

The Messaging Layer

Run every text, voice call, voicemail, and AI receptionist across your business through one plug-in. Pennies per message.

Replaces ManyChat, Klaviyo SMS, RingCentral, and most of what you pay for inside your CRM's SMS add-on.

Built by [@brycenwood.ai](#) · October 2026

THE PROBLEM

Your business is duct-taped together with messaging tools.

Walk through any service business and the comms stack looks the same. ManyChat for Instagram DMs (\$15-79/mo). Klaviyo SMS for marketing texts (\$30-100/mo). RingCentral or OpenPhone for the business line (\$20-30/mo). Your CRM's SMS add-on for customer notifications (\$30-50/mo). A separate WhatsApp tool because your CRM doesn't do it well (\$25/mo). Maybe a CallRail-style number for tracking (\$45/mo). When you want a customer to be reachable through every channel, you cobble it together with Zapier and pray nothing breaks.

That is \$150-330 a month in messaging tools. All of them — every single one — are wrappers around the same underlying platform. Twilio. The actual layer that carries the SMS, the voice call, the WhatsApp message, the RCS card, the verification code. The wrappers pay Twilio a fraction of a cent per message and charge you a flat \$30-100 a month. You are paying the markup on the wrapper for features the underlying platform already gives you for free.

System 10 is the underlying platform. Twilio. Inside Claude Code there is a plug-in that connects directly to it. Once it is installed, every text, every call, every

voicemail, every AI receptionist, every appointment reminder across your entire business runs through one layer. Pennies per message. No monthly subscription. No more "which tool do I check for that message?"

OVERVIEW

What You're Building

A single messaging layer that handles every outbound + inbound text, call, and voice interaction across your business. Customer order confirmations (Gainz Train uses this). Reactivation campaigns to dormant leads (Summit Wraps uses this). AI receptionist that answers the phone when you cannot (the next build in my own stack). Appointment reminders. WhatsApp business chat. Branded RCS messages. Phone-number fraud checks before you send to a new lead. A2P 10DLC compliance registration so your texts actually deliver. All of it from one plug-in, in plain English, inside Claude Code.

Install the Twilio plug-in in Claude Code



Connect Claude to your free Twilio account



Register A2P 10DLC so your texts deliver



Send your first SMS from one prompt



Add a business phone number for voice



Build an AI voice agent that answers your phone



Record + transcribe + score every call automatically

HOW THIS STACKS WITH THE REST OF THE PLAYBOOK

System 7 connects Claude Code to your CRM. System 8 builds your AI executive team. System 9 puts the whole thing on free infrastructure that runs 24/7. System 10 is the layer that lets all of those agents and workflows actually *reach* a customer. Your CRO agent (System 8) drafts a reactivation message — System 10 sends it. Your scheduled Worker (System 9) finds a missed lead at 5am — System 10 texts them back. Your AI receptionist runs on Cloudflare (System 9) but talks to

customers through Twilio (System 10). Build System 10 after System 9 — it is the voice and hands of every other system.

BEFORE YOU START

What You Need

- **Claude Code** installed (the CLI tool, not `claude.ai`)
- **A free Twilio account.** Sign up at `twilio.com`. You get a small trial balance to play with. Add a credit card after you have tested — pay-as-you-go pricing, no monthly minimum.
- **A US-based business with a real EIN or sole-prop registration.** A2P 10DLC registration (Step 3) requires this. If you are not in the US, the registration step is different but the rest of the playbook is identical.
- **Your business contact info ready** — legal name, address, EIN or DUNS, point-of-contact email, sample messages you plan to send. A2P registration asks for all of this up front.
- **The Twilio plug-in** enabled in Claude Code (we install this in Step 1).
- **System 9 already built** (optional but recommended). The cleanest way to run scheduled SMS campaigns is from a Cloudflare scheduled Worker that talks to Twilio. If you skipped System 9, the prompts below still work — they just run on your laptop instead of in the cloud.

