

Your First AI Employee: Hire a 24/7 Lead Qualifier for Less Than Your Phone Bill



COMPLETE IMPLEMENTATION WORKBOOK

Hire a 24/7 Lead Qualifier for Less Than Your Phone Bill

"Because Missing Calls is NOT an Option!"

Session 1: Wednesday, April 15, 2026 at 9:00 AM ET

Session 2: Friday, April 17, 2026 at 12:00 PM ET

Zoom: us02web.zoom.us/j/83924796230

EDMUND'S MASTERMIND

THE MISSION

Every unanswered call is a client choosing someone else. Every delayed response is a commission walking out the door. The agents who win the next decade will not be the ones who work the hardest -- they will be the ones whose phones **never stop answering**. Today, you set up the employee who never sleeps, never complains, and never misses a lead.

THE PROBLEM IN FOUR NUMBERS

78%

OF BUYERS WORK WITH THE FIRST AGENT WHO RESPONDS

62%

OF INQUIRIES COME OUTSIDE BUSINESS HOURS

\$10K

AVERAGE LOST COMMISSION PER MISSED CALL

15+ hrs

AVERAGE AGENT RESPONSE TIME TO NEW LEADS

What You Will Build Today

This workbook gives you three complete systems -- from plug-and-play to enterprise-grade -- plus the ROI math to justify every dollar. By the end of this session, you will have a live AI phone agent qualifying leads while you sleep.

- **System 1:** "The Never-Miss Setup" -- My AI Front Desk (live in one day)
- **System 2:** "The Custom AI ISA" -- Bland AI (for teams and power users)
- **System 3:** "The ROI Machine" -- The math, integrations, and 7-day launch plan

1 THE NEVER-MISS SETUP

MY AI FRONT DESK -- THE PLUG-AND-PLAY AI RECEPTIONIST

This is the fastest path from "I miss calls" to "I never miss calls." My AI Front Desk is a purpose-built AI receptionist that any agent can set up in 2-4 hours with zero technical skills. It answers every call instantly, qualifies leads using your custom script, and books appointments directly into your calendar -- 24 hours a day, 7 days a week.

WHY SPEED TO LEAD IS EVERYTHING

- **78% of buyers** work with the **FIRST** agent who responds to their inquiry
- **62% of inquiries** come outside business hours, with peak volume between 6-9 PM
- The average agent takes **15+ hours** to respond to a new lead
- **48% of sales inquiries** go completely unanswered -- nearly half
- Each missed call represents approximately **\$10,000 in lost commission**

What My AI Front Desk Does

- Answers every call instantly -- no hold music, no voicemail, no missed opportunities
- Qualifies leads with your custom questions (buyer/seller, timeline, budget, pre-approval)
- Books appointments directly into your Google Calendar with real-time availability
- Sends SMS mid-call -- property links, intake forms, directions
- Handles unlimited simultaneous calls (your phone can only take one at a time)
- Supports multiple languages for diverse markets
- Comes with real estate-specific templates built in
- Integrates with Follow Up Boss via Zapier for automatic lead capture

Pricing

PLAN	MONTHLY COST	MINUTES INCLUDED	BEST FOR
Free Trial	\$0	20 minutes	Testing the system
Basic	\$99/mo	200 minutes	Solo agents
Growth	\$149/mo	300 minutes	Active agents & small teams

Setup Process (2-4 Hours, Live in One Day)

1. Sign up and select the real estate template
2. Customize your greeting and qualifying questions
3. Connect your Google Calendar for real-time booking
4. Set up call forwarding from your business line
5. Connect to Follow Up Boss via Zapier
6. Make test calls and refine your script
7. Go live

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1 SYSTEM 1 PROMPTS -- COPY, PASTE, CUSTOMIZE

PROMPT 1: AI PHONE GREETING SCRIPT

Write a professional AI phone greeting for a real estate agent that identifies itself as an AI assistant, sounds warm and helpful, and immediately asks how it can help the caller. Include the recording disclosure.

PROMPT 2: LEAD QUALIFICATION SCRIPT

Create a lead qualification script for an AI phone agent that asks: buyer or seller, timeline, budget range, pre-approval status, preferred neighborhoods, and how they heard about you -- in a natural conversational flow, not an interrogation.

