




⚡ Grounded in 14 sources

# AI Voice Agents: Build, Sell, and Automate for Local Businesses

A step-by-step, evidence-backed guide to launching and selling AI voice agent solutions to real businesses—using proven frameworks, tools, and scripts from top creators in the space.

📌 Updated for 2026  **\$2,500+/month** Reported by agency operators

📢 @jobhacki · JobHacki Community



## 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

Operators, agency owners, and automation consultants looking to build, deploy, and sell AI voice agent solutions to local businesses or niche verticals. This is for those who want to offer a real, billable service—not just tinker with AI for fun. If you want to replace missed calls, automate lead capture, or offer appointment booking for clients, this guide is for you.

## ▶ MODULE 02

## Business Snapshot

**\$2,500–\$4,000/mo**

Typical client retainer (source: @paoloanzn, 'companies pay \$3K-\$4K for AI agents like this')

**\$100–\$300**

Startup cost (Retell AI, Twilio, cal.com, n8n, initial phone number)

**1–3 days**

Time to first working demo (using Retell AI + n8n + Google Sheets)

**Local SMBs, real estate, healthcare, home services**

Best-fit client verticals (source: 'How to Get AI Agency Clients With One Simple Service')

**No-code/low-code**

Technical barrier (Retell AI, n8n, cal.com all support no-code setup)

## ▶ MODULE 03

# Problem This Business Solves

AI voice agents solve the #1 revenue leak for local businesses: missed calls and slow lead response. Instead of sending callers to voicemail (where most leads are lost), an AI agent answers instantly, captures details, books appointments, and can even qualify or route leads. This is especially valuable for businesses where every missed call is a lost customer—think real estate, healthcare, home services, and busy appointment-based shops.

▶ **MODULE 04**

## Who Pays For It

Small and medium businesses (SMBs) that rely on inbound calls for sales or bookings: real estate agencies, property managers, dental/medical clinics, contractors, salons/barbers, and local service providers. Also, agencies and consultants who want to resell or white-label the solution. These clients pay monthly retainers for done-for-you setup, ongoing support, and call/lead analytics.

▶ **MODULE 05**

## The Offer That Actually Sells

The most successful offer is a turnkey 'AI Receptionist' or 'AI Call Answering' service that answers missed calls, books appointments, and sends lead details to the business automatically. The pitch is simple: never miss a lead again, no more voicemails, and instant follow-up. For real estate and healthcare, add calendar integration (e.g., cal.com) to book directly into their system. For home services, focus on lead capture and qualification.

▶ **MODULE 06**

# Startup Cost — Real Breakdown

Item	Provider	One-time/Monthly	Typical Cost
AI Voice Agent Platform	Retell AI	Monthly	\$49–\$99/mo (starter tier)
Phone Number	Twilio	Monthly	\$1–\$5/mo (per number)
Call Minutes	Twilio/Retell AI	Usage	\$0.01–\$0.03/min (varies by region)
Automation Platform	n8n (cloud/self-hosted)	Free–\$20/mo	Free (self-hosted) or \$20/mo (cloud)
Calendar Integration	cal.com	Free–\$20/mo	Free tier available
Domain/Branding	Any	One-time	\$10–\$20 (optional)

## ► MODULE 07

# Skill Requirements

Skill	Level Needed	How to Learn
Retell AI agent setup	Beginner	Official YouTube tutorials, 1–2 hours
n8n workflow building	Beginner–Intermediate	YouTube: 'Automate Outbound Calls with Retell AI + n8n'
Twilio phone number config	Beginner	Twilio docs, Retell AI phone number walkthrough
Prompt engineering	Beginner	Copy/paste from provided templates, refine with Claude/ChatGPT
Google Sheets basics	Beginner	Free Google Sheets crash course
Client onboarding	Beginner	Use provided scripts/templates

## ▶ MODULE 08

## Step-by-Step Launch Plan

1. Sign up for Retell AI ([retellai.com](https://retellai.com)) and create your first agent (choose 'voice agent', start from blank).
2. Buy a phone number in Twilio and connect it to your Retell AI agent.
3. Create a Google Sheet with columns: first name, phone number, company, lead status, etc. (copy exact headers from tutorial).
4. Set up n8n (cloud or self-hosted). Build a workflow: Google Sheets trigger → filter for 'not called' → HTTP request to Retell AI API.
5. In Retell AI, configure agent settings: responsiveness (0.95), interruption sensitivity

(0.85), enable voicemail detection, set call duration (e.g., 12 min).

