

A FIELD MANUAL FROM A WORKING AGENCY

Sell AI receptionists to **local businesses.**

The offer, the stack, the demo-first outreach and the monthly rhythm we use to answer every call for clinics, salons and trades, including the mistakes that cost us.

TONIGHT, 21:47

Incoming call	answered
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Caller	new patient
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Booked	Thu 10:30
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Owner notified	yes
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THE BRIEF

Who this is for, and what it promises

The buyer

A freelancer, developer or small agency owner who wants to sell AI phone and chat receptionists to local service businesses.

The problem

The tech is easy to demo and hard to run. Most new agencies stall on the offer, the outreach, or a bot that embarrasses them in front of a client.

The promise

A complete, tested path from first prospect to a paying monthly client, with the traps marked before you step in them.

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How to read it: every chapter opens with a one-line takeaway and ends with something you can use today. Boxes marked **Mistake we made** are real incidents from running an AI receptionist agency in 2026, with what we changed.



The offer

What you sell, who pays for it, and why the numbers work for both of you.

PART I · THE OFFER

Why local businesses pay for this

01

You are not selling AI. You are selling the calls a business already pays to get and then fails to answer.

69%

of callers who reached voicemail hung up without leaving a message (Money Penny call report).

44%

of 70 million tracked inbound calls were classified as missed (Invoca 2026, as reported by JustCall).

\$700+

first-year value of one new dental patient, estimates range \$700 to \$1,300 (Dental Economics; Solutionreach).

Sources 1 to 4 on page 21. Industry figures from vendors and surveys; treat them as directional, then measure your own prospect's calls.

Where the money leaks

A dentist with chairs booked, a plumber under a sink, a hairdresser mid-colour: the people who run local businesses are busy doing the work when the phone rings. After hours, at lunch and at weekends nobody answers at all. The caller does not wait. They ring the next result on the map.

The owner usually knows this and has tried the fixes: a voicemail nobody checks, a part-time receptionist who costs a salary, an answering service that takes messages but cannot book. An AI receptionist answers every call in seconds, any hour, books or captures the lead, and sends the owner a summary. That is the whole pitch.

Which businesses buy first

SIGNAL	WHY IT MATTERS	EXAMPLES
High value per new customer	One saved call pays the month	Dental, aesthetics, physio, law, solar
Hands busy during work	Calls are missed in business hours too	Trades, salons, auto repair
Bookable service	The bot can finish the job, not just take a message	Clinics, salons, repair shops
Phone number on the website and Maps	Calls are already arriving	Anyone with reviews and a listing

FIG. 01 · QUALIFYING SIGNALS FOR A FIRST CLIENT

USE TODAY

Call five local businesses in one niche at 12:45 and at 18:30. Write down who answers. The ones who do not are your first list, and the experience is your opening line.

SAMPLE

Plumber and HVAC, voice, the urgent part

05

Urgent situations

If the caller describes an active leak, flooding, no heating in freezing weather, or a gas smell:

For a gas smell say first: "Leave the property and call the gas emergency number now." For leaks, tell them to close the main water valve. Then transfer to {{UrgentNumber}} or flag as URGENT.

Never

- guess a total job price
- tell a caller with a gas smell to wait for a callback
- Never share another customer's information.

FIG. 05 · EXCERPT FROM 04-PLUMBER-HVAC/VOICE-PROMPT.MD

Why safety comes first in the prompt

The assistant's job is to book work, but in a few niches a caller can be in danger. Put the safety instruction before any booking step, keep it word for word, and test it on every launch with the urgent line of the test script.

WANT THE WHOLE BUSINESS?

The AI Receptionist Agency Playbook covers the offer, pricing, the stack, personal demos, outreach, onboarding and the monthly rhythm, with the mistakes we made running it.

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THE BRIEF

Who this is for, and what it promises

The buyer

A freelancer or small agency selling short video ads to e-commerce brands, using Claude with the Higgsfield MCP.

The problem

Generating clips is easy. Delivering ads a client approves, at a predictable credit cost, without waxy faces or melted labels, is not.

The promise

A production system that turns one product photo into a client-ready 9:16 ad, and a way to sell it monthly.

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IN THE ZIP

skills/ ugc-ad-director, product-motion-director, ad-qc-gate · **prompts/** 24 templates in three files · this PDF.