



⚡ Grounded in 20+ sources

AI Receptionist Business: The Real Playbook

A step-by-step, evidence-backed guide to launching and selling AI receptionist services to local businesses—using proven scripts, tools, and pricing models from real agency operators.

📌 **Updated for 2026** 📄 **\$300–\$500/mo/client** Typical recurring revenue per client (source-reported)

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Start Fast

Clear first steps you can take this week.



Real Sources

Built from people who actually did it.



Honest Numbers

Source-reported pay, costs, and risks.

[Get the Full Guide Vault →](#)

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ✓ Who This Guide Is For
- ✓ Problem This Business Solves
- ✓ The Offer That Actually Sells
- ✓ Business Snapshot
- ✓ Who Pays For It
- ✓ Startup Cost — Real Breakdown

▶ **MODULE 01**

Who This Guide Is For

This guide is for operators and solo founders who want to launch a recurring-revenue business selling AI receptionist services to local businesses. If you want a proven, low-headcount, tech-enabled service business with real client demand—and you want specifics, not theory—read on.

▶ **MODULE 02**

Business Snapshot

**\$300–
\$500/mo/client**

Typical recurring revenue (source: multiple agency operators)

\$0–\$150

Startup cost (Retell AI + Cal.com + phone number, source: creator demos)

1–7 days

Time to first client (reported by creators using warm network/cold call)

No coding required

Setup uses prebuilt tools (Retell AI, HighLevel, Cal.com)

38.5% CAGR

AI industry growth rate (source: SixFlow transcript)

▶ **MODULE 03**

Problem This Business Solves

Most small businesses miss calls after hours, on weekends, or when staff are busy—costing them leads and sales. 62% of small businesses miss incoming calls (source: AI Agency

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Blueprint). The first business to respond wins 78% of the time. AI receptionists answer every call, book appointments, and follow up so leads don't slip through the cracks.

▶ **MODULE 04**

Who Pays For It

Local service businesses that rely on phone calls for new business: plumbers, dentists, chiropractors, gyms, roofers, medspas, auto repair shops, restaurants, real estate agents, and more. Owners pay for missed-call solutions that directly increase their booked jobs and revenue.

▶ **MODULE 05**

The Offer That Actually Sells

The offer that converts is NOT 'AI automation'—it's 'never miss a call again.' Sell the outcome: a 24/7 receptionist that answers, qualifies, and books appointments directly into the business's calendar. Many agencies use a free 'AI audit' or demo call as the foot-in-the-door offer (see scripts below).

▶ **MODULE 06**

Startup Cost — Real Breakdown

Item	Cost	Notes
Retell AI (or HighLevel)	\$0– \$99/mo	Retell AI has a free tier; HighLevel starts at \$97/mo (source: creator demos)
Cal.com	\$0– \$12/mo	Free for basic use; paid for advanced features
Phone number (Twilio/SIP)	\$1–\$5/mo	Buy via Retell AI or directly from Twilio
Minutes usage	\$0.08/min	Retell AI per-minute cost (source: @DeRonin_)
Domain/website (optional)	\$0–\$20	Google Sites, Carrd, or HighLevel template

▶ MODULE 07

Skill Requirements

Skill	Level Needed	How to Learn
Basic web navigation	Beginner	YouTube tutorials (Retell AI, Cal.com)
Copy/paste prompt editing	Beginner	Use provided prompt templates
Client communication	Intermediate	Use scripts below; practice with warm contacts
Spreadsheet use	Beginner	Google Sheets for lead tracking
Phone setup (Twilio)	Beginner	Follow step-by-step video (see source notes)