6. Use Claude or ChatGPT to generate a universal prompt for your agent (see transcript for prompt structure).
7. Add system variables for date/time (e.g., `{{current_time_America/Toronto}}`) to prevent agent hallucinations.
8. Test outbound and inbound calls. For inbound, use Retell AI's inbound webhook to fetch caller data from Google Sheets via n8n.
9. Integrate cal.com for appointment booking if needed (copy API key and event type ID into Retell AI functions).
10. Prepare demo recordings and analytics screenshots for client outreach.

#### ▶ MODULE 09

## First 7 Days

1. Day 1: Set up Retell AI, Twilio, and n8n accounts.
2. Day 2: Build and test your first agent using the single prompt or conversational flow template.
3. Day 3: Connect Google Sheets and n8n for lead management.
4. Day 4: Configure agent prompt with dynamic variables and system date/time.
5. Day 5: Integrate cal.com (if targeting appointment-based businesses).
6. Day 6: Record a demo call and prepare a simple landing page or PDF explainer.
7. Day 7: Identify 10 local businesses with missed call problems and send outreach using the provided script.

#### ▶ MODULE 10

# First 30 Days

- 1 Week 2: Refine your agent's prompt and call flow based on test calls and feedback.
- 2 Week 2: Add SMS follow-up (Retell AI + Twilio) to send booking links or confirmations.
- 3 Week 3: Onboard your first client (offer a 7-day free trial or discounted pilot).
- 4 Week 3: Set up analytics dashboard in Retell AI for call tracking and lead capture reporting.
- 5 Week 4: Collect testimonials and call recordings as proof.
- 6 Week 4: Launch paid ads or cold email campaigns targeting your best-fit vertical (e.g., realtors, clinics, contractors).

## ▶ MODULE 11

# Insider Secrets & Shortcuts

- 1 Always add the `{{current_time_<timezone>}}` system variable in Retell AI prompts to stop the agent from hallucinating the date/time (source: 'AI Voice Agent Outbound Calls + SMS System').
- 2 Use n8n's filter node to ensure you never call the same lead twice—set 'lead status' to 'not called' and update to 'called' after each attempt (source: 'Automate Outbound Calls with Retell AI + n8n').
- 3 For calendar booking, cal.com has a direct integration with Retell AI—copy the event type ID from the URL and the API key from cal.com settings (source: 'Tried AI and Still Not Getting Clients? Build This AI Receptionist').
- 4 If you want ultra-low latency voice, try Cartesia voices in Retell AI instead of 11 Labs—same voices, but faster response (source: 'Complete Retell AI Tutorial for Beginners').

- 5 When building inbound agents, use Retell AI's inbound webhook to pull caller data from Google Sheets in real time, so the agent can greet callers by name even if they call back (source: 'How to Connect Retell AI with n8n for Inbound Calls').
- 6 For demos, simulate a real missed call scenario: let the agent answer after 3 rings instead of immediately, so business owners see the real-world value (source: 'How To Get Paid \$2,500 + Monthly Checks for "Drag & Drop" AI Employees').

▶ **MODULE 12**

## How To Find Your First Customers

Target local service businesses that rely on phone calls: realtors, clinics, contractors, salons. Use Google Maps to find businesses with poor reviews mentioning missed calls or slow response. Attend local business meetups or BNI groups. Offer to replace their voicemail with a live AI agent for a week—no obligation. Demo the agent live by calling their number in front of them.

