The 5-Week Micro-Automation Builder

Five small systems that local businesses pay a monthly fee to run. Build one a week, from zero to your first paying client. Every figure in this guide is sourced, and every source is listed on the last page.

You do not need an audience, a following, or a computer science degree. You need one small, boring problem solved so well that a business would rather pay you monthly than keep losing time and money to it. Be the locksmith, not the handyman. Fix one specific thing perfectly and you become easy to hire and easy to recommend.

Each week you build a system, land one client, then move to the next. A build runs well under an hour once you know the steps. The rest of your time goes into learning the tool and setting it up cleanly for one specific business. It is a service, not passive income, and that is exactly why it pays.

The stack, and what it actually costs

Tool	Role	What you actually pay
Make (make.com)	The engine. Connects everything.	Free: 1,000 credits/mo, **2 active scenarios**, 15-minute minimum interval. Core: about $10.59/mo for 10,000 credits and unlimited scenarios.
Cal.com	Booking pages (Week 3).	Free: **1 user**, unlimited event types and calendars, and native workflow reminders. Teams from about $12 to $15 per user/mo.
Twilio	Sending texts.	A few dollars a month for a number, plus per-message. A2P registration below.
Google Sheets, Calendar, Gmail	Data and messaging.	Free.
Claude or ChatGPT	Writing the messages.	Free tiers work.
GoHighLevel	One dashboard alternative.	Bundles CRM, texting, calendar and reviews. Easier, more expensive, more lock-in.

THE CREDIT RULE THAT CATCHES EVERYONE

In Make, one credit is **one module execution**, not one scenario run. A five-module scenario processing one record burns five credits. A scenario that wakes on a schedule burns credits *every time it checks*, even when it finds nothing.

So an hourly clock running 24 times a day for 30 days is 720 wake-ups. At three modules per wake-up that is **2,160 credits a month**, from one scenario, before a single message goes out. The free plan's 1,000 credits cannot carry it. Week 3 and Week 5 both need the Core plan. Budget about $10.59 a month against a $150 to $350 retainer and it is still an easy trade.

Four rules before you build anything

1. **Map it in plain language first.** Write WHEN this, THEN that, on paper. If you cannot say the flow out loud in one breath, you cannot build it.
2. **Build in order and test at every step.** Never add module four while module two is unproven. A scenario with nowhere to write is a scenario you cannot debug.
3. **Watch the free tiers.** Confirm the limit before you promise a client anything. Free is for testing, not for operating.
4. **Register for texting before you send one message.** Details below. This is not optional and unregistered messages are blocked outright by carriers.

A2P 10DLC, the US texting registration

Any business texting United States customers must register first. There are two registrations: a **Brand**, which is the business identity, and a **Campaign**, which is the type of messages. Every message must also carry a *Reply STOP to opt out* line.

Item	Cost	Note
Brand registration	About $4 to $4.50, one time	Sole Proprietor if no EIN. Low-Volume Standard if the business has an EIN, which skips secondary vetting.
Campaign vetting	$15, one time, non-refundable	Charged per campaign. If a campaign is rejected, resubmission costs again.
Campaign monthly	About $1.50 to $10 per month	Depends on use case. Low-Volume Mixed is the cheapest.
Approval time	Up to 5 business days	Plan for it. Do not promise a go-live date inside a week.

This works in your favor. It is one more piece of paperwork the owner does not want to touch, which makes handling it part of the service they pay you for. Quote it as a line item, not as a surprise.

WEEK 1

Missed-Call Text-Back

The highest-ROI automation you can sell, and the easiest first yes.

The problem

Local businesses miss a large share of their calls, and most callers who reach voicemail never call back. They dial the next name in the search results. A 2024 411 Locals study of 85 businesses across 58 industries found only **37.8% of calls were answered by a live person**. Other studies put the miss rate lower, from about 22% (Numa, 2021) to 47% (Alliance Virtual Offices, 2024), depending on how a missed call is defined. Whatever the exact figure, the gap is large and every owner already feels it.

Who pays for it

Plumbers, HVAC, electricians, roofers, landscapers, salons, dentists, real estate.