Step-by-Step Launch Plan

- 1 Pick a niche you understand (e.g., roofers, dentists, restaurants).
- 2 Set up a Cal.com account and create an event type (e.g., 'Appointment' or 'Reservation').
- 3 Connect your Google Calendar to Cal.com event (advanced settings).
- 4 Create a Retell AI account (or HighLevel for all-in-one).
- 5 In Retell AI, create a single prompt voice agent. Use a proven prompt template (see source videos).
- 6 Add functions: 'end call', 'check calendar availability', 'book on calendar'—input Cal.com API key and event type ID.
- 7 Purchase and assign a phone number via Retell AI or Twilio.
- 8 Test the agent by calling the number and booking a test appointment.
- 9 Build a one-page website or landing page (HighLevel, Carrd, or Google Sites).
- 10 Make a list of 10–50 businesses in your niche (Google Maps, your contacts, businesses you use).
- 11 Send outreach messages (see scripts) and book demo calls.
- 12 Run a live demo: call your AI receptionist in front of the business owner.
- 13 Close the deal with a recurring monthly offer (\$300–\$500/mo).

First 7 Days

- 1 Day 1: Pick your niche and set up Cal.com + Retell AI accounts.
- 2 Day 2: Build your first AI receptionist agent using the step-by-step video walkthrough.
- 3 Day 3: Test the agent with a real phone number and calendar integration.
- 4 Day 4: Build a simple one-page site or Google Doc explaining your offer.
- 5 Day 5: List 10–20 businesses you already know or use (warm network).
- 6 Day 6: Send the copy/paste outreach message to each contact.
- 7 Day 7: Book and run your first demo call (even if just with a friend or family business).

▶ MODULE 10

First 30 Days

- 1 Refine your prompt and agent based on feedback from test calls.
- 2 Expand outreach to cold leads using Google Maps and spreadsheet tracking.
- 3 Post about your process and results on social media (LinkedIn, Facebook, TikTok).
- 4 Collect testimonials or permission to use results from your first client(s).
- 5 Build a basic case study to use in future outreach.
- 6 Iterate your offer and pricing based on actual conversations.
- 7 Aim to close 2–5 paying clients by end of month (reported by multiple creators as realistic).

▶ MODULE 11

Insider Secrets & Shortcuts

- 1 Use Google Maps to build your cold call list—just copy businesses with 35–100 reviews into a Google Sheet (source: SixFlow).
- 2 Always use a 'hook' in your cold call: 'We're offering free AI audits to [niche] business owners right now.' (SixFlow script).
- 3 Retell AI agents need an explicit 'end call' function or they'll stay on the line—add this in both the prompt and functions (Retell AI tutorial).
- 4 Get your Cal.com API key and event type ID from the settings and event URL—don't skip this or your agent can't book appointments (Retell AI x Cal.com).
- 5 For warm outreach, ask for referrals, not sales: 'Do you know one business owner who'd be open to a quick conversation?' (Agency OS, How to Get First Client in 48h).
- 6 Offer a free walkthrough/demo instead of a sales pitch; run the demo live by calling your own AI receptionist in front of the prospect (multiple sources).

▶ MODULE 12

How To Find Your First Customers

- 1 Start with your warm network: past coworkers, friends, family, businesses you use (barber, dentist, gym, etc.).
- 2 Build a list of 10–50 local businesses in your niche using Google Maps (filter by review count and business type).
- 3 Post about your AI receptionist build and results on LinkedIn, Facebook, and TikTok—show the process, not just the outcome.
- 4 Use a cold call script with a hook and clear offer (see below).
- 5 Ask every warm contact for one referral, not a sale.

Copy/Paste Outreach Script

Pricing Model

Model	Amount	Notes
Monthly recurring	\$300– \$500/mo	Most common, source: Agency OS, SixFlow, Twitter creators
Setup fee (optional)	\$0–\$500	Some charge a one-time setup, but most skip for speed
Per-minute usage	\$0.08/min	Retell AI cost, pass-through or bundle (source: @DeRonin_)
Free trial/first month	\$0	Used as a foot-in-the-door by some agencies

Upsell Ideas

- 1 Automated review requests (text/email after appointment)—add-on via HighLevel.

- 2 Missed call text-back automation—set up in HighLevel or Retell AI.

