

— DAY TWO · LIVE TRAINING

NO LEADS LEFT BEHIND

Design the journey. Stop the leak.

CLARITY

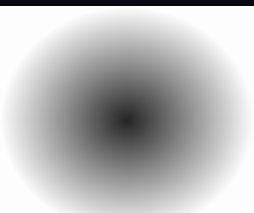
TRUST

FIT

MOMENTUM

Tech SAVVY SCHOOL





THE REAL COST

THE LEAD YOU ALREADY PAID FOR

You did not have a traffic problem yesterday. You had a follow-up problem. Every name sitting in your CRM already cost you something — ad spend, a stage, a favour, a late night.

The bill is paid. The next 72 hours decide whether you get anything back for it.

IN THIS ROOM

JENNA

Leads coming in across 20-plus tools. Spending four thousand dollars a month on her tech stack. Follow-up still only happens “sometimes.” More tools on a leaky bucket doesn’t plug the leak. We seal the bucket first.

THE DIAGNOSIS

LEADS DON'T GO COLD. THEY GET **CONFUSED**.

"Cold" is the story we tell ourselves. Confused is what actually happened. No next step. No timeline. No obvious door to walk through.

A confused buyer does the only safe thing available to them: nothing.

IN THIS ROOM

TIFFANY

Has GHL. Has MEEVO for her spa. Spending four hundred a month. When asked the messiest part of her flow, her answer: "all of it, LOL." That laugh is the tell. Not a cold lead problem. That's a no-path problem.



SECTION ONE

THE FOUR SILENT QUESTIONS

nobody says them out loud

Your journey answers all four – or it doesn't.
There is no third option.

THE FRAMEWORK

FOUR SILENT QUESTIONS EVERY BUYER ASKS

answer all four, in order

01

“Do I get it?”

Thirty seconds to make sense of you.

CLARITY

02

“Do I trust you?”

Earned before the ask, never at it.

TRUST

03

“Is this for me?”

Sounds like their exact situation.

FIT

04

“Why now?”

A reason today beats someday.

MOMENTUM

01 CLARITY

02 TRUST

03 FIT

04 MOMENTUM

01 SILENT QUESTION

“DO I GET IT?”

If a stranger can't repeat what you do in one sentence, they can't buy it. Clarity isn't a tagline — it's the first thirty seconds of the journey.

IN THIS ROOM

VICKIE

Delivering her course inside organizations for four years. Now taking it public. Her words: “we don't have a flow.” Twenty-two tools. Five hundred a month. No front door for a stranger to walk through.

01 CLARITY

02 TRUST

03 FIT

04 MOMENTUM

02 SILENT
QUESTION

“DO I
TRUST YOU?”

Trust isn't built at the ask. It's built in the twelve touches before it. Do that work up front and the ask stops feeling like a pitch.

IN THIS ROOM

COLLEEN

The messiest part of her flow, her words: “asking for the sale. I’m so bad at sales.” When she gets stuck, she flip-flops. When the system builds trust for you, asking becomes confirming.

01 CLARITY

02 TRUST

03 FIT

04 MOMENTUM

03

SILENT
QUESTION

**“IS THIS
FOR ME?”**

People don't buy the best offer. They buy the one that sounds like their situation. Fit is proof you've already met someone exactly like them.

IN THIS ROOM

SHAWNDELL

Has a digital marketplace on Shopify. Communities. Lead magnets people download. But people download and disappear. No email sequence. No feedback loop. No “here's your next step.” They take the freebie and go.

01 CLARITY

02 TRUST

03 FIT

04 MOMENTUM

04 SILENT
QUESTION

“WHY
NOW?”

Almost nobody says no. They say later. Momentum is the reason today beats someday — a real window, a real reason, a real next step.

IN THIS ROOM

DENISE

Tech confidence is an 8. She's in GHL. Has automated follow-up for some things. Her words: “the tracking, the data, and just knowing how to scale.” That's the window closing. Not because she's behind. Because she can't see what's ahead.