▶ **MODULE 13**

## Copy/Paste Outreach Script

▶ **MODULE 14**

# Pricing Model

Model	Typical Range	What's Included
Monthly retainer	\$2,500–\$4,000	Agent setup, phone number, call minutes (up to limit), analytics, support
Per-call pricing	\$1–\$3/call	For high-volume businesses (rare, but possible)
Pilot/trial	Free–\$500 (7–14 days)	Limited calls, demo only

## ▶ MODULE 15

# Upsell Ideas

- 1 Add SMS follow-up (Twilio + Retell AI) to send booking links or confirmations after each call.
- 2 Integrate with the client's CRM (e.g., GoHighLevel, Salesforce) for automatic lead capture and follow-up.
- 3 Offer call analytics dashboards and sentiment analysis (Retell AI analytics tab).
- 4 Provide custom voice cloning (11 Labs) for branded experiences.
- 5 Bundle with website chatbots or appointment scheduling widgets.

## ▶ MODULE 16

# Risks / Legal / Compliance

## Red Flags & Compliance

Always disclose call recording and AI use if required by law (especially in two-party consent states). Check Twilio and Retell AI's terms for telemarketing and spam restrictions. For healthcare or legal clients, confirm HIPAA or relevant compliance needs. Never scrape or cold-call without permission—focus on inbound/missed call replacement first.

## ▶ MODULE 17

# Source Notes

*"companies pay \$3K-\$4K for AI agents like this — i'm literally giving you the exact recipe to print money"*

— @paoloanzn

- [1] AI Voice Agent Outbound Calls + SMS System (Full Tutorial)
- [2] Complete Retell AI Tutorial for Beginners
- [3] Tried AI and Still Not Getting Clients? Build This AI Receptionist
- [4] Automate Outbound Calls with Retell AI + n8n + Google Sheets
- [5] How to Create a Voice Call AI Agent with n8n
- [6] Turn Your AI Agent Into a Voice Assistant in Minutes (n8n & ElevenLabs)
- [7] How To Get Paid \$2,500 + Monthly Checks for "Drag & Drop" AI Employees
- [8] How to Connect Retell AI with n8n for Inbound Calls (Full Breakdown)
- [9] How to Get AI Agency Clients With One Simple Service (Step-by-Step)

## 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

	<b>ChatGPT</b>	Writing, ideation, prompts, drafts	Free	<a href="#">↗</a>
	<b>Claude</b>	Long docs, reasoning, coding, agents	Free	<a href="#">↗</a>
	<b>Google Gemini</b>	Google-integrated AI	Free	<a href="#">↗</a>
	<b>Perplexity</b>	AI research with live sources	Free	<a href="#">↗</a>
	<b>Poe</b>	Many AI models in one app	Free	<a href="#">↗</a>
	<b>Grok</b>	X-integrated AI	Paid	<a href="#">↗</a>








## AI Builders & Agents

6 free · 0 paid

	<b>Bolt</b>	AI full-stack app builder	Free	<a href="#">↗</a>
	<b>Cursor</b>	AI code editor	Free	<a href="#">↗</a>
	<b>Lovable</b>	Prompt-to-app builder	Free	<a href="#">↗</a>
	<b>Replit</b>	Build + host apps with AI	Free	<a href="#">↗</a>
	<b>v0 by Vercel</b>	AI UI/component generator	Free	<a href="#">↗</a>
	<b>Windsurf</b>	Agentic AI IDE	Free	<a href="#">↗</a>








## Automation & No-Code

7 free · 0 paid

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




## Outreach & Sales

2 free · 5 paid

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

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

### Money tip

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

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## TABLE OF CONTENTS

- 01 Who This Guide Is For
- 02 Business Snapshot
- 03 Problem This Business Solves
- 04 Who Pays For It
- 05 The Offer That Actually Sells
- 06 Startup Cost — Real Breakdown
- 07 Skill Requirements
- 08 Step-by-Step Launch Plan
- 09 First 7 Days
- 10 First 30 Days
- 11 Insider Secrets & Shortcuts
- 12 How To Find Your First Customers
- 13 Copy/Paste Outreach Script
- 14 Pricing Model
- 15 Upsell Ideas
- 16 Risks / Legal / Compliance
- 17 Source Notes
- 18 Resources, Certifications & Direct Links
- 19 Tool Stack — Organized by Category

## 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.



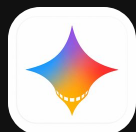
### Atlas Directory

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

[Join the JobHacki Community →](#)

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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