PROMPT 3: FAQ RESPONSE LIBRARY

Write 10 FAQ responses your AI phone agent should know: office hours, service area, commission structure, how showings work, what to bring to a first meeting, how offers work, inspection process, closing timeline, mortgage pre-approval steps, and why they should work with you.

PROMPT 4: POST-CALL FOLLOW-UP TEXT

Create a follow-up text message template the AI sends immediately after qualifying a buyer lead, including a link to schedule a consultation and a brief value proposition.

PROMPT 5: AFTER-HOURS GREETING WITH URGENCY

Write an after-hours AI greeting that creates urgency: acknowledges the late call, assures them they'll get full service, qualifies them, and books a next-day callback or showing.

PROMPT 6: WEEKLY PERFORMANCE REVIEW CHECKLIST

Generate a weekly AI phone agent performance review checklist: calls answered, leads qualified, appointments booked, common questions asked, gaps identified, and script improvements needed.

1 WORKSHEET: MY AI FRONT DESK SETUP CHECKLIST

ACCOUNT SETUP

MY AI FRONT DESK ACCOUNT EMAIL

PLAN SELECTED (FREE / BASIC / GROWTH)

Greeting Script

OPENING GREETING (WHAT THE AI SAYS WHEN IT PICKS UP)

Qualifying Questions (customize your flow)

QUESTION 1: BUYER OR SELLER?

QUESTION 2: TIMELINE

QUESTION 3: BUDGET RANGE

QUESTION 4: PRE-APPROVAL STATUS

QUESTION 5: PREFERRED NEIGHBORHOODS

QUESTION 6: HOW DID YOU HEAR ABOUT US?

Integrations

GOOGLE CALENDAR LINK

CALL FORWARDING NUMBER (YOUR BUSINESS LINE)

CRM CONNECTION STATUS (FOLLOW UP BOSS / OTHER)

ZAPIER ZAP URL

Go-Live Checklist

- Test call #1 completed -- greeting sounds natural
- Test call #2 completed -- qualification flow works
- Test call #3 completed -- appointment booked to calendar
- Test call #4 completed -- CRM received the lead data
- Test call #5 completed -- follow-up SMS received
- Call forwarding active (start with after-hours only)
- Team notified that AI is handling initial calls

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2 THE CUSTOM AI ISA

BLAND AI -- MAXIMUM CONTROL FOR TEAMS AND POWER USERS

If My AI Front Desk is the plug-and-play solution, Bland AI is the custom-built machine. It is an API-first platform designed for teams that want total control over every aspect of their AI phone agent -- from the voice it uses (including cloning your own voice) to the exact decision pathways it follows on every call. This is for agents and teams with technical resources or a willingness to invest in a more powerful setup.

KEY CAPABILITIES

- **Conversational Pathways:** Visual node-based builder for designing complex call flows with branching logic at every decision point
- **Voice Library + Voice Cloning:** Choose from a library of voices or clone your own from a short audio sample -- your AI sounds like you
- **Scalability:** Handles up to 20,000 simultaneous calls per hour
- **Gap Detection:** Automatically identifies questions the AI could not answer so you can patch knowledge gaps in real time
- **CRM Integration:** Connects via webhooks, Zapier, or Make.com to any CRM
- **SIP/Twilio Support:** Works with your existing phone system infrastructure

The Results Speak

- One enterprise client reported **\$42 million in tangible revenue added** using Bland AI
- AI qualification nearly **doubles MQL conversion** -- from 38.8% to 76%
- Setup time: 4-8 hours, fully operational in 2-5 days

Pricing

PLAN	MONTHLY COST	PER MINUTE	BEST FOR
Start	\$0	\$0.14/min	Testing and solo agents
Build	\$299/mo	\$0.12/min	Growing teams
Scale	\$499/mo	\$0.11/min	High-volume operations

My AI Front Desk vs. Bland AI

FEATURE	MY AI FRONT DESK	BLAND AI
Setup Difficulty	Easy (no code)	Moderate (some tech needed)
Setup Time	2-4 hours	4-8 hours
Voice Cloning	No	Yes
Custom Call Flows	Template-based	Full visual builder
Scalability	Unlimited concurrent	20,000 calls/hour
Starting Price	\$99/mo flat	\$0 + \$0.14/min
Best For	Solo agents, fast start	Teams, power users, custom