TIME + COST

End to end: about 60 minutes to install the plug-in, connect Twilio, send your first SMS, and add a phone number for voice. A2P 10DLC registration takes 5-10 minutes to submit but the actual carrier approval takes 1-3 weeks (you can keep building while you wait). After it is wired, every new campaign or workflow is 5-15 minutes. Cost: free to install, plus actual usage. SMS in the US costs about \$0.008 per message. Inbound voice is \$0.0085/minute. A phone number is \$1.15/month. My total messaging spend across 3 businesses sits between \$5 and \$15 a month — replacing tools I used to pay \$150+/mo for.

STEP 1

Install the Twilio plug-in

Open Claude Code in your terminal. Inside Claude Code there is a plug-in marketplace most users never open. The Twilio plug-in adds dozens of expert-level skills — one for sending messages, one for voice calls, one for A2P compliance, one for AI voice agents, one for call recording, and many more — plus direct API access to your Twilio account. Once it is in, Claude can build, send, and operate everything for you in plain English.

PASTE THIS INTO CLAUDE CODE

I want to install the Twilio plug-in inside Claude Code so I can send texts, make voice calls, register A2P 10DLC, and build AI voice agents — all from plain English prompts.

Step 1: Open the plug-in marketplace. The command is `/plugin` in Claude Code.

Step 2: Find the plug-in named "twilio-developer-kit" published by the Twilio team. Install it.

Step 3: After it installs, type `/twilio` and confirm the autocomplete shows skills like `/twilio-send-message`, `/twilio-voice-outbound-calls`, `/twilio-voice-conversation-relay`, `/twilio-call-recordings`, `/twilio-conversation-intelligence`, `/twilio-compliance-onboarding`, `/twilio-whatsapp-send-message`, `/twilio-rcs-messaging`, `/twilio-lookup-phone-intelligence`, `/twilio-taskrouter-routing`, and several more.

Step 4: Confirm it is enabled by running `/plugin` again and searching "twilio" — you should see the plug-in marked enabled.

Confirm the install with me before moving on.

WHY THE PLUG-IN MATTERS

You can use Twilio without the plug-in. But every time you do anything, you would have to give Claude a tutorial on the API. The plug-in pre-loads expert-level knowledge of every part of Twilio's platform — Messaging, Voice, Verify, Conversations, ConversationRelay, TaskRouter, Conversation Intelligence — so Claude can build, deploy, and debug in one prompt instead of ten. It is the difference between hiring a senior messaging developer who already knows your stack vs. one who has to be onboarded every conversation.

Connect Claude to your Twilio account

The plug-in is installed but it does not yet know which Twilio account it is operating on. We connect that next.

PASTE THIS INTO CLAUDE CODE

I have the Twilio plug-in installed. Now I need to authenticate it against my Twilio account.

Walk me through:

1. Where in the Twilio Console to find my Account SID + Auth Token (and explain the difference – I want to use a Standard API key for production, not the master Auth Token).
2. Creating a Standard API Key SID + Secret for this Claude Code project.
3. Storing those credentials in a .env file in my project (and adding .env to .gitignore so it does not commit).
4. Running a sanity check: list every phone number on my Twilio account and show me my current account balance.

If this is a brand-new Twilio account with no numbers yet, just confirm the connection is live and the balance is the trial credit.

API KEY VS AUTH TOKEN

Twilio gives every account a master Auth Token. Do not use it for anything you build. Create a Standard API Key for each project — it can be rotated, scoped, and revoked without taking down your whole account. If a key ever leaks, you revoke that key and the rest of your business keeps running. Claude will walk you through this in the prompt above.

