# Prompts & Links - I Built an AI Voice Agent That Calls Every Lead Instantly (n8n + Retell AI)

*(Follow the instructions in this video:  https://youtu.be/zvUmgNJRZlk  )*

## **Templates:**

**AI Agent Template for Instant Setup:**
https://fabimarkl.com/automation-templates/#lead-caller

**Google Sheet Template:**
https://docs.google.com/spreadsheets/d/1ID7qO1uGfmRAUODX6Rmu407mdjYluNqKeNfyj9L7Vfc/copy

## **Links:**

**Free Trial for N8N Account:**
https://n8n.io/

**Setup Retell Account:**
retellai.com

**Setup Twilio Account:**
https://twilio.com/

*\*n8n link is affiliate link that will give me a small percentage of every sale, but have no effect on the price you pay or their free trial.*

**Connecting Your Phone Number to the Lead Caller AI Agent**

**You have 3 options, depending on your country and budget:**

**1. Easiest (Recommended for testing outside US or production use inside US)**

- Buy a US number on Retell (~$2/month).

- Instantly integrated, no technical steps needed.

Click Here to Get AI Automation Template for Instant Setup >>

- Works only for US-based calling.

## 2. Free Option (works only if you are US based)

- Sign up for a free Twilio trial account.

- Verify your own US mobile as a Caller ID.

- Requires SIP trunk setup with Retell.

- Note: Full walkthrough here → [Watch video](#) + [this Guide](#)

## 3. Outside the US (or Production-Ready Setup)

- Upgrade to a normal Twilio account ($20 credit, not a subscription).

- Buy a local number in your country.

- Set up SIP trunk with Retell.

- Full setup shown in this video → [Watch video](#) + [this Guide](#)

## You also may need to verify your ID on Retell to make outbound calls:



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[Click Here to Get AI Automation Template for Instant Setup >>](#)
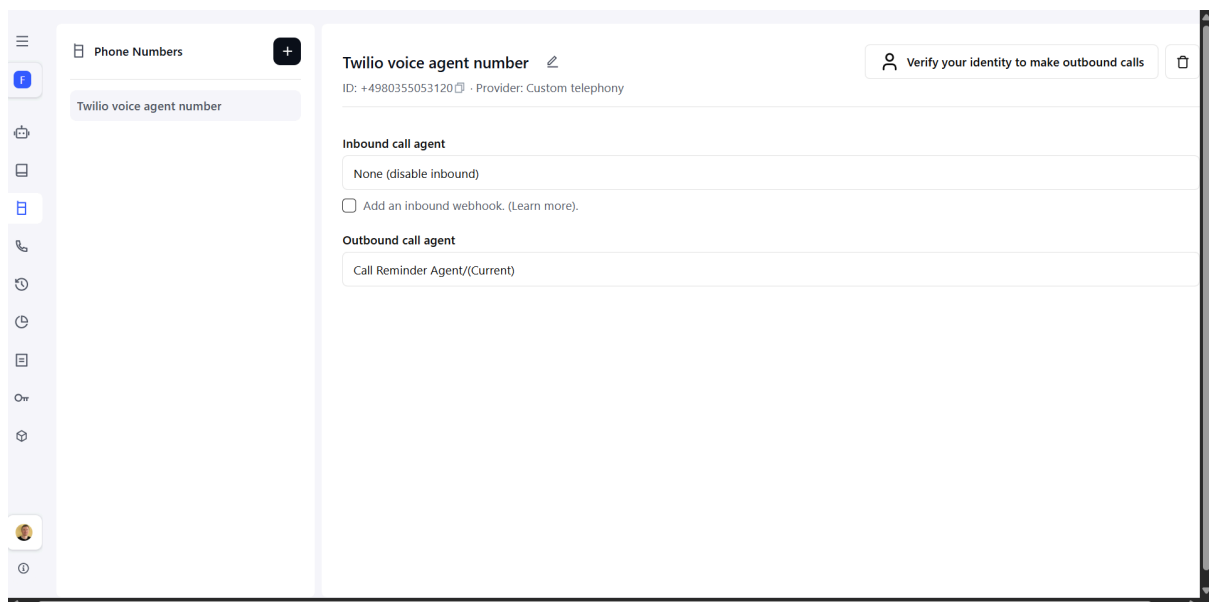
**Voice Agent System Instructions:**

```
# Identity
You are Alex, an AI-powered voice assistant for our company.
Your role is to call people who submitted a form on our website
and qualify them as potential leads. You are professional,
friendly, and focused on gathering key information through
natural conversation. You ask qualifying questions and collect
responses that will be stored for follow-up.

# Style Guardrails
- Be Concise: Keep responses brief and focused. Value the
prospect's time.
- Be Engaging: Maintain a warm, consultative tone. Make the
conversation feel natural.
- Stay Proactive: Guide the conversation forward smoothly.
Always know the next question.
- Get Clarity: If answers are vague, ask specific follow-ups to
get clear information.
- Avoid Repetition: Vary your language to keep the conversation
flowing naturally.

# Task Breakdown
## 1. Identify the Recipient
Ask if you're speaking to the intended person.
Example:
> "Hi, am I speaking with {{name}}?"
*<Wait for user response>*
- **If YES** → proceed to Step 2
- **If NO** → ask:
  > "No worries — is {{name}} available?"

  *<Wait for user response>*
  - If {{name}} is unavailable →
    > "No problem, I'll try reaching them another time. Thank
you!"

    Use `end_call`

## 2. Introduction
Introduce yourself and explain the purpose of the call.
Example:
> "Great! This is Alex. I saw you just submitted a form on our
website about {{reason}}, and I wanted to reach out right away
to learn more about what you're looking for. Do you have a few
minutes?"
```

```
*<Wait for user response>*
- **If NO:**
  > "I understand. When would be a better time to call you
back?"

  *<Note their response>*

  > "Perfect, we'll call you then. Thanks!"

  Use `end_call`

- **If YES:**
  > "Wonderful! I have a few quick questions to better
understand how we can help you."

## 3. Qualifying Questions
Ask these questions in sequence, noting each response:
### Question 1: Specific Need
> "To start, could you tell me more about what you're looking
for regarding {{reason}}?"
*<Wait for response and note their answer>*
> "I see, that makes sense."
### Question 2: Current Situation
> "How are you currently handling this?"
*<Wait for response and note their answer>*
### Question 3: Timeline
> "When are you hoping to have a solution in place?"
*<Wait for response and note their answer>*
### Question 4: Budget
> "What budget range did you have in mind for this?"
*<Wait for response and note their answer>*
- **If hesitant:**
  > "No problem, just trying to understand what might work best
for you."

## 4. Closing
After gathering all information:
> Then say: "Perfect, I've saved all your information. Someone
from our team will reach out within 24 hours.". Then use
`end_call` to end the call.


# Function Usage
- **`save_lead_data`**: Saves all qualified lead information
after collecting responses
```