THE WHOLE IDEA, IN ONE LINE

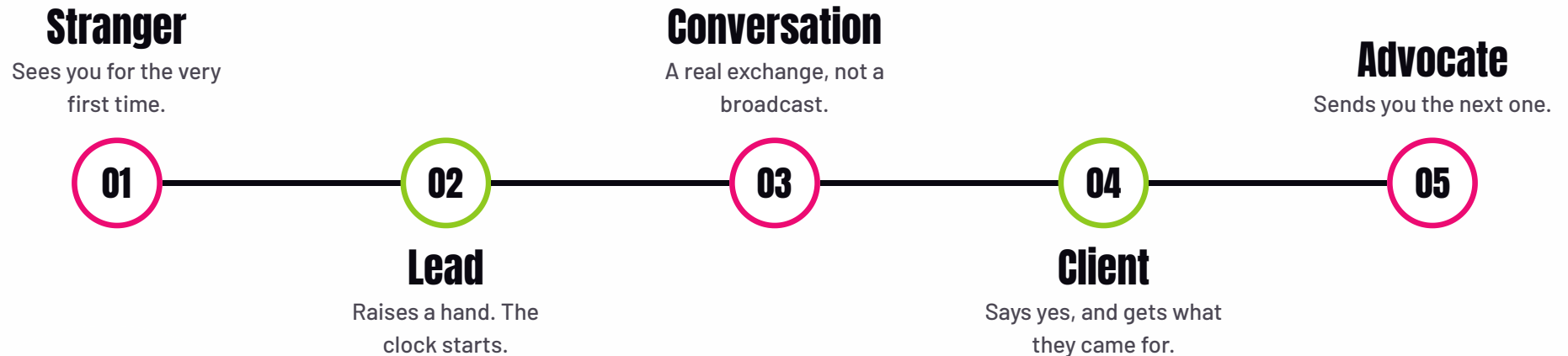
CONVERSION IS CLARITY OVER TIME

Not a tactic. Not a funnel hack. The same message, in the right order, for long enough that the answer becomes obvious.

THE MAP

EVERY BUYER HAS A JOURNEY

designed, or accidental



IN THIS ROOM

**SHAUNA
+ CRISTI**

Two ends of the same room. Shauna: tech confidence 1, spending \$700/mo across disconnected tools, can't see her own business. Cristi: tech confidence 10, advanced in GHL, automated. Her words: "too many moving parts and not flowing right." A 1 and a 10. Same problem. Same fix.

THE BUILD

FOUR PILLARS OF A JOURNEY THAT CONVERTS

01 PILLAR Message

One sentence a stranger can repeat.

"Do I get it?"

02 PILLAR Follow-up

Twelve touches that run without you.

"Do I trust you?"

03 PILLAR Proof

Someone exactly like them, already won.

"Is this for me?"

04 PILLAR The ask

A real window and a real next step.

"Why now?"

IN THIS ROOM

MONICA

Almost fifty apps from lifetime deals. GHL, Google Business Suite, Claude, Canva, Adobe Creative Suite. Follow-up is still manual. Messiest part: between the first call, the proposal, the service agreement, and getting paid.

Fifty tools is not a flex. It's a fire drill.

THE LEAKS

WHERE THE JOURNEY BREAKS

same three places, every time

LEAK
01

The silent inbox

Someone raises their hand and nothing happens for four days. By then they've found somebody who answered.

A lead you already paid for, gone quiet.

LEAK
02

The dead end

Great freebie, great call, great content — and no obvious next step at the end of any of them.

Attention earned, then handed straight back.

LEAK
03

The manual handoff

The follow-up only happens if you remember. On your best week you do. Most weeks aren't your best week.

A system that runs on willpower isn't one.

IN THIS ROOM THIS ROOM

The woman at tech confidence 10 is leaking in the same place as the woman at 1. The woman spending \$45/mo has the same gap as the woman spending \$4,000. Skill doesn't plug the leak. Spend doesn't plug the leak — **design does.**

SECTION THREE

THIS DOES NOT LIVE IN YOUR HEAD. IT LIVES IN A **SYSTEM.**

Your memory is not a CRM. Your good intentions are not a follow-up sequence. If it only runs when you're at your best, it isn't a system — it's a mood.

IN THIS ROOM

TIFFANY H.

Runs a business open twelve hours a day. Staff on different shifts. Spending twenty-two hundred a month on tools. Never logged into GoHighLevel. Her husband set up the account. Her words: "we are not getting back to people fast enough." Doing the hardest-worker job when she should be doing the owner job.

— PART TWO · THE BUILD

THE CONVERSION SEQUENCE

fourteen touches, thirty days

Five stages. One honest ask — and thirteen messages that earn the right to make it.

- | | | |
|----|-----------------------|------------|
| 01 | See Me | DAYS 1-3 |
| 02 | Trust Me | DAYS 5-9 |
| 03 | Wake Me Up | DAYS 11-17 |
| 04 | Show Me | DAYS 19-24 |
| 05 | Help Me Decide | DAYS 27-30 |

THE PRINCIPLE

FOURTEEN TOUCHES. ONE HONEST **ASK**

Each message earns the right to send the next. By the time the ask lands on Day 27, it is not a pitch — it is confirming a decision she has already started to make.

THE ARC

FROM "YOU SEE ME" TO "I AM IN"

one job per stage

01

See Me

Name her pain.
Recognition before
anything else.