Map it

```
WHEN a call to the business goes unanswered
THEN wait about 60 seconds, a chance for someone to grab it
THEN text the caller a friendly sorry we missed you
THEN log the caller and alert the owner
```

Build it, step by step

Step 1. The number and the registration.

- Create a Twilio account and buy a local number in the client's area code. A few dollars a month.
- In Twilio Console, go to Messaging, then Regulatory Compliance, and register the **Brand** using the client's legal business name, address and EIN.
- Register a **Campaign**. Use case: Customer Care or Low-Volume Mixed. Describe the messages plainly: automated reply to missed inbound calls.
- Wait for approval. Up to five business days. Do nothing else that sends messages until it clears.
- Have the client set **conditional call forwarding** on their existing line to the Twilio number. Their published number does not change. Same number on the truck, same number on the website.

You are done when you call the client's real number, it rings through normally, and Twilio shows the call in its logs.

Step 2. Detect the missed call. This is the one genuinely clever part.

- Make has **no native missed-call trigger**. You build one inside Twilio.
- In Twilio Console open **Studio** and create a new Flow from a blank template.
- Drag in a **Connect Call To** widget. Point it at the client's real answering line. Set the ring timeout to about 20 seconds.
- From that widget, take the **no-answer** and **busy** exit paths and connect both to an **HTTP Request** widget.
- In the HTTP Request widget set method POST and paste your Make webhook URL (created in step 3). Send the caller number in the body as `{{trigger.call.From}}`.
- Leave the **answered** path going nowhere. If the call connects, nothing fires.
- Assign the Studio Flow to your Twilio number under Phone Numbers, A Call Comes In.

You are done when you call the number, let it ring out, and the Studio execution log shows the HTTP Request firing.

Step 3. The text.

- In Make, create a new scenario. First module: **Webhooks, Custom webhook**. Copy the URL it gives you back into the Studio widget above.
- Click **Redetermine data structure**, then place a test call so Make learns the shape of the incoming data.
- Add a **Tools, Sleep** module set to 60 seconds. This is the window for someone to grab the call late.
- Add **Twilio, Send an SMS**. From: your Twilio number. To: the caller number mapped from the webhook.
- Write the message once. Example: *Hi, this is Johnson Plumbing. Sorry we missed your call. How can we help? Reply STOP to opt out.*
- Use Claude or ChatGPT to match each client's tone. Friendly for a salon, direct for a roofer. The STOP line is not optional.

Step 4. The log and the alert.

- Add **Google Sheets, Add a Row**. Four columns: timestamp, caller number, status, notes. Keep the headers short and lowercase.
- Add **Email, Send an Email** or a Slack module to notify the owner: missed call from this number, we already texted them.
- Turn scheduling ON and set the scenario to run **immediately**, since a webhook triggers it.

You are done when one unanswered test call produces the text, the row, and the alert. Watch all three land before you tell the client anything is finished.

CREDIT MATH

Four modules per missed call. A business with 50 missed calls a month burns about 200 credits. One scenario. **This build fits the Make free plan** for a single low-volume client. It will not fit alongside Week 3.

Reality check

The simplest to sell and the clearest ROI. The missed-call detection is the only tricky part. GoHighLevel has a native missed-call trigger, so if the Studio flow scares you, build this one there instead and keep Make for the rest.

Sell it: Recover the calls you already pay marketing to generate.	**Price it:** $300 to $500 setup, $100 to $300 a month.

WEEK 2

Instant Lead Reply

The classic build. No website lead slips through on a busy day.

The problem

A lead fills out the website form at nine at night. She is in buying mode right then. An hour later she is at dinner. Two days later the job is gone and the owner never knew he was in a race.

The research is unusually strong here. A study led by Professor James Oldroyd at MIT, covering more than 15,000 leads and 100,000 call attempts, found that responding within five minutes rather than thirty made a lead about **100 times more likely to be contacted and 21 times more likely to be qualified**. A companion analysis of 2,241 US companies found the average company took about 42 hours to make first contact, and roughly 23% never responded at all.

Who pays for it

Contractors, home services, law firms, agencies, real estate. Anyone already running lead ads is your warmest prospect, because they are paying real money per lead and then letting it go cold.

