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Free sample
Garage Vault

One complete playbook from the Vault, free, plus the full list of what's inside. Written for garages and MOT centres. Doable yourself, no coding, no setup from us.

5 pages

1 full playbook

12 in the full Vault

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What's inside the full Vault

12 step-by-step playbooks and 20 copy-paste templates in a members web app. Tick steps off as you go; it remembers your progress on phone or computer.

Section	Playbook	Time
Fill the diary	**Let drivers book MOTs and services online**	1 hour
Fill the diary	**MOT and service reminders that bring cars back**	1–2 hours to set up, 20 minutes a month
Fill the diary	**Stop losing customers to missed calls** (this sample)	45 minutes
Fill the diary	**A Google Business Profile that gets you booked**	1 hour, then 10 minutes a week
Run the workshop	**Job cards that capture everything first time**	1 hour
Run the workshop	**Get extra work authorised in writing**	30 minutes
Run the workshop	**A simple parts and stock tracker**	1–2 hours to set up
Run the workshop	**Opening, closing and handover checklists**	1 hour
Earn more per car	**A Google review after every happy customer**	30 minutes
Earn more per car	**Clear quotes customers say yes to**	1 hour
Earn more per car	**Service plans for steady monthly income**	2 hours
Earn more per car	**Seasonal campaigns to customers you already have**	1 hour per campaign

Sample playbook: Stop losing customers to missed calls

When nobody can get to the phone, callers still get a quick, useful response and a call back, instead of ringing the next garage.

Time	Cost	Level
45 minutes	Free to low cost	Beginner

Why it matters

When everyone's under a car, the phone rings out. Callers who reach a full voicemail or nothing at all often try the next garage on the list.

Tools

- Your phone system or mobile
- WhatsApp Business (free)

Steps

1. **Record a better voicemail**: Say who you are, your opening hours, that you'll call back within a set time, and that they can book online or WhatsApp you. Keep it under 20 seconds.
2. **Set up a missed-call text**: Many business phone providers and VoIP systems can send an automatic text after a missed call; check your provider's settings. On a mobile, WhatsApp Business away messages (Business tools → Away message) do a similar job for WhatsApp messages.
3. **Block call-back slots**: Pick two or three fixed times a day to return every missed call (for example 10:30, 13:00 and 16:00). Write callers on a whiteboard or a shared sheet so nobody is forgotten.

Steps (continued)

4. **Give callers another way in**: Add your online booking link and WhatsApp number to your Google profile, website and voicemail, so the phone isn't the only door.
5. **Check the numbers once a week**: Look at your phone's missed-call list each Friday. If it's regularly high at certain times, that's when you need cover or an automated answer.

Copy-paste templates

> **Voicemail script:** Hi, you've reached [garage]. We're in the workshop right now. Leave your name, number and registration and we'll call you back within [2 hours] during opening times, [hours]. You can also book online at [website] or WhatsApp us on [number]. Thanks.

> **Missed-call text:** Sorry we missed your call, we're in the workshop. We'll ring you back shortly. To book now: [link]. [garage]

Done when

- [ ] New voicemail recorded
- [ ] Missed-call text or WhatsApp away message on
- [ ] Call-back slots in the diary
- [ ] Booking link and WhatsApp on Google and website
- [ ] Weekly missed-call check

Avoid these

- Never let the voicemail box fill up.
- Don't promise a call-back time you can't keep on a busy day.

The 90-day quick start in the full Vault

1. Week 1: Missed calls, then your Google Business Profile.
2. Week 2: Online booking, then the review request habit.
3. Week 3: Job cards and written authorisation for extra work.
4. Week 4: Build the MOT and service reminder list and send the first month.
5. Month 2: Quotes, parts tracker and workshop checklists.
6. Month 3: A service plan and your first seasonal campaign.

Get the full Garage Vault

All 12 playbooks and 20 templates, £47 one-off, lifetime access, instant access after payment.
See inside: **lumin42.com/garage-vault**

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