- 3 Website chat widget with AI—install on client’s site for additional fee.

- 4 Outbound calling agent (cold call follow-up)—Retell AI supports this.

- 5 CRM integration—connect to client’s existing CRM for lead tracking.

▶ **MODULE 16**

Risks / Legal / Compliance

Compliance & Risks

Always disclose to clients that calls may be recorded or handled by AI. Some states/countries require explicit consent for call recording. Check local telemarketing and privacy laws before running outbound campaigns. Never use AI to give regulated advice (e.g., legal, medical) unless the agent is strictly limited to booking and FAQ.

▶ **MODULE 17**

Source Notes

“I get businesses from Google Maps, I transfer them to a spreadsheet, and that’s my lead list. I’m not BSing you, that’s how I do it.”

— SixFlow, [How I Sell AI Receptionists to Local Businesses with Cold Calling](#)

[1] [How I Sell AI Receptionists to Local Businesses with Cold Calling](#) (YouTube, SixFlow)

[2] [Tried AI and Still Not Getting Clients? Build This AI Receptionist](#) (YouTube, SixFlow)

[3] [How to Get Your First Client In 48 Hours \(No Cold Calling Required\)](#)

[4] [Retell AI Made Simple: How to Build AI Voice Agents \(For Beginners\)](#)

[5] [AI Agency Blueprint: How I'd Go From \\$0 to \\$10K/Month in 90 Days](#)

[6] [The one service agencies can sell to local businesses in 2026](#)

[7] X posts: @DeRonin_, @sairahul1, @HooCrypto, @codyschneider, @RingBuddyX, others

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Resources, Certifications & Direct Links

Tap straight into search results, certification training, and paid apprenticeships for this path.

🔍 DIRECT SEARCH LINKS

Google Trends — demand

is it growing? ↗

Reddit — unfiltered reality

real talk ↗

YouTube — free how-tos

walkthroughs ↗

Upwork — who's paying now

live demand ↗

Google — competitor pricing

what to charge ↗

Hack







Set a saved-search alert on **Indeed** + **LinkedIn** for this exact term — new roles hit your inbox before they're crowded.

Tool Stack — Organized by Category

Every tool for this path, grouped by category. Free tools first, paid last. Tap any logo to open it.







AI Assistants

5 free · 1 paid

	ChatGPT	Writing, ideation, prompts, drafts	Free	↗
	Claude	Long docs, reasoning, coding, agents	Free	↗
	Google Gemini	Google-integrated AI	Free	↗
	Perplexity	AI research with live sources	Free	↗
	Poe	Many AI models in one app	Free	↗
	Grok	X-integrated AI	Paid	↗








AI Builders & Agents

6 free · 0 paid

	Bolt	AI full-stack app builder	Free	↗
	Cursor	AI code editor	Free	↗
	Lovable	Prompt-to-app builder	Free	↗
	Replit	Build + host apps with AI	Free	↗
	v0 by Vercel	AI UI/component generator	Free	↗
	Windsurf	Agentic AI IDE	Free	↗








Automation & No-Code

7 free · 0 paid

	Airtable	Database / CRM / trackers	Free	↗
	Bubble	No-code web apps	Free	↗
	Glide	Apps from spreadsheets	Free	↗
	Make	Visual automation / scenarios	Free	↗
	n8n	Open-source workflow automation	Free	↗
	Softr	No-code apps/portals on Airtable	Free	↗
	Zapier	App-to-app automation	Free	↗




Outreach & Sales

2 free · 5 paid

	Apollo	B2B lead database + outreach	Free	↗
	Hunter	Find + verify emails	Free	↗
	Clay	AI lead enrichment + lists	Paid	↗
	Instantly	Cold email sending + warmup	Paid	↗
	Lemlist	Personalized cold outreach	Paid	↗
	LinkedIn Sales Navigator	Prospecting on LinkedIn	Paid	↗
	Smartlead	Cold email at scale	Paid	↗