Map it

```
WHEN a new inquiry form is submitted
THEN create a calendar event, name and phone in the title
THEN write a friendly reply that names their actual project
THEN send it from the client's own address and log the row
```

Build it, step by step

Step 1. The trigger.

- In Make, start a new scenario with **Webhooks, Custom webhook**. Make hands you a unique URL. That URL is the doorbell.
- Paste it into the client's form settings. WordPress (via a forms plugin), Squarespace and Wix all support posting form results to a web address.
- If the client runs **Facebook lead ads** instead, skip the webhook entirely and use Make's built-in **Facebook Lead Ads, Watch Leads** trigger. That path takes about ten minutes.
- Submit one real test entry so Make learns the field names.

You are done when a test submission lights up your scenario history showing the buyer's name, phone, email and message.

Step 2. Put every lead on the calendar.

- Add **Google Calendar, Create an Event** and connect the client's calendar.
- Build the event title from the form fields: *new lead, Sarah, kitchen remodel*. Name and phone in the title so it reads at a glance.
- Set start time to the next business morning, around 8am, one hour long. Put the full message text in the event description.
- Add the phone number to the location field so it is tappable on a phone.

You are done when a test lead appears as a block on tomorrow's calendar. Open it on a phone, because that is where the owner will actually see it.

An email is something an owner might read. A calendar block is something he walks past on his way out the door. Leads stop being messages and start being appointments.

Step 3. The reply that names their project.

- Add an AI module inside Make. **Anthropic Claude** or **OpenAI**, Create a Completion.
- Write the system instruction once: confirm the request, promise a call within one business day, name the buyer's project explicitly, keep it under four sentences, warm and plain, no exclamation marks, sign as the business owner.
- Map the form's message field into the prompt so the AI has the actual project to reference.
- Set max tokens low, around 300. You want short.

You are done when a stranger reads the reply and swears a person wrote it. Test it with a note sent from a friend's phone.

A cold automated reply lands worse than plain silence. *We have received your request* reads like a parking ticket, not a welcome.

Step 4. Send it and log it.

- Add **Gmail, Send an Email** connected to the client's own business address. The customer should never see your name or your tools anywhere in it.
- Set the subject from the project name. Put the AI output in the body.
- Add **Google Sheets, Add a Row**: name, contact, project, timestamp. That sheet becomes the monthly report you hand the owner without being asked.
- If the client wants texting too, add Twilio and send the same reply by message. A2P registration and the STOP line apply.

You are done when one fake inquiry fires the calendar block, the email and the row. Watch all three land before you tell the client anything is finished.

CREDIT MATH

Five modules per lead, and the AI module can cost more than one credit. A business with 30 leads a month burns roughly 150 to 250 credits. One scenario, webhook-triggered, so no idle polling. **Fits the free plan** at this volume.

Reality check

The build takes about an hour once you know the modules. Your first one will take two to three, because you are learning the webhook and the AI prompt at the same time. What you charge for is captured leads and hours saved, not the minutes it took you.

Sell it: No lead slips through on a busy day again.

Price it: $400 to $750 setup, $150 to $300 a month.

WEEK 3

The No-Show Shield

Booking, reminders, no-show recovery and reviews, all on one sheet.

The problem

A booked client does not arrive and the chair sits empty. That slot is pure lost income with staff paid and rent running. Across 105 published studies, the average appointment no-show rate is about **23%** (Dantas et al., *Health Policy*, 2018). By sector it varies: hair salons around 15%, dental around 12%, mental health far higher. A systematic review of 29 studies found SMS reminders reduce no-shows by **29% to 39%** on average.

Almost nobody who misses an appointment decided to miss it. They forgot, on a Tuesday, in the middle of a hard week.

Who pays for it

Salons, barbers, dentists, med spas, physios, tattoo studios, auto detailers. Anyone whose income arrives in booked slots. They also cluster: land one salon and there are ten more within a mile watching her chairs stay full.

