AUTUMN CHILDCARE ManyHats Automations for Autumn Child Care

To do with Kamal, 13 November 2026

Paul and Kamal work through this together. Tick each box as it is done. Each item says why it matters and what we need from Kamal.

Related pages: What we built and Your accounts.

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1. Tell Kamal about our test messages

- [ ] Explain the test messages from our final checks, so nothing looks like a real parent.

Why: some test messages reached Autumn's inboxes and Delta app while we tested the assistants. None came from a parent.

When (Pacific time)	What she may have seen	Where
Thursday 12 Nov, about 11:21 to 11:25 pm	2 test emails: a "Tour request: Olds Drive" from "ZZ" (555 number) and an "Opt-out request" from a 555 number	the business email, the contact email and the alerts inbox
Friday 13 Nov, about 1:15 to 1:40 am	Up to 3 notices in the Delta app (2 "current family", 1 "general"), from "ZZ Test" chats and a test call	Delta app bell / Alerts page, and a phone push only if push is turned on
Friday 13 Nov, today's test session	Paul fills in anything from today's session	

What we need from her: nothing to do. She can delete these. Both test tours were cancelled and the test contact was deleted.

2. Google Business Profile, together

- [ ] Open both Google listings with Kamal and check each one.

Why: Google Maps and Search are where many parents find Autumn first. The listing must show the right website, phone and hours.

Check	Olds Drive	Hocking Avenue
Which Google account holds it	the Autumn alerts inbox (Kamal's)	A separate Google account that is not one of Kamal's
Website link	Should be https://autumnchildcare.ca/	Should be https://autumnchildcare.ca/
Phone	Should be 778-924-0123, not her personal mobile	Should be 778-924-0123, not her personal mobile
Hours	Mon to Fri, 7:00 am to 5:30 pm (confirm)	Mon to Fri, 7:00 am to 5:30 pm (confirm)
Who owns and manages it	Check together	Check together, and how Kamal gets ownership

What we need from her: sign in to the Autumn alerts inbox; say who set up the Hocking Avenue listing and whether she can request ownership.

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3. Change every .com link to .ca

- [ ] Go through the table and fix each place that still points at autumnchildcare.com.

Why: the new website is autumnchildcare.ca. The old site at autumnchildcare.com is still online: it does not link to the new site, and it shows Kamal's personal mobile. Parents who land there miss Ava, the phone assistant and the Book a tour page.

Where	Current link	Should be	Who changes it
Old website autumnchildcare.com (checked live today)	Old site still online, shows her personal mobile	Redirect autumnchildcare.com to https://autumnchildcare.ca/	Whoever controls the .com domain and its hosting: find out together
Instagram profile website	autumnchildcare.com	https://autumnchildcare.ca/?utm_source=instagram	Kamal, in the Instagram app (see item 4)
Facebook Page website	Was autumnchildcare.com	https://autumnchildcare.ca/	Done on 12 Nov
Facebook Page button	Was "Send message"	"Sign up", opens the Book a tour page	Done on 13 Nov
Google Business Profile, Olds Drive	Check together	https://autumnchildcare.ca/	Kamal (item 2)
Google Business Profile, Hocking Avenue	Check together	https://autumnchildcare.ca/	Whoever holds that listing (item 2)
Other directories (child care listings, local directories, Yelp and similar)	Check together	https://autumnchildcare.ca/	Kamal, or whoever created each listing
Our new website, all pages	No .com links (39 pages checked today)		Nothing to do
Ava's answers and the phone assistant's script	No .com links (checked today)		Nothing to do
Ads and Instagram post captions	No .com links (all use autumnchildcare.ca)		Nothing to do

Where	Current link	Should be	Who changes it
Parent emails sent by GoHighLevel	Paul checks before the meeting	autumnchildcare.ca only	ManyHats

What we need from her: who owns the autumnchildcare.com domain and the old site's hosting, and her OK to point it at the new site.

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4. Instagram

- [ ] Verify the Instagram account.
- [ ] Fix the bio, website and phone.

Why: the account must be verified before it can be managed from Meta Business Suite, in the app or by us. The bio has the wrong ages, and the website and phone point to the old site and her personal mobile.