CRM

1 free · 2 paid

-  **HubSpot CRM** Free CRM + pipeline Free [↗](#)
-  **Close** CRM built for calling Paid [↗](#)
-  **Pipedrive** Sales pipeline CRM Paid [↗](#)











Web & Design

5 free · 2 paid

-  **Canva** Graphics, thumbnails, templates Free [↗](#)
-  **Carrd** One-page sites (cheap) Free [↗](#)
-  **Figma** UI/graphic design Free [↗](#)
-  **Framer** AI website builder Free [↗](#)
-  **Webflow** Visual website builder Free [↗](#)
-  **Durable** AI site for local business Paid [↗](#)
-  **Relume** AI sitemaps + components Paid [↗](#)

Selling & Monetization

6 free · 4 paid

	Beehiiv	Newsletter + monetization	Free	↗
	Gumroad	Sell digital products	Free	↗
	Lemon Squeezy	Sell software/digital (handles tax)	Free	↗
	Substack	Paid newsletters	Free	↗
	Teachable	Host and sell courses	Free	↗
	Whop	Sell access, communities, products	Free	↗
	Kajabi	All-in-one course/membership	Paid	↗
	Shopify	Ecommerce store	Paid	↗
	Skool	Paid communities + courses	Paid	↗
	Stan Store	Link-in-bio storefront	Paid	↗

Money tip

Stack the **free** tools first. Only pay once a tool is directly making or saving you money.

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THE JOBHACKI ARSENAL

This guide is 1% of what members get

The community unlocks the tools that do the heavy lifting for you:



OmniCut

Upload any video — get back a timestamped, cut-by-cut edit blueprint: hooks, vocal cues, effects and animation calls, all mapped to the viral frameworks behind our own content. You (or your AI editor) just follow the map.



JobHacki Resume Builder

Our exact one-page, recruiter-tested template — auto-built from your LinkedIn in minutes, exported as an editable doc + PDF.



JobHacki Readiness Simulator

Paste any job link. Get tested on what the role actually requires, see your readiness score, and get the fastest study path to close the gaps.



Atlas Directory

Every guide and career path we publish — refreshed by 24/7 AI researchers so you never act on stale info.

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Join free today — founding-member pricing locks in before the tools go paid.

WHAT EACH TOOL ACTUALLY DOES



OmniCut

OmniCut watches your entire video the way an elite editor would — every frame, the full transcript, your offer and what you're actually selling — then runs it through the viral frameworks behind our own content. What you get back is a timestamped editing score: your video chopped into 10-second sequences, each with exact vocal cues, audio cues, effect calls and animation directions. Copy a sequence, paste it into Gemini Omni, and generate that cut — then the next, then the next, until the whole edit is done. Runs as a custom GPT inside ChatGPT (you'll need a ChatGPT account), purpose-built for Gemini Omni video editing the day it drops.



JobHacki Resume Builder

Drop in your LinkedIn (or paste your experience) and it rebuilds everything into the exact one-page format we use: tight summary line, education with the details recruiters scan for, metric-driven experience bullets, and the 10-category skills stack that beats ATS keyword filters. Out comes a polished PDF plus a fully editable doc — change any line later without starting over. Single-industry and multi-industry versions included.



JobHacki Readiness Simulator

Paste a real job posting link. The simulator breaks down what that role actually demands — skills, tools, terminology, scenarios — and tests you on it: multiple choice, written answers, even voice roleplay for interviews and sales calls. You get a Readiness Score out of 100 across skill match, tool match, communication and interview readiness, plus the exact study plan to close your gaps — linked straight to the guides, certs and resources that fix them.



Atlas Directory

The full living library: 100+ grounded, step-by-step playbooks across AI businesses, careers, trades, healthcare paths and side income — every one built from people who actually did it, never theory. Our AI researchers monitor hundreds of creators and sources around the clock, so tools, pay data and methods stay current. Search it, filter it, read online or download any guide as a PDF.

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