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2 SYSTEM 2 PROMPTS -- COPY, PASTE, CUSTOMIZE

PROMPT 1: LUXURY REAL ESTATE CONVERSATIONAL PATHWAY

Design a Bland AI Conversational Pathway for a luxury real estate team: greeting > determine buyer/seller > qualify (budget \$500K+, timeline, pre-approval) > if qualified, book showing > if not qualified, capture info for nurture > transfer to agent if requested. Include branching logic for each decision point.

PROMPT 2: VOICE CLONING CONSENT SCRIPT

Write a voice cloning consent script you can send to your team: explains what voice cloning is, how it will be used (AI phone agent), gets written permission, and provides recording instructions for the 30-second audio sample.

PROMPT 3: OUTBOUND FOLLOW-UP SCRIPT

Create an outbound AI calling script for following up with leads who submitted a form but haven't responded to texts/emails in 48 hours. Warm, not pushy. Goal: book a 15-minute phone consultation.

PROMPT 4: SELLER LEAD QUALIFICATION

Write a Bland AI qualification script for seller leads that determines: property address, reason for selling, desired timeline, price expectation, condition of home, and whether they've spoken with other agents. Natural conversation, not interrogation.

PROMPT 5: GAP DETECTION ACTION PLAN

Generate a Gap Detection action plan template: when AI identifies a question it couldn't answer, here's the process for adding that answer to the knowledge base within 24 hours.

PROMPT 6: BILINGUAL AGENT SCRIPT (ENGLISH/SPANISH)

Create a bilingual (English/Spanish) AI phone agent greeting and qualification script for a real estate team serving a diverse market. The AI should detect language preference and switch seamlessly.

2 WORKSHEET: BLAND AI CONVERSATIONAL PATHWAY PLANNER

Map out your custom call flow below. Each node is a decision point in your AI agent's conversation. Draw arrows or note connections between nodes.

NODE 1: GREETING

WHAT DOES THE AI SAY WHEN IT PICKS UP?

NODE 2: BUYER OR SELLER?

IF BUYER, GO TO NODE:

IF SELLER, GO TO NODE:

NODE 3: BUYER QUALIFICATION

BUDGET QUESTION

TIMELINE QUESTION

PRE-APPROVAL QUESTION

IF QUALIFIED, GO TO NODE:

IF NOT QUALIFIED, GO TO NODE:

NODE 4: SELLER QUALIFICATION

PROPERTY ADDRESS

REASON FOR SELLING

TIMELINE & PRICE EXPECTATION

NODE 5: BOOK APPOINTMENT (QUALIFIED LEAD)

APPOINTMENT BOOKING LANGUAGE

NODE 6: NURTURE CAPTURE (NOT YET QUALIFIED)

INFORMATION TO CAPTURE FOR FOLLOW-UP

NODE 7: TRANSFER / ESCALATION

WHEN DOES THE AI TRANSFER TO A LIVE AGENT?

TRANSFER PHONE NUMBER

3 THE ROI MACHINE

THE MATH THAT MAKES THIS A NO-BRAINER

This is not a nice-to-have. This is the single highest-ROI investment you can make in your business this year. Let us walk through the numbers.

The \$149/Month Investment Case

My AI Front Desk Growth plan costs \$149/month. Here is what happens when it captures just 5 extra leads per month that would have otherwise gone to voicemail:

- Average commission per transaction: **\$9,830**
- Conservative (2% conversion): 60 leads/year = 1.2 deals = **\$11,796 additional GCI**
- Moderate (3% conversion, 8 leads/mo): 96 leads/year = 2.88 deals = **\$28,310 additional GCI**
- Luxury market (\$1M+ properties): 1.8 deals x \$27,500 avg commission = **\$49,500 additional GCI**
- Annual cost of the tool: **\$1,788**
- Conservative ROI: **6,500%**

One deal pays for 5+ years of the service.