Map it

```
WHEN a client books
THEN log the row and send a warm confirmation
THEN remind 24 hours before, then 2 hours before
THEN if they no-show, send a kind check-in and a rebooking link
THEN after the visit, ask for a review
```

> **READ THIS BEFORE YOU START**
>
> This build needs **two scenarios**, and the second one runs on a clock. That puts it past the Make free plan on both counts: free allows only two active scenarios total, and the hourly clock alone burns roughly 2,000 credits a month against a 1,000 credit allowance.
>
> Budget the **Core plan, about $10.59 a month**, before you quote this build. It is a rounding error against a $150 to $350 retainer, but quoting a free build and then asking for money later is how you lose a client in week two.
>
> Honest note: Cal.com's own free tier includes native workflow reminders. If the client only wants reminders and nothing else, say so. What you are actually selling here is the sheet, the recovery branch and the review ask, which Cal.com does not do.

Build it, step by step

Step 1. Booking capture.

- Create a **Cal.com** account for the client and set up one event type matching their service, with correct duration and buffer.
- Connect their real calendar so availability is accurate. Free covers one user with unlimited calendars and event types. If the business runs several staff on separate calendars, they need the paid tier, and you price that into the setup fee.
- In Cal.com, open **Settings, Developer, Webhooks**. Add a new webhook, subscribe to **BOOKING_CREATED**, and paste your Make webhook URL.
- In Make, scenario one starts with **Webhooks, Custom webhook**. Redetermine the data structure, then make one test booking under your own name.
- Confirm the payload carries the three things you need: attendee name, phone number, and the appointment start time.
- Name the scenario something plain, like *ClientName - booking capture*, so you can find it again in six months.

You are done when your own test booking lands in Make within seconds. Watch the run history until you actually see it arrive. Everything that follows reads from that single arrival.

Step 2. The sheet that runs the machine.

- Create a Google Sheet with exactly these headers in row one, lowercase: `name | phone | appointment_time | status`
- Add **Google Sheets, Add a Row** to scenario one. Map the four fields. Set status to the literal word `booked`.
- Set the module to insert at the **bottom** of the sheet. If rows land at the top, your date math in step 3 reads the wrong row.
- Store appointment_time in a full date-time format, not as free text. This is the single most common thing that breaks step 3.
- Add **Twilio, Send an SMS** and an email module for the confirmation, fired the instant the row is written.
- Write the confirmation wording once, in the owner's voice, with an assistant helping you draft it. Include the STOP line.

You are done when a test booking produces a row and a text within one minute.

That sheet is the brain. Every automation after this one reads it and reacts to what it finds. It is also the thing the client can actually understand. A dentist will never open a scenario editor. She will absolutely open a sheet, see today's names, and trust what she is looking at.

Step 3. The hourly clock. This is the part most people get wrong.

- Make cannot put a scenario to sleep for a whole day and wake it before an appointment. So stop asking it to. Build a **second scenario** instead.

- Scenario two starts with **Google Sheets, Search Rows**, filtered to status equals `booked`.
- Set the schedule to run **once every hour**, at minute zero, around the clock.
- Add a **Router** with two paths. Path A filter: appointment_time is between 23 and 25 hours from now. Path B filter: appointment_time is between 1 and 3 hours from now.
- Path A sends the day-before reminder. Path B sends a short see-you-soon.
- Add a column such as `reminded_24` and set it after sending, so a reminder never fires twice on the same row.
- Set the **scenario timezone to the client's timezone, not yours**. Otherwise every reminder lands an hour wrong twice a year.

You are done when you shift a test row's time and the reminder fires on the next hour. Sit and watch one full cycle before you trust it with real customers.

Learn this pattern once here and you reuse it in Week 5 without opening a manual.

Step 4. Recovery and reviews.

- Turn this on **only after the clock has run clean for a full day**. Recovery firing on bad data will embarrass your client in front of their own customers.
- Add a third path to the router, or a small third scenario, reading the status column and branching on what it finds.
- The front desk types one word into the sheet when somebody does not arrive. That single word is the only work any human ever does inside this system.
- On `no-show`: send the recovery message the following morning, not the same night. Say they were missed, that life happens, and offer a link to pick a new time.
- Write that message the way you would text a friend who forgot. No guilt, no fee talk, one tap to rebook. Anything colder reads like a debt collection notice.
- On `done`: wait two hours, then send a Google review request with a direct link. That branch is the whole of Week 4, arriving early.
- If the front desk forgets to mark rows for a week, the system goes quiet rather than wrong. Build it that way deliberately.