STEP 3

Register A2P 10DLC (the step nobody warns you about)

If you are sending text messages to US customers from a business, the US carriers require you to register your brand + campaign before they let your texts deliver. This is called A2P 10DLC. Skip this step and your messages will silently get filtered as spam — customers will say "I never got your text" and you will think your stack is broken. It is not. You are unregistered. This is the single most common reason new

business SMS programs fail to deliver, and almost no SaaS wrapper tells you about it until after you have signed up.

PASTE THIS INTO CLAUDE CODE

I need to register my business for A2P 10DLC so my SMS messages actually deliver to US customers.

Walk me through the full registration:

1. Register my brand (legal business name, EIN or DUNS, address, contact email, contact phone, business type, vertical).
2. Register my campaign (use case: customer care + marketing mix, sample messages I plan to send, opt-in language I use on my website forms).
3. Submit for carrier review.
4. Tell me what the approval timeline looks like (typical 1-3 weeks) and what I can keep doing while I wait.

Use the /twilio-compliance-onboarding skill — it has the full A2P 10DLC playbook. Ask me each question in plain English, then file the registration through the Twilio API.

Do not let me submit until you have flagged any field that is likely to cause rejection (e.g., sample message that does not include an opt-out, brand description that mismatches the registered business type).

MY A2P STORY

Summit Wraps got A2P-approved on May 10, 2026 — same day I shipped my first reactivation SMS campaign. 10 of 10 messages delivered. Gainz Train (my meal prep company) got initially rejected — the sample message I submitted did not include an opt-out phrase. Claude flagged it, I edited and resubmitted, approved on the second pass. The plug-in saves you from the most common rejection patterns. Without it, you submit blind and get rejected silently. Worth the 10 minutes.

STEP 4

Send your first SMS from one prompt

This is the moment Twilio stops being abstract and becomes infrastructure. You ask Claude to send a text. It sends it. You get a delivery confirmation. From that point on,

every message your business needs to send — order confirmation, appointment reminder, reactivation blast — is one prompt away.

PASTE THIS INTO CLAUDE CODE

I want to send my first SMS through Twilio. Use the `/twilio-send-message` skill.

Steps:

1. Use my A2P-registered Twilio phone number as the FROM number (look it up from my account).
2. Send a test message to my personal cell: "[YOUR FIRST NAME], this is the first text from my business stack — built in Claude Code. Reply STOP to opt out."
3. Confirm delivery using the message SID + status callback. Show me the response.
4. If the delivery fails for any reason, diagnose it and tell me which carrier-side check failed and how to fix.

PASTE THIS INTO CLAUDE CODE

Now build me a reusable Python script (or Node.js — your call) that takes a CSV of contacts and a message template with merge fields (e.g. `{first_name}`, `{last_appointment_date}`) and sends a personalized SMS to each row.

Requirements:

1. Reads from `.env` for the Twilio credentials.
2. Throttles to 30 messages per second (Twilio's default per-number throughput) so we never hit a rate limit.
3. Logs every send to a local JSON file: timestamp, contact, message body, message SID, delivery status.
4. Has a `--dry-run` flag that prints what it WOULD send without actually sending.
5. Has a `--confirm` flag that requires me to type "YES" before bulk-sending to more than 10 contacts.

Test it on a 3-row CSV with just my own number. Show me the log file.

THE UNLOCK

The first time I ran that bulk send script, I sent 10 reactivation SMS to dormant Summit Wraps leads — personalized with each person's name and the vehicle they had quoted. Cost: 8 cents total. Click-throughs in the next 24 hours: 3. Time to build the script: about 12 minutes inside Claude Code. The same script — same

code, same plug-in — now powers reactivation campaigns across every business I run.

STEP 5

Add a phone number for voice + voicemail

Twilio is not just SMS. The same number you provisioned can take inbound voice calls, route them, record them, and transcribe them. This is how RingCentral, OpenPhone, and CallRail all work — they are reselling Twilio numbers with a \$25/mo wrapper around them. Once you own the underlying number, you can build that same wrapper yourself in plain English.

