

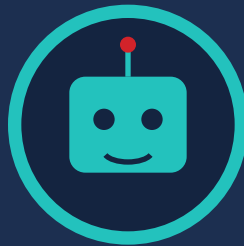
AI FOR SMALL BUSINESS WITH JAY, THE AI GUY

AI Agent Blueprint

For Small Business

Your step-by-step guide to building an AI agent
that responds to leads + books appointments...

24/7. No code required.



Created by Jay Vics | JVI Mobile Marketing
getjourneybuilder.com

What Is an AI Agent?

Your 24/7 Hire That Never Sleeps

An AI agent is a smart, automated system that works for your business around the clock. Unlike old-school automation, an AI agent doesn't just follow rigid rules... it understands context and responds intelligently.

What an AI Agent Does:

- ✓ **Listens**
Watches for triggers like new form submissions, missed calls, or inbound texts
- ✓ **Thinks**
Uses AI to decide how to respond based on context
- ✓ **Acts**
Sends messages, books appointments, updates records, and follows up automatically

Old automation: "If X, do Y." Rigid and dumb.
An AI agent: "If X happens, understand the context and respond intelligently." Flexible and smart.

Why Your Business Needs One NOW

- **Speed to lead = revenue.** You're **100x more likely** to connect with a lead if you respond in under 5 minutes vs. 30 minutes.
- **168-hour business week.** Most businesses are only "open" 40-50 hours a week. Your AI agent works all 168.
- **Your competitors are sleeping.** The businesses that set this up NOW will own the market in the next 12 months.

The Missed Lead Math:

20 leads/month × 30% lost to slow follow-up = 6 leads gone every month
At a \$500 avg customer value... that's \$3,000/month walking out the door.

What would your business do with another \$36,000 a year?

Your Two Core Tools

Everything you need is inside JourneyBuilder

Your AI agent runs on two tools, both built into the JourneyBuilder platform. No code. No tech degree. No problem.

TOOL #1

JourneyBuilder Workflows

Visual drag-and-drop builder that connects triggers (like a new lead) to AI-powered responses and automated actions.

- ✓ Drag-and-drop builder — no code required
- ✓ AI-powered SMS & email responses
- ✓ Triggers fire instantly from forms, calls, ads
- ✓ Integrates with your calendar & CRM

TOOL #2

JourneyBuilder Voice AI

A real AI phone agent that answers your calls, talks to your customers, qualifies them, and books appointments. Sounds like a person... not a phone menu.

- ✓ Answers calls 24/7 in a natural voice
- ✓ Handles FAQs from your knowledge base
- ✓ Qualifies leads and offers booking live
- ✓ Perfect for after-hours and overflow calls

Jay's take: Start with Workflows. Get your first lead response agent running this weekend. Add Voice AI next month once you see the magic in action.

Build Your First Workflow Agent

9 steps to your AI hire's first shift

Follow these steps inside JourneyBuilder to build your first lead-response AI agent. Plan on 30-45 minutes for the first build.

STEP 1

Log in to JourneyBuilder

Go to your dashboard → click **Automation** → **Workflows** → **Create New Workflow**.

STEP 2

Set Your Trigger

Choose “**Contact Created**” or “**Form Submitted**” as your starting trigger. This fires the moment a new lead comes in.

STEP 3

Add a Wait Step

Add a 1-2 minute wait. This prevents the message from feeling instant-robotic — a tiny pause feels human.

STEP 4

Add an AI Response

Drop in the **Send SMS** or **Send Email** action. Use the **AI Content** node to write a personalized response.

Sample prompt:

“You are [Business Name]’s friendly assistant. A new lead just submitted a form. Send a warm welcome text using their first name. Keep it under 2 sentences. Include a link to book a call: [BOOKING LINK].”

STEP 5

Add Your Booking Link

Your calendar is connected in JourneyBuilder. Make sure your booking link is live and correct before the workflow goes active.

STEP 6

Add a Follow-Up Sequence

Day 1 (if not booked): Follow-up text/email | **Day 3**: Value-add + rebook link | **Day 7**: Final check-in

STEP 7

Add the Human Notification

Create an internal notification so YOU or your team knows when a hot lead hits. Hot leads still deserve a human touch.

STEP 8

Test It

Submit a test lead. Watch the workflow fire. Check the message that arrives. Adjust as needed.

STEP 9

Turn It On

Click **Publish**. Your AI agent just clocked in for its first shift.

Set Up Voice AI

Your 24/7 AI receptionist in 8 steps

Voice AI gives your business a real phone agent that picks up every call, sounds like a person, answers questions, and books appointments. Here's how to get yours live.

STEP 1

Go to Voice AI in JourneyBuilder

Settings → Voice AI → Create New Agent.

STEP 2

Name Your Agent

Give it a name that fits your brand. *Example:* "Aria from [Business Name]"

STEP 3

Write the Business Context

Tell the agent who it is and what your business does.

Sample prompt:

"You are Aria, a friendly representative for [Business Name]. We help [target customer] with [what you do]. Your job is to greet callers, answer common questions, and offer to book a consultation."

STEP 4

Add Your FAQs

List the 5-10 most common questions callers ask. The agent will use these to answer accurately.

STEP 5

Connect Your Calendar

Link your JourneyBuilder calendar so the agent can offer real booking slots in real time.

STEP 6

Assign a Phone Number

In JourneyBuilder, assign your Voice AI agent to a phone number — either a new number or your existing business line.

STEP 7

Test It

Call the number. Have a conversation. Make sure it sounds right and can successfully book an appointment.

STEP 8

Go Live

Turn on the agent. You now have a 24/7 AI receptionist that never calls in sick.

5 Use Cases for Your AI Agent

Real workflows you can deploy this week

Once you've built your first agent, here are 5 high-leverage workflows to add next.

USE CASE #1

Lead Response Agent

Auto-responds to every new lead within 60 seconds. Never lose a lead to slow response time.

USE CASE #2

Appointment Booking Agent

Sends booking links, follows up until they schedule, confirms the appointment, and sends reminders.

USE CASE #3

After-Hours Agent (Voice AI)

Answers every call when your office is closed. Qualifies the lead and schedules for the next business day.

USE CASE #4

Missed Call Reactivation Agent

When someone calls and you can't answer, the agent texts them back immediately: "Hey [Name], sorry I missed you! Here's a link to grab a time that works for you."

USE CASE #5

Review Request Agent

After a job is complete, automatically sends a review request via text to every happy customer.

Pro Tips + Next Steps

Get your AI agent live and avoid common mistakes

JAY'S PRO TIPS

- ✓ Start with ONE workflow — your most common lead source
- ✓ Give your agent a name and personality
- ✓ Test it yourself before going live
- ✓ Include a human handoff for complex inquiries
- ✓ Review agent conversations weekly the first month

COMMON MISTAKES

- ✗ Sending too many follow-ups too fast
- ✗ Skipping opt-out handling (required for SMS)
- ✗ Skipping the test phase before going live
- ✗ Forgetting to connect your calendar first
- ✗ Building a 20-step workflow before a 3-step one runs

Ready to Build?

Start Your 30-Day Free Trial

getjourneybuilder.com

Join the AI Community

facebook.com/groups/jaytheaiguy

Book a Strategy Call

links.getjourneybuilder.com/widget/booking/0GCx0ffD07bBaIvx6jH1

Brain Dump Workshop

Build your full AI foundation in 90 min — \$97 (includes Company Cortex course)

© 2026 JVI Mobile Marketing | Jay the AI Guy | getjourneybuilder.com