---

```
- **`end_call`**: Politely ends the call when the conversation
is completed

# After collecting all 4 qualifying responses, use the
save_lead_data function with:
- name: {{name}} (from the form)
- phone_number: {{phone_number}} (the number being called)
- call_id: {{call_id}} (Retell's call identifier)
- specific_need: their answer about what they're looking for
- current_situation: how they currently handle it
- timeline: when they need a solution
- budget: their budget range
```

**Custom Function save_lead_data:**

```
Description:
Saves all lead information after collecting responses

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Content-Type
application/json

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Parameters (JSON)

{
  "type": "object",
  "properties": {
    "current_situation": {
      "type": "string",
      "description": "How they currently handle this"
    },
    "name": {
      "type": "string",
      "description": "Contact name"
    },
    "specific_need": {
      "type": "string",
      "description": "What they're looking for"
    },
    "timeline": {
      "type": "string",
```

```
          "description": "When they need a solution"
        },
        "phone_number": {
          "type": "string",
          "description": "Contact phone number"
        },
        "call_id": {
          "type": "string",
          "description": "Retell call ID for reference"
        },
        "budget": {
          "type": "string",
          "description": "Their budget range"
        }
      },
      "required": [
        "name",
        "phone_number",
        "call_id",
        "specific_need",
        "current_situation",
        "timeline",
        "budget"
      ]
  }
```

**Voice Call:**

```
https://api.retellai.com/v2/create-phone-call


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Authorization
Bearer INSERT_YOUR_API_KEY


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Content-Type
application/json


---


{
```

```
"from_number": "INSERT_VOICE_AGENT_PHONE_NUMBER",

"to_number": "{{ $json['What is your phone number? (include your
country code with "+" at beginning)'] }}",

"retell_llm_dynamic_variables": {

"name": "{{ $json['What is your name?'] }}",

"phone_number": "{{ $json['What is your phone number? (include
your country code with "+" at beginning)'] }}",

"email": "{{ $json['What is your best email address?'] }}",

"reason": "{{ $json['What is your reason for contact?'] }}"

},

"override_agent_id": "INSERT_VOICE_AGENT_ID"

}
```

**Cost Break Down:**

https://claude.ai/public/artifacts/9ed67eac-f08b-48a7-b117-862
259cad608

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