When you miss a call, the caller gets a text in ten seconds. You get the lead, not a sticky note.

One page, no jargon. Three cheap tools: a phone number that can see missed calls (Twilio), a small program that reacts (n8n), and a spreadsheet that remembers (Google Sheets). Your cell rings exactly as it does today.

Step 1 · 0:00
Someone calls
Your cell rings like today. 25 seconds, no answer.

Step 2 · 0:05
They hear a voice
"Sorry we missed you. We're texting you right now."

Step 3 · 0:10
They get a text
Who you are, why you missed it, a booking link. Different wording after hours.

Step 4 · 0:12
You get a text
Their number and the time. Reply CLAIM to call them yourself.

Step 5 · +2 h
One nudge, then silence
If they went quiet, one more text. Never a third.

What the customer sees

BUSINESS HOURS

> Hi, this is Copperline Garage Door. Sorry we missed your call, we're on a ladder. Text us what's going on (a photo helps) or book here: example.com/book — we'll call back within the hour.

AFTER 7 PM

> We missed you because we're closed until 7am, but a door that won't close can't wait. If it's urgent, reply URGENT and we'll call you tonight.

TWO HOURS LATER, ONLY IF QUIET

> Still here if you need us. Most repairs are same-day or next-morning. Reply with a time, or book here: example.com/book — Copperline

What you see

RIGHT AFTER THE MISSED CALL

> Missed call from (555) 010-2231 at 2:14 PM. We texted them the booking link. Reply CLAIM to call them yourself.

WHEN THEY ANSWER

> URGENT — (555) 010-2231 replied: "Spring snapped on a double door, car is stuck inside." Reply here to answer them.

8:00 AM, ONLY IF THERE IS SOMETHING

> Estimates to follow up today: Day 3 — (555) 010-7721, opener + springs, $1,240. Day 7 — (555) 010-3355, 16x7 insulated door, $2,980.

Everything also lands in one Google Sheet (tabs: Leads, Estimates). Type **won** or **lost** next to an estimate and its reminders stop.

What it costs to run

Twilio phone number	$1.15 / mo
Texts, ~150 a month, and forwarded minutes	~$3.50 / mo
n8n: self-hosted on a small cloud box, or n8n Cloud starter	$0–24 / mo
Google Sheet	$0
Total	**$5–29 / mo**

What we need to switch it on

- **45 minutes on text** while we move the business number to a Twilio line. Your cell keeps ringing the same way; Twilio just watches.
- Your booking link (Jobber's works; so does a Google Form).
- A Google account for the sheet. You own it; we share it.
- The after-hours cutoff you want. We set 7 pm.

What it will not do

- Text a caller more than twice, ever.
- Text anyone when the caller was you, a blocked number, or a robocall with no caller ID.
- Keep going after someone replies, books, or you reply CLAIM.
- Send marketing. It only talks to people who called you first.
- Replace the callback. It buys you the hour; you still make the call.

What changes

- Last week: 23 missed calls, 9 called back, 3 jobs. 14 never heard from you.
- With this: all 23 get a text in ten seconds. In the trades, roughly a third of texted-back callers reply or book; call it 7 more conversations a week from calls you already paid for.
- Every open estimate gets a day-3 and day-7 reminder on your phone; the customer gets one day-3 check-in. The sticky notes come off the dash.
- The sheet keeps score: missed, texted, replied, booked, won. In a month you will know whether it earned its $29.