You are done when you mark yourself a no-show and the recovery text arrives on schedule, then mark a row done and watch the review request land two hours later.

Test the whole circuit

Book yourself in. Take the confirmation. Shift the times and trigger both reminders. Mark yourself missed and read the recovery message. Then mark yourself done and wait for the review ask. When the full loop fires without you touching anything, the shield is alive.

Sell it: If this saves two no-shows a month, it more than pays for itself.	**Price it:** $400 to $600 setup, $150 to $350 a month. Plus about $10.59/mo Make Core, quoted as a line item.

WEEK 4

Review Request Engine

More reviews, higher local ranking, more calls.

The problem

Happy customers leave and nobody asks. BrightLocal's 2026 Local Consumer Review Survey of 1,002 US adults found **97% of consumers read reviews** before choosing a local business, and 78% had been asked for a review in the previous twelve months. Their earlier surveys found about 67% would consider leaving one after a positive experience, but only around a third actually do.

The gap is not goodwill. It is the ask. And the standard has moved: BrightLocal's 2026 data shows **68% of consumers will only use a business rated 4.0 or higher**, up from 55% a year earlier, and 31% now require 4.5 or higher.

Who pays for it

Restaurants, dentists, home services, salons, auto shops, local retail.

Map it

```
WHEN a job or appointment is marked complete
THEN wait 2 to 3 hours
THEN text or email a review request carrying the direct link
```

Build it, step by step

Step 1. Grab the link that opens the review box.

- The business needs a claimed **Google Business Profile**. If it is not claimed, stop and claim it first. Nothing else works without it.
- In the profile dashboard, find **Ask for reviews** or the sharing options. It gives you a short link that opens the write-a-review box directly.
- Save it in the client folder. You will paste it in at least three places.
- Tap it on your own phone. The review box should open in under two seconds, with no search screen and no scrolling.

Every extra tap loses people who genuinely meant to help. Search results, sign-in screens and scrolling all cost you finished reviews.

Step 2. The trigger that knows a job is finished.

- Use a Google Sheet the business already understands. Four columns: `name | phone | service_date | status`
- In Make, add **Google Sheets, Watch Rows** pointed at that sheet.
- **If the client already runs Week 3, connect this to that same sheet instead.** Same doorbell, different door, and one less thing for the owner to learn.
- Set the schedule thoughtfully. A watch-rows trigger burns a credit every time it checks, whether or not it finds anything. Every 15 minutes is 2,880 credits a month. **Hourly is 720 and is almost always enough** for a review ask.

You are done when you flip a test row to complete and the scenario fires. Watch the run history until you see your own name arrive.

Step 3. The delay, then the ask.

- Add **Tools, Sleep**, or better, filter on service_date so the send lands 2 to 3 hours after completion. Sleep modules hold the scenario open and waste credits.
- Under an hour feels pushy. Past a day the visit has faded. Two to three hours is home and settled, still warm.
- Add **Twilio, Send an SMS** or a Gmail module carrying the link.
- Write it once per client, in the owner's voice: *Thanks for choosing us. A quick Google review would mean the world: [link]. Reply STOP to opt out.*
- Warm, short, no pressure. A2P registration applies. Skipping it gets your client's messages blocked by the carriers.

You are done when a test row produces a text within three hours and the link in that message opens the review box.

Step 4. The sentiment gate, built honestly.

- Instead of sending the link straight away, the first message asks one question: how did we do today, one to five?
- Four and five get the Google link automatically. One, two and three route straight to the owner so the problem gets fixed while it is still fixable.
- The owner sees **every** response, including the ones and twos. Nothing is hidden and no sentiment is faked. This is service recovery, not concealment.
- Explain exactly how it works in the sales conversation. Owners have been burned by agencies before, and honesty is rarer than skill.

