

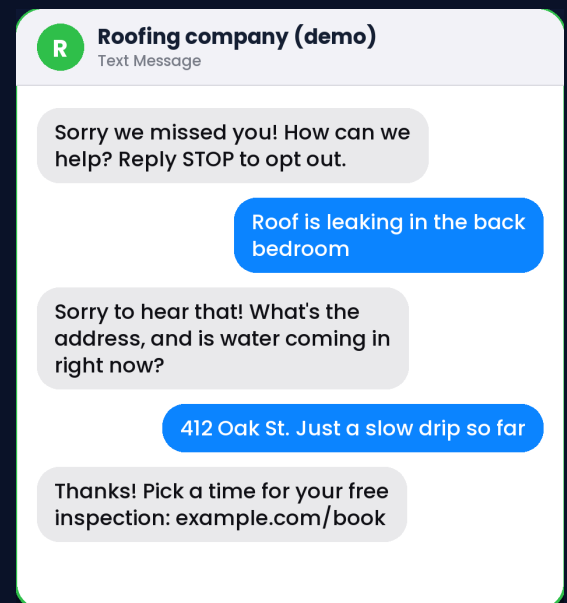
# THE MISSED-CALL TEXT-BACK SETUP KIT

The setup checklist, the messages to copy, the rules for the AI, and a two-week test log

When a contractor misses a call, an automatic text goes out within seconds and an AI helps book the job. This kit is the checklist, the messages and the rules that keep it working and legal. It is educational, not legal advice. Texting rules differ by state and change, so talk to a lawyer before you text customers. No income is promised: many people who try this earn nothing, and results vary. Test it before you sell it.

## HOW IT WORKS (4 STEPS)

- Step 1: someone calls the business and nobody picks up.
- Step 2: a text goes out within seconds (see the first text on page 2).
- Step 3: when the customer replies, Claude answers. It asks for the address and the job, in short plain messages.
- Step 4: it sends your booking link so the customer picks a time.



Example only. Demo business, not a real customer.

## WHAT YOU NEED

- A local phone number the business will text from, and an SMS provider to send the texts. Twilio is the example used here; other providers follow the same carrier rules.
- A way to catch a missed call: forward the business line so it rings the owner first, then falls through to your provider number. If the call ends as no-answer or busy, your automation sends the first text.
- An automation tool (n8n, Make or Zapier) that connects the missed call to the text and the replies to Claude.
- Claude (through its API) to write the replies, using the rules on page 2.
- A booking link (an appointment page in Google Calendar, Calendly or the business's own system).

## THE SETUP CHECKLIST

- Pick the business number and the texting number. Use a local number so the texts look local.
- Register for A2P 10DLC (US business texting from a local number). You register a Brand (who the business is) and a Campaign (what you will text and how people opt in and out). Do this FIRST.
- Wait for approval before sending any live text. Texts from an unregistered number are blocked (Twilio error 30034).
- Build the missed-call trigger, the first text, the reply loop with Claude and the booking link.
- Test with your own phone: call and do not answer, read the thread, reply as a customer, then reply STOP and make sure nothing more arrives.
- Run the two-week test on your own business line or a friendly business before you sell it to anyone (log on page 4).

## THE FIRST TEXT (COPY THIS)

### First text

Sorry we missed your call! This is [BUSINESS NAME]. How can we help? Reply STOP to opt out.

### After hours version

Thanks for calling [BUSINESS NAME]. We are closed right now, but we will text you first thing in the morning. What do you need help with? Reply STOP to opt out.

## THE RULES FOR CLAUDE (PASTE THIS AS ITS INSTRUCTIONS)

### Instructions for the AI

You are the text assistant for [BUSINESS NAME], a [TYPE OF BUSINESS] in [CITY]. A customer called and we missed the call. Find out what they need with one or two short questions (the job and the address), then send this booking link: [LINK]. Keep every message under 300 characters, friendly, in plain words. Never quote a price, a discount or an arrival time. Never promise anything. If asked, say you are the company's automated assistant. If the customer mentions danger (fire, gas, electrical, flooding, someone hurt), tell them to call 911 and alert [OWNER NAME] at once. If you are not sure what to say, reply that [OWNER NAME] will text them back and alert the owner. If the customer says STOP or asks to stop, send nothing more. Stay on the topic of their request.

### Optional single follow-up (one at most, only about their request)

Still need help with [JOB]? Here is the link to pick a time: [LINK]. Reply STOP to opt out.

## COMPLIANCE AND COST (EDUCATIONAL, NOT LEGAL ADVICE)

### RULE 1

#### Register first

Twilio's documentation says anyone sending SMS or MMS to US numbers from a local (10DLC) number through an application must register for A2P 10DLC, and that Twilio blocks messages sent from a local number that is not tied to an approved campaign. The registration has two parts: a Brand and a Campaign. The Campaign describes the message purpose and how people opt in and out. Registration has onboarding fees, so check the provider's current fee page before you quote a price to a client.

### RULE 2

#### Keep it about their call

A text-back should answer the person who just called, about their own request. Do not add them to marketing texts. Marketing texts generally need written consent, and the rules differ by state, so ask a lawyer to review your wording. Put "Reply STOP to opt out" in the first text and stop right away when someone asks to be removed.

### RULE 3

#### Keep the AI on a short leash

Wrong auto-replies lose jobs. Give Claude the rules on page 2: ask questions, send the booking link, never quote a price or promise a time, say it is an automated assistant if asked, and hand anything urgent or unclear to the owner.

### RULE 4

#### Do not fake anything

Do not invent customers, reviews or results in your sales material. Show the real test log from your own two-week test instead.

## WHAT A TEXT COSTS (CHECK THE LIVE PAGE)

Twilio's US pricing page, current as of October 2026, lists \$0.0083 per segment for an outbound SMS from a local number. Carrier fees can be added, and prices change without notice. A normal short message is one segment.

- Message cost = [MISSED CALLS PER MONTH] x [TEXTS PER CALL] x \$0.0083.
- Example only, not a quote:  $100 \times 3 \times \$0.0083 = \$2.49$  in message fees, before carrier fees, registration fees and your own tools.

## THE TWO-WEEK TEST LOG

Run it on your own business line or a friendly business for two weeks and write down what happens. Count a call as saved only when the customer replied and a job was booked.

| Date | Missed calls | Texts sent | Replies | Booked jobs | Notes |
|------|--------------|------------|---------|-------------|-------|
|      |              |            |         |             |       |
|      |              |            |         |             |       |
|      |              |            |         |             |       |
|      |              |            |         |             |       |
|      |              |            |         |             |       |

## BEFORE YOU SELL IT

- Look at what three local competitors publish for their prices, then price your own package after you have your test numbers.
- Do not promise results. Show the log and let the owner decide.
- Put it in writing: what you set up, who pays the SMS bill, and whose account and numbers they are if you stop.

## A MESSAGE TO A LOCAL BUSINESS OWNER

Hi [NAME], quick question: when you are on a job and miss a call, what happens to that caller? I set up a text that goes out within seconds ("Sorry we missed you, how can we help?") and helps book the job. Want me to run it on your line for two weeks so you can see how many missed calls it catches? [YOUR NAME]

## WHERE THIS COMES FROM

- Twilio error 30034: US A2P 10DLC, message from an unregistered number
- Twilio: A2P 10DLC registration overview
- Twilio: SMS pricing in the United States

Checked October 6, 2026. Rules and prices change. This guide is educational, not legal or financial advice, and it promises no income.

## Want customers to text back?

- I sell ready-made business lists to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: [skool.com/unlimitedleads](https://skool.com/unlimitedleads)
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)