Cost Comparison: AI vs. Human Alternatives

SOLUTION	MONTHLY COST	HOURS AVAILABLE	SIMULTANEOUS CALLS
AI Phone Agent	\$149/mo	24/7/365	Unlimited
Part-Time Assistant	\$1,500-\$2,500	20-30 hrs/week	1
Full-Time Receptionist	\$3,500-\$5,000	40 hrs/week	1
ISA (Inside Sales Agent)	\$4,000-\$6,000	40 hrs/week	1

Follow Up Boss Integration via Zapier

AUTOMATION RECIPE

- **Trigger:** "New Call Completed" in My AI Front Desk
- **Action:** "Create Person" in Follow Up Boss
- **Field Mapping:**
 - Caller Name → First Name / Last Name
 - Phone Number → Phone
 - Email (if captured) → Email
 - Lead Source → "AI Phone Agent"
 - Call Summary → Notes
 - Auto-tag → "AI-Qualified"

3

SYSTEM 3 PROMPTS -- COPY, PASTE, CUSTOMIZE

PROMPT 1: PERSONAL MISSED-CALL COST CALCULATOR

Calculate your personal missed-call cost: [Your average commission] x [Estimated missed calls per week] x 52 weeks x [2% conversion rate] = your annual cost of NOT having an AI phone agent. Fill in your numbers.

PROMPT 2: ZAPIER AUTOMATION RECIPE

Write a Zapier automation recipe connecting My AI Front Desk to Follow Up Boss: trigger, action, field mapping for name, phone, email, lead source (AI Phone), call summary in notes, and tag as 'AI-Qualified'.

PROMPT 3: SPEED-TO-LEAD AUDIT

Create a 'speed to lead' audit for your business: track every incoming call for one week -- time received, time you responded, outcome. Calculate your average response time and compare to the 5-minute benchmark.

PROMPT 4: BROKER ADOPTION PROPOSAL

Write an email to your broker/team leader proposing AI phone agent adoption. Include: the problem (missed calls data), the solution (My AI Front Desk or Bland AI), the cost (\$149/mo), the ROI math, and a 30-day pilot proposal.

PROMPT 5: MONTHLY ROI REPORT TEMPLATE

Generate a monthly AI phone agent ROI report template: total calls handled, leads qualified, appointments booked, deals closed from AI leads, total commission earned from AI leads, cost of service, net ROI.

PROMPT 6: CLIENT-FACING AI EXPLANATION

Create a client-facing explanation of your AI phone system: 'You may notice our office has 24/7 availability now. Here's how it works...' -- professional, builds confidence, explains they'll always reach a real agent for important matters.

3 WORKSHEET: PERSONAL ROI CALCULATOR

Fill in your numbers below. This is the business case for your AI phone agent -- the math that proves this investment pays for itself with a single deal.

YOUR NUMBERS

A. YOUR AVERAGE COMMISSION (\$)

B. ESTIMATED MISSED CALLS PER WEEK

C. MISSED CALLS PER YEAR (B X 52)

D. CONSERVATIVE CONVERSION RATE (2%)

E. DEALS LOST PER YEAR (C X D)

F. ANNUAL COST OF MISSED CALLS (E X A)

THE INVESTMENT

G. AI TOOL MONTHLY COST (\$)

H. AI TOOL ANNUAL COST (G X 12)

YOUR ROI

I. NET REVENUE GAINED (F - H)

J. ROI PERCENTAGE (I / H X 100)

If your ROI is above 100%, this is a no-brainer. Most agents see 3,000%+ ROI.

Speed-to-Lead Audit (Track for One Week)

DAY	TIME CALL CAME IN	TIME YOU RESPONDED	OUTCOME

AVERAGE RESPONSE TIME

_____ Benchmark: under 5 minutes

7-DAY IMPLEMENTATION PLAN

Follow this day-by-day plan and you will have a fully operational AI phone agent by the end of the week. No excuses. No delays. One day at a time.