THE LINE YOU DO NOT CROSS

The dishonest version of this gate suppresses complaints, and it will burn the business and you with it. Google has removed listings over review manipulation. Separately, the US Federal Trade Commission's **2024 Rule on the Use of Consumer Reviews and Testimonials** makes incentivized or suppressed reviews a regulatory matter, not just a policy one. Never offer a reward in exchange for a review, and never route negative feedback into a dead end. Ask everyone for honest feedback without conditions.

Reality check

The ROI is the ranking lift, and it is the one result a client can watch climb week after week on a page they already check obsessively. Put before and after review counts in the monthly report and the retainer sells itself.

Sell it: Get found first on the map by collecting reviews automatically.	**Price it:** $300 to $500 setup, $100 to $250 a month.

WEEK 5

Quote and Invoice Follow-Up

Most jobs are lost to silence, not price. This chases every quote.

The problem

A contractor sends a quote, gets busy that week, and never follows up. The deal dies quietly and nobody learns why.

The most-cited figures here are that about 80% of sales need five or more follow-ups while roughly 44% of sellers stop after one. Treat those as **directional, not as research**. They trace to a 2014 Brevet Group compilation whose original attribution has never been independently verified. The pattern is real and matches what practitioners see. The precise numbers are not sourceable, so do not quote them to a client as a study.

Who pays for it

Contractors, freelancers, agencies, event vendors, B2B service providers.

Map it

```
WHEN a quote is marked sent
THEN +2 days: gentle check-in
THEN +5 days: we can hold this pricing
THEN +10 days: soft close
AND STOP the moment they reply or the status changes
```

Build it, step by step

Step 1. The tracker.

- One Google Sheet, six columns: `client | contact | job | amount | date_sent | status`
- Status holds exactly one of three words: `open`, `won`, `lost`.
- Setup takes about fifteen minutes, once. Your only ongoing job is typing one row when a quote goes out, and flipping the status word when the client decides.
- Store date_sent as a real date, not text. Same trap as Week 3.

You are done when one real quote sits in row two of that sheet.

Step 2. The trigger.

- In Make, add **Google Sheets, Watch Rows** pointed at the tracker, filtered to status equals open.
- You built this exact trigger in Week 4. Copy that scenario, change the sheet field, and the pattern carries straight over. That copy is the whole migration and it takes under five minutes.
- Set the check interval to hourly rather than every fifteen minutes. Quotes are not urgent to the minute, and hourly costs you a quarter of the credits.

You are done when a test quote wakes the scenario within the hour, and the run finishes clean.

This is what stacking one skill onto another actually looks like. Most people stall here because they rebuild from scratch every time. The pattern itself is the asset.

Step 3. The clock.

- Add a second scenario running **once an hour**, reading the sheet and doing date math on every open row.
- Two days after date_sent: the first gentle check-in.
- Five days: a warmer note offering to hold the price a little longer.
- Ten days: a quiet close that leaves the door open without pressure.
- Add sent-flag columns, one per nudge, so nothing fires twice.
- Set the send hour to something calm, around nine in the morning, using a filter on the current hour. Nobody wants a follow-up at 2am.

You are done when you compress the dates on one test row and all three messages land in the right order.

Step 4. Make every message sound like a person.

- Add an AI module between the clock and the send. Feed it the client name, the job description and the amount.
- Instruct it: write a short, warm check-in with no pressure. Name the specific project in the first line. Ask exactly one clear question. Under four sentences.
- So the two-day message asks whether the deck quote came through alright, not whether *the customer* received *our proposal*.
- Read the first outputs out loud before any of them go to a real client.

You are done when the test message names the deck instead of naming the customer.

Step 5. The stop. This matters as much as all three nudges.

- Add a filter before every send that re-checks the status column. If the row now reads won or lost, nothing goes out.
- Add a second check that watches for a reply landing in the inbox. The moment somebody answers, that row goes quiet permanently.

- Flip one test row to won and confirm the silence. No message, no error, nothing sitting in the queue.
- Add two running totals at the bottom of the sheet: quotes sent this month, quotes won this month.

You are done when a won row produces complete silence.

Nobody should ever receive a reminder after they have already said yes. A follow-up sequence with no brake will eventually embarrass you badly.