PASTE THIS INTO CLAUDE CODE

I want to add voice capabilities to my Twilio number so customers can call my business line.

Build me:

1. A simple inbound-call handler that greets the caller, then either (a) forwards the call to my personal cell during business hours (M–F 9am–5pm Mountain) or (b) sends them to voicemail outside those hours.
2. The voicemail flow: a recorded greeting, a 60-second message limit, automatic transcription, and an email to me with the audio attached + the transcript pasted inline.
3. A status callback that logs every call (inbound number, duration, recording URL, transcription) to a small JSON file I can audit weekly.

Use the `/twilio-voice-twiml` skill for the call flow and the `/twilio-call-recordings` skill for the voicemail capture. Deploy the call handler as a Cloudflare Pages Function from System 9 (so it runs 24/7 without my laptop). Wire the Twilio number's voice webhook to point at it.

Test by calling the number from my cell during business hours, then calling again after hours and leaving a voicemail.

REPLACING RINGCENTRAL

This single prompt replaces a \$25-30/mo business phone subscription. The number costs you \$1.15/month. Inbound minutes cost less than a penny each. Voicemail recording + transcription is bundled. For most service businesses doing fewer than 200 inbound calls a month, total monthly cost lands between \$3 and \$8.

The setup time inside Claude Code is about 15 minutes — and unlike RingCentral, you own the data, you own the recordings, and you can pipe any of it into the rest of your stack.

STEP 6

Build an AI voice agent that answers your phone

This is the boss-level move. Twilio's ConversationRelay is a product that lets you build a real-time AI voice agent in front of any Twilio number. Calls come in, ConversationRelay handles the speech-to-text on the way in, your LLM (Claude, GPT, whatever) decides what to say, ConversationRelay handles the text-to-speech on the way out. The caller hears a natural conversation. The AI books appointments, answers FAQs, qualifies leads, or escalates to you when needed. All from one Claude Code prompt.

PASTE THIS INTO CLAUDE CODE

I want to build an AI voice agent that answers my business phone when I am not available. Use the `/twilio-voice-conversation-relay` skill.

The agent should:

1. Answer with a natural greeting (use my actual voice via ElevenLabs if I have a voice clone, or a clean default voice if not).
2. Detect what the caller wants: quote request, appointment booking, support, or "just calling to talk to Brycen."
3. For quote requests: ask 3–4 qualifying questions (service type, vehicle / location / timeframe), then promise a follow-up text within 1 hour and trigger a System 7 GHL workflow that posts the lead to my Slack with full context.
4. For appointment bookings: check my Calendly or GHL calendar, offer the next 3 available slots, book one if the caller confirms, send the confirmation SMS through Twilio.
5. For "talk to Brycen": offer to take a detailed voicemail OR transfer the call directly to my cell if it is during business hours.
6. For anything outside those four buckets: take a voicemail.

Deploy the ConversationRelay backend as a Cloudflare Worker from System 9 (so it runs 24/7). Wire the Twilio number's voice webhook to point at it. Use Claude Sonnet 4.6 as the LLM (cheap + fast). Add a fallback path: if the agent gets stuck or the caller asks for a human, transfer to my cell immediately.

Test by calling the number twice – once for a quote, once asking for me by name.

EARN THE AUTO-PILOT

Same rule as the AI agents from System 8: default the voice agent to "draft mode" for the first 30 days. Have it transcribe every call + post the transcript to Slack, but do not let it actually book or quote yet. Watch what it would have done. Once you have 30 days of solid drafts, flip the switch to let it auto-book the narrow flows you trust (FAQ + voicemail capture are usually first). Save quote-giving and discount negotiations for human-in-the-loop forever, by design.

STEP 7

Record + transcribe + score every call automatically

Once your phone line is live, the next unlock is intelligence. Every call — inbound, outbound, voicemail — gets recorded, transcribed, scored against a rubric you define, and dropped into your CRM as a structured note. This is what Gong and CallRail charge \$99-200 a month for. Twilio's Conversation Intelligence product does the same thing on the same per-minute usage pricing as your existing calls.