DAY 1 -- SIGN UP & EXPLORE

- Sign up for My AI Front Desk free trial
- Explore the dashboard -- review templates, settings, and integrations
- Watch the platform walkthrough video (10 min)

DAY 2 -- BUILD YOUR SCRIPT

- Customize your greeting using Prompt 1 from System 1
- Build your qualifying question flow using Prompt 2
- Add your top 10 FAQ responses using Prompt 3

DAY 3 -- CONNECT YOUR SYSTEMS

- Connect Google Calendar for real-time appointment booking
- Set up Zapier: My AI Front Desk → Follow Up Boss
- Test the calendar integration with a sample booking

DAY 4 -- SET UP CALL FORWARDING

- Configure call forwarding from your business line
- Start with after-hours only (evenings + weekends)
- Verify forwarding is working with a test call

DAY 5 -- TEST & REFINE

- Make 5 test calls as different caller types (buyer, seller, investor, renter, tire-kicker)
- Refine the script based on test results
- Verify lead data appears correctly in Follow Up Boss

DAY 6 -- GO LIVE

- Forward ALL unanswered calls to your AI agent
- Set up the after-hours greeting using Prompt 5
- Notify your team that AI is handling initial calls

DAY 7 -- REVIEW & OPTIMIZE

- Review first week's call data and transcripts
- Adjust qualifying questions based on actual conversations
- Run the weekly performance review (Prompt 6)
- Celebrate your first AI-captured lead

COMPLIANCE QUICK REFERENCE

AI phone agents are powerful -- but they come with legal responsibilities. This is not optional. Review this checklist before going live and revisit it quarterly.

BEFORE YOU GO LIVE -- MANDATORY CHECKLIST

- Recording Disclosure:** Program your AI to disclose recording at the start of every call. Example: "This call may be recorded for quality assurance."
- AI Identification:** Program your AI to identify itself as an AI assistant. This is recommended now and may soon be legally required in many states.
- Outbound Consent (FCC 2025 Rule):** Only use AI for outbound calls to contacts with documented 1-to-1 consent. Mass robocalling with AI voices is illegal.
- Fair Housing Compliance:** Review all AI scripts to ensure no questions touch on protected classes (race, color, religion, sex, national origin, familial status, disability).
- Call Logs:** Maintain complete call logs and recordings for compliance documentation.
- Opt-Out Instructions:** Add clear opt-out instructions to all AI-initiated outbound communications.

Two-Party Consent States

In these states, **all parties** on the call must consent to recording. Your AI must disclose recording at the start of every call. If you operate in or receive calls from any of these states, this is mandatory.

California · Connecticut · Delaware · Florida · Illinois · Maryland · Massachusetts · Michigan · Montana · Nevada · New Hampshire · Oregon · Pennsylvania · Washington

BEST PRACTICE: DEFAULT RECORDING DISCLOSURE

Even if your state only requires one-party consent, always disclose recording at the start of every call. It builds trust, protects you legally, and future-proofs your operation as regulations evolve.

NOTE ON AI REGULATION

AI phone regulations are evolving rapidly. The FCC's 2025 ruling on AI-generated voices in robocalls is just the beginning. Stay current by reviewing FCC and state-level guidelines quarterly. When in doubt, consult your broker's legal team.

COMMITMENT CONTRACT

I commit to setting up my AI phone agent within 7 days of this session. I understand that every unanswered call is a lost opportunity, and I refuse to leave money on the table. I will follow the implementation plan, test my system, and go live before the next Mastermind session.

NAME

DATE

AI TOOL I WILL IMPLEMENT

MY GO-LIVE DATE

MY ACCOUNTABILITY PARTNER

PARTNER'S PHONE NUMBER

SESSION NOTES

THE MANIFESTO

The phone rings.

It rings at 7 AM while you are at the gym.

It rings at 9 PM while you are at dinner with your family.

It rings on Saturday morning while you are at your kid's
soccer game.

Every ring is someone ready to buy, ready to sell, ready to
choose you.

And every ring that goes to voicemail is someone choosing
somebody else.

You did not get into this business to miss opportunities.
You did not build your reputation to lose leads to a voicemail
box.

You did not work this hard to let a \$10,000 commission slip
through your fingers because you were in the shower.

Starting today, your phone never stops answering.

Your AI employee does not take breaks.
It does not call in sick.

It does not forget to ask the qualifying questions.
It does not let a single lead slip through the cracks.

This is not about replacing you.
This is about **multiplying you**.

Because missing calls is NOT an option.

Now go set it up.

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