HOW TO PROVE IT WORKED

Write the two totals down on day one. Write them down again on day sixty. The gap between those two dates is the entire renewal conversation, already finished, in the client's own numbers. Do not claim a specific improvement rate up front. Measure this client's actual before and after and quote that instead.

Sell it: Stop losing jobs to silence. Every quote gets followed up.

Price it: $400 to $600 setup, $150 to $300 a month.

Land the client

Show, do not pitch.

You need no audience. Open a map app, search one local trade, and find businesses with a website, a booking page or a contact form. They are already doing this by hand. Build a quick sample for one of them, record a thirty second screen video of it working with their business name on it, and send the note below.

Showing an owner their own problem solved, with their own name on it, is far stronger than any pitch.

THE OUTREACH MESSAGE

Subject: a quick something I built for [Business Name]

Hi [Name],

I put together a short demo for [Business Name]. [One line, for example: when someone books, it texts a confirmation, reminds them before the visit, and wins back no-shows automatically.]

Thirty second video here: [link]

If you would like it set up live, I do a one-time setup plus a small monthly to keep it running and make tweaks. Happy to walk you through it, no pressure either way.

[Your name]

Reach out to several. It is a numbers game, and a few no-thanks replies bring you closer to the first yes. You are offering to hand back time, not to sell software.

The best version of this costs you ten minutes and no build at all. Walk into one appointment business you already use and ask a single casual question: do you get many no-shows? Then say nothing and let them talk. Do not pitch, because the moment you sell, the honest complaining stops and you lose the material. Write down their exact phrases. Those phrases are what closes the deal.

Get paid properly

Price the outcome, not the hour

A system that recovers lost leads or stops no-shows is worth a real setup fee plus a monthly retainer. The recurring piece is what builds steady income. The client is not buying your hour of clicking.

Build	Setup	Monthly	Tool cost to quote
1. Missed-Call Text-Back	$300 to $500	$100 to $300	Twilio number and messages, A2P fees
2. Instant Lead Reply	$400 to $750	$150 to $300	Make free at low volume
3. No-Show Shield	$400 to $600	$150 to $350	**Make Core about $10.59/mo**, Cal.com paid if multi-staff, Twilio
4. Review Request Engine	$300 to $500	$100 to $250	Twilio, Make
5. Quote Follow-Up	$400 to $600	$150 to $300	Make, Gmail

Four things that protect you

1. **Set aside about 30% for taxes** from your first invoice. This is self-employment income.
2. **Quote tool costs as a line item**, separately from your fee. Never absorb a platform bill silently and never discover one after you have quoted.
3. **Handle access cleanly.** Use proper, revocable access to a client's accounts. Never store passwords carelessly. Protecting trust is half of what makes this last.
4. **Register A2P 10DLC before sending any customer texts**, and budget up to five business days for approval.

One system. One client. Then repeat. The second client is always easier than the first, because now you have proof.

Sources

Missed calls: 411 Locals, SMBs Don't Answer 62% Of Phone Calls (2024), 85 businesses across 58 industries. Numa (2021). Alliance Virtual Offices (2024).
Speed to lead: Oldroyd (MIT), Lead Response Management study, reported in Harvard Business Review. 15,000+ leads, 100,000+ call attempts.
No-show rates: Dantas LF, Fleck JL, Cyrino Oliveira FL, Hamacher S. No-shows in appointment scheduling, a systematic literature review. Health Policy, 2018. 105 studies.
SMS reminder effect: systematic review of 29 studies, 29% to 39% average reduction.

Reviews: BrightLocal Local Consumer Review Survey 2026, representative panel of 1,002 US adults. Earlier BrightLocal surveys 2019 to 2024 for review leaving behaviour.
Review regulation: US Federal Trade Commission, Rule on the Use of Consumer Reviews and Testimonials (2024).
Follow-up counts: The Brevet Group, 21 Mind-Blowing Sales Stats (2014). Original attribution unverified. Directional only.
Tool pricing and A2P fees: Make, Cal.com and Twilio published pricing and documentation, verified August 2026. Pricing and free-tier limits change. Confirm current details with each provider before you quote a client.

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