PASTE THIS INTO CLAUDE CODE

I want to add post-call intelligence to every voice call my business takes. Use the /twilio-conversation-intelligence skill.

For every completed call, automatically:

1. Transcribe the full conversation (already happens from Step 5 – confirm it).
2. Run a Conversation Intelligence pipeline that scores the call against 4 operators:
 - Intent: quote / booking / support / other
 - Outcome: booked / quoted / left voicemail / dropped
 - Customer sentiment: positive / neutral / frustrated
 - Did the agent (AI or human) ask for the sale: yes / no
3. Push the full transcript + the 4 scores into the contact's record in GHL (using the System 7 bridge) as a structured note titled "Call summary {date} – {outcome}".
4. If sentiment is "frustrated" OR outcome is "dropped," post an immediate alert to my Slack #ops channel with the transcript link.

Deploy this as a webhook on Twilio's recording-complete event. Show me a sample of what one analyzed call looks like inside GHL.

WHY THIS IS THE UNLOCK

Most service business owners have no idea what is being said on their own phone calls. Their team takes the call, takes a few notes, the rest evaporates. With this step, every call is permanent business intelligence. You can ask Claude "show me every frustrated call from the last 30 days and what they had in common." Or "show me every quote call that did not close — what objection came up most often?" Suddenly every conversation feeds back into the system. The pattern recognition compounds.

STARTER PROMPT LIBRARY

Three more dispatches to run today

Once Twilio is wired in, you will keep finding things to move to it. Three to start with.

PASTE THIS INTO CLAUDE CODE

```
Build me a scheduled Worker (on Cloudflare from System 9) that runs every weekday at 8am Mountain Time. For each contact in GHL with the tag "needs-quote-follow-up" whose last touch was more than 48 hours ago, send a personalized SMS through Twilio using a template I will provide. Log every send to a JSON file. Throttle to 30 messages per second. Stop sending the moment any single message gets a STOP reply.
```

PASTE THIS INTO CLAUDE CODE

```
Build me a phone-number fraud-check workflow that runs every time a new lead comes into my GHL. Use the /twilio-lookup-phone-intelligence skill to check: is this a real mobile number, is it a VoIP that is commonly used for scams, has it been flagged for SMS pumping in the last 30 days. If any flag fires, tag the lead "suspicious-phone" in GHL and skip auto-outreach. If clean, proceed with normal follow-up.
```

PASTE THIS INTO CLAUDE CODE

Build me a customer-onboarding text sequence for every new customer who pays an invoice in my GHL. Day 0: "Welcome – here's what happens next." Day 3: "Just checking in – any questions?" Day 7: "Quick favor – can you leave us a Google review?" Day 30: "Anniversary – here's a referral code." All four messages personalized with their first name + the service they paid for. Build it as a single scheduled Worker, NOT 4 separate workflows in GHL. Show me how to add new days to the sequence later in one line of code.

REAL RESULT

I run the messaging layer for 3 businesses on one Twilio account. Summit Wraps texts customers about install scheduling, sends reactivation campaigns, and receives inbound quote calls. Gainz Train sends order confirmations every Saturday at the cutoff. My personal brand uses it for SMS replies at scale. Total monthly Twilio bill across all 3: under \$15. Before Twilio I was paying \$30/mo for the GHL SMS add-on per business, \$25/mo for an OpenPhone line, and renting a ManyChat seat that I barely used — close to \$150/mo of duplicative tools doing one job each. Now it is one plug-in inside Claude Code. A2P-registered, voice-ready, AI-agent-capable. Built every piece of this from a couch with zero coding experience.

That is the whole system.

Zero ad spend. Zero coding experience. The other playbooks
live at brycenwood.com/playbook, one download each.

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