count, payroll yes/no, sales tax states, cleanup needed, pain they named) and paste them with the prompt.
6. Paste the draft into Google Docs, set the fee yourself, edit the scope, and send through Adobe Sign as you do today.
7. Track your first three: if each takes under 25 minutes end to end, retire the copy-an-old-proposal habit; if not, add the missing sections to the Project instructions.

Quick Win 4 of 5: About 30 easy client questions a week interrupt the bookkeepers, and you said the cost is the interruption, not the answer.

Gmail filters and labels + Gmail templates (canned responses), with Gemini's 'Help me write' if you're on Business Standard or above: Routes the four recurring client questions into one labeled queue and puts a ready-made reply one click away, so a bookkeeper batches them twice a day instead of being interrupted.

Your time: 2 hours to build, 30 minutes per bookkeeper to train · Effort: low · Est. cost: \$0 with templates and filters; Gemini's 'Help me write' is included on Business Standard and above.

Steps

1. Have Priya list the four questions she counted most often (did payroll go through, what's my bank balance, can you send last year's P&L, did you get the statement I sent) and agree the standard answer for each.
2. In each bookkeeper's Gmail, turn on Templates (Settings > See all settings > Advanced) and save one template per question, with a blank for the specific number or file link.
3. Create a filter in Gmail: Settings > Filters and Blocked Addresses > Create a new filter, using 'has the words' with terms like payroll OR balance OR P&L OR statement, plus 'from' limited to client domains if that is workable, and apply the label 'Client Q'.
4. Set the same filter to skip the inbox only if the bookkeeper is willing to check the label; otherwise keep it in the inbox and just label it, so nothing gets missed.
5. Agree a team rule with Priya: the Client Q label gets cleared at 11am and 4pm, not on arrival.
6. Have each bookkeeper answer a week of questions using the templates and note which ones the template did not fit; add templates for those.
7. If you want AI drafting on top: Gemini's 'Help me write' is already included if you're on Business Standard or above. Have Priya test it on the Client Q label for two weeks, and only roll it out if her edit time is genuinely lower.

Quick Win 5 of 5: You estimate \$3-4k a month of out-of-scope work is done and never billed, because nobody tracks it and the bookkeepers are nice about it.

Google Forms + Google Sheets (with the Forms shortcut pinned in Google Chat): Captures extra work the moment it happens in 20 seconds, so at month-end you have a list of what you gave away and can decide to bill it, raise the fee, or knowingly eat it. No time tracking required.

Your time: About 1 hour to build, 10 minutes a week to review · Effort: low · Est. cost: \$0 (included in Google Workspace)

Steps

1. Create a Google Form called 'Out of scope log' with five fields: client (dropdown of your 62), who did it, what it was (short text), rough hours (dropdown: 0.25 / 0.5 / 1 / 2 / 3+), and 'was this billed?' yes/no/not sure.
2. Link the Form to a Google Sheet and add a column that multiplies rough hours by a blended internal rate you pick, so the sheet shows a dollar figure without anyone tracking time.
3. Define with Priya the one trigger everyone uses: if a client asks for something that is not on the close board checklist, it goes in the Form. Write that sentence down; ambiguity is what kills this.
4. Pin the Form link in your Google Chat team space and add it as a bookmark in everyone's browser so it is always two clicks away.
5. Announce it as a pricing tool, not a surveillance tool, at a Monday meeting, and say out loud that nobody is in trouble for logging work they already did.
6. Add one agenda item to the Monday meeting: review last week's log and decide bill / absorb / renegotiate at renewal for each entry.
7. After 60 days, sort the sheet by client and total dollars, and take the top five clients into a fee conversation with an actual list in hand.

Your 4-Day Quick-Win Plan

Day 1: Build the document-chasing engine: set up the Document Requests sheet with Priya, write the Gmail merge template, install YAMM, and send a test to yourself and Priya only.

Day 2: Set up the CFO commentary Project with Marcus (three anonymized examples plus instructions) and run it against two clients he already wrote up last month to check draft quality.

Day 3: Stand up your own two: publish the Google Calendar discovery booking page and hand the link to Jolene, then build the Proposals Project and test it on your next discovery notes.

Day 4: Build the Out of Scope log Form and pin it in Google Chat, then set up the Client Q Gmail labels and the four reply templates with Priya and roll them to the bookkeepers.

Your walkthrough

Your 60-minute working session with Jake is included. Book it here: Your booking link is in your report email.