

Booked calls on the calendar in **days**.

We find the offer and the buyer, then build the ads, a faceless VSL, the page, the quiz and the booking. These numbers come from running that exact build on our own money in more than twenty markets.

86 calls booked in the CRM in five weeks	\$67 per booked call on the trade funnels	61 hours median from launch day to first booked call	42 of 43 recorded calls were real conversations
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What gets built

01 Offer Shaped so a stranger says yes fast.	02 Avatar Who buys, and the words they use.	03 Ads + creative Static and video, written to that buyer.	04 Targeting Broad, trained on booked calls.
05 Faceless VSL Scripted and voiced. Nobody films.	06 Landing page One page, one argument, one video.	07 Quiz Screens out bad fits before they book.	08 Direct booking The quiz ends on the calendar.

How fast calls start

- Fastest first booking: 11 hours into launch day.
- 8 funnels booked their first call inside 48 hours.
- Median across 21 funnels: 61 hours.
- 58 calls booked inside each funnel's first 7 days.
- Snow removal: 21 calls in its first 7 days.

Do they show up?

- We count a show only when the recording proves a two-way conversation.
- 42 of 79 due calls proven on the recording (53% floor, 36 had no recording). Of the 43 with a known outcome, 42 showed.
- Piano dealers: 9 of 9. Agency owners: 5 of 5.
- Floor, counting every unrecorded call as a no-show: 53%.
- 1 in 7 conversations became a paying customer.

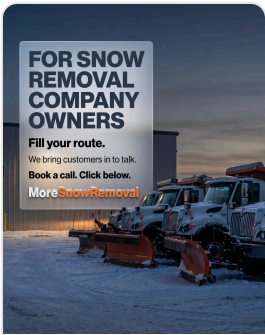
Case studies

FUNNEL	SPEED	BOOKED	SHOWED	RESULT
Piano dealers	First call 25 hours in	9	9 of 9	2 customers, one paid three months up front
Agency owners	First call 23 hours in	4	5 of 5	1 agency signed
Snow removal	21 calls in its first 7 days	16 on its best ad	8 of 21 due calls proven	It showed poorly, so we paused it
Consignment	First call 57 hours in	9	6 of 9	Best ad \$26 a booked call

I launched a VSL and I was getting booked calls on my calendar the next day.

Agency owner, home-services marketing

Example ads from these funnels



FOR SNOW REMOVAL COMPANY OWNERS

Fill your route.
We bring customers in to talk.
Book a call. Click below.

MoreSnowRemoval

Snow removal

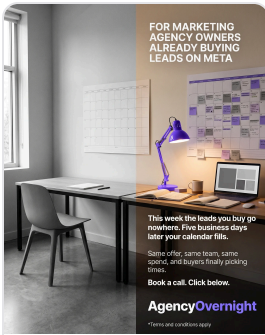


FOR PIANO DEALERS WITH A SHOWROOM

Fewer than 18,000 new acoustic pianos sold in 2024.
Down from about 31,000 a year. The families still buying sit with the store that asks first.
Book a call. Click below.

MorePianos

Piano dealers



FOR MARKETING AGENCY OWNERS ALREADY BUYING LEADS ON META

This week the leads you buy go nowhere. Five business days later your calendar fills.
Same offer, same team, same spend, and buyers finally passing times.
Book a call. Click below.

AgencyOvernight

Agency owners



3:42 PM

winter's looking empty again. how are you guys keeping crews building??

get a team running your ads under your own name every day. that's how the busy guys book their winter solid

Barn builders



For Owners of Fine Art and Estate Auction Houses

You hear about the estate after the estate sale.
The heir wanted it gone. Somebody else heard about it first.
Book a call. Click below.

MoreConsignors

Auction houses

Lead vs booked call

- B2B advertisers pay about \$145 for one lead on Facebook.
- Appointment setters charge \$350 to \$700 a meeting.
- These funnels: \$67 a booked call, already on the calendar.

See it live

The interactive version has every ad, the video ads, the VSLs, the pages on phone and desktop, and the quiz screen by screen.

ac.agencyovernight.com

How we count. Booked call: a unique person with an appointment on that funnel's CRM calendar (Meta pixel counts not used). Show: the call recording holds a real two-way conversation. Cost per booked call: Meta spend divided by those bookings. Window 4 Sep to 8 Oct 2026, total spend \$8,546, link click-through 2.4%. Benchmarks: Metadata.io's 2025 study of 153 B2B advertisers on Meta; salesar.io's published 2025 appointment-setting rates.