Field	Now	Change to
Bio	Says "children aged 1-5 years"	Licensed play-based child care, ages 0-5, Chilliwack BC. Book a weekday tour.
Website	autumnchildcare.com	https://autumnchildcare.ca/?utm_source=instagram
Public business phone	Her personal mobile	778-924-0123 (the assistant line), or remove it
Public email	Confirm	the contact email, if she confirms it is the public email

What we need from her: her phone with the Instagram app, signed in, to verify the account and save the changes.

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5. Google Ads "payment required" notice

- [ ] Open the notice in Kamal's email together.

Why: Kamal received a Google Ads "payment required" notice for an account linked to the Hocking Avenue centre. Our records show one older Google Ads account linked to Autumn (customer ID ending 3352), which is not in Kamal's name. The new Google Ads account is planned in her own name next week.

What we need from her: - Which account ID the notice is for, and whether it matches the one ending 3352. - Who is the admin on it, and whose card it bills. - Whether we can get access to it, or whether she prefers to close it and start fresh in her own name.

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6. Meta ads: card and monthly limit

- [ ] Kamal adds her card to the Meta ad account.
- [ ] Kamal sets a monthly spending limit.

Why: 25 ads are designed and loaded into her ad account. Facebook creates them inside the ad sets the moment her card is added (about a minute), and they stay paused until she chooses a budget. Nothing has been spent.

What we need from her: her card in Meta Billing, and the monthly limit she is comfortable with.

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7. Written OKs

- [ ] Written OK on the wording the assistants use for emergencies and safety concerns.
- [ ] Written OK to use real photos and film of the centres (taken with no children present) in ads. The 10 new posts were posted on 13 November at Paul's direction; Kamal can ask for any post to be removed.

Why: both go in front of parents. We don't publish either without her written OK.

What we need from her: a reply by email or text saying "OK", or the changes she wants.

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8. Second emergency phone number

- [ ] Add a second number for urgent call transfers.

Why: today every emergency transfer from the phone assistant rings Kamal's mobile. If she can't answer, the call needs a second person.

What we need from her: the name and number of the second person.

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9. AI service top-up

- [ ] Turn on automatic top-up (or a low-balance email) on the AI service account.

Why: Ava's replies run on an AI service paid by Autumn. If the balance runs out, Ava stops answering. This has happened twice during setup.

What we need from her: her OK and a card on the account; Paul shows where to switch it on.

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10. Confirm the facts

- [ ] Tour hours at both centres: Monday to Friday, 9:30 to 11:30 am and 2:30 to 5:00 pm? Any days with no tours?
- [ ] Which company signs: Autumn Childcare Centre Inc., or 1472510 B.C. Ltd.?
- [ ] The public email parents should see: the contact email?
- [ ] Ages on everything: 0 to 5?

Why: the assistants, the website and the contracts use these facts word for word.

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11. Email forwarding to Kamal

- [ ] Move the business email so it delivers to Kamal instead of Paul.

Why: today the business email forwards to Paul. Parents who reply to tour emails reach Paul, not Kamal.

What we need from her: she opens a verification email in the contact email and clicks the link while Paul switches the forwarding.

12. Try the assistants and the calendar

- [ ] Kamal chats with Ava on autumnchildcare.ca on her own phone.
- [ ] Kamal calls 778-924-0123 and books a tour.
- [ ] Show her the tour calendars in the LeadConnector app, and how to mark Showed or No show.
- [ ] Her tour on 4 Nov ("Tour, Olds Drive: Kamal Dhaliwal"): was it a test? If yes, cancel it.

What we need from her: her impression. Does Ava sound like Autumn?

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13. Her choices on follow-ups

- [ ] May Ava send a short "checking back in" message when a parent asks to be contacted later?
- [ ] Does she want waitlist check-in emails (the first one 45 days after a family joins the waitlist)?

Why: both are switched off until she says yes.

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14. Sign and share logins

- [ ] Read and sign the Website and AI assistants agreement ($3,500 one-time; Ava management $150 a month for months 1 to 3, then $250 a month).
- [ ] The Ads agreement ($900 a month; ad spend extra, paid by Autumn directly to Meta and Google) is for next week.
- [ ] Go through Your accounts together. Passwords go into a password manager, never into email.