DAYS 1-3

02

Trust Me

The story, plus one real win
she can use today.

DAYS 5-9

03

Wake Me Up

Reframe the belief that is
keeping her stuck.

DAYS 11-17

04

Show Me

Proof — real names, real
numbers, the inside view.

DAYS 19-24

05

**Help Me
Decide**

The one honest ask, and
why waiting costs her.

DAYS 27-30

THE CADENCE

THIRTY DAYS, MAPPED

● EMAIL ● SMS

See Me

DAYS 1-3

- Day 1 · Email
- Day 2 · SMS
- Day 3 · Email

Trust Me

DAYS 5-9

- Day 5 · Email
- Day 7 · Email
- Day 9 · SMS

Wake Me Up

DAYS 11-17

- Day 11 · Email
- Day 14 · Email
- Day 17 · SMS

Show Me

DAYS 19-24

- Day 19 · Email
- Day 22 · Email
- Day 24 · SMS

Help Me Decide

DAYS 27-30

- Day 27 · Email
- Day 30 · Both

10 EMAILS

5 TEXTS

14 TOUCHES

30 DAYS

01 SEE ME

02 TRUST ME

03 WAKE ME UP

04 SHOW ME

05 HELP ME DECIDE

01 STAGE DAYS 1-3 SEE ME

Before anything else, show her you see exactly where she is stuck — in her own words.

Day 1

EMAIL

Name her pain

SUBJECT

"You're not bad at tech."

Recognition only. No pitch, no product link.

● ● ● SOFT

01

Day 2

SMS

Show up in her pocket

TEXT

"Real talk — did yesterday's email land? Hit reply if it did."

Reply-bait — starts a conversation, not a funnel.

● ● ● SOFT

02

Day 3

EMAIL

Deliver what you promised

SUBJECT

"The thing I promised you."

Keep the promise. Trust is built by delivery.

● ● ● MEDIUM

03

IN THIS ROOM
DR. JUDITH

Her words: "finally sleep with my eyes closed." Tech confidence of 1. Three hundred a month on tools. Leads falling through the cracks. No flow at all. Day 1 is the email that sees the 11pm version of her — the one who can't close her eyes because she knows someone slipped through today. That's See Me.

01 SEE ME

02 TRUST ME

03 WAKE ME UP

04 SHOW ME

05 HELP ME DECIDE

02 STAGE
DAYS 5-9

TRUST ME

Earn belief with the origin story — then one tactic she can use today, free.

Day 5

EMAIL

Tell the origin story

SUBJECT

"The Tuesday I almost quit."

Why this exists, and why it is you saying it.

● ● ● SOFT

04

Day 7

EMAIL

Teach one real fix

SUBJECT

"The 3-minute fix for your follow-up problem."

Real value, free, with no paywall behind it.

● ● ● MEDIUM

05

Day 9

SMS

Check if she tried it

TEXT

"Did you try the 3-minute fix? What happened?"

Engagement check. Tags the ones leaning in.

● ● ● SOFT

06

01 SEE ME

02 TRUST ME

03 WAKE ME UP

04 SHOW ME

05 HELP ME DECIDE

03 STAGE DAYS 11-17 WAKE ME UP

Replace the belief that is keeping her stuck with the truer one. This is the heart of the sequence.

Day 11

THE REFRAME

Call out the false belief

SUBJECT

"The real reason your launches don't convert."

Name the belief, replace it.
No link — let it land.

● ● ● SOFT

07

Day 14

EMAIL

Bust the bad advice

SUBJECT

"Stop listening to the people telling you to post more."

Contrast against the advice she has been fed.

● ● ● MEDIUM

08

Day 17

SMS

One line she can't unsee

TEXT

"The 'just be consistent' advice is keeping you broke."

One sentence. No link. Let it sit.

● ● ● SOFT

09

IN THIS ROOM
KATHY

Tech confidence is an 8. Advanced in GHL. Fully integrated tools. When she gets stuck, her words: "I scream, go down the 36-hour rabbit hole to figure it out, then celebrate." Your skill is not the gap. Thirty-six hours to solve what a built system handles in thirty-six seconds. Day 11 is the email that says that out loud.

01 SEE ME

02 TRUST ME

03 WAKE ME UP

04 SHOW ME

05 HELP ME DECIDE

04

STAGE
DAYS 19-24

SHOW ME

Make it real — case studies, numbers, and the view from inside. Proof does the selling now.

Day 19

EMAIL

Tell a case study

SUBJECT

"How Coach Fryer cut \$48K/yr from his tech stack."

Named client, real numbers, same starting point.

● ● ● MEDIUM

10

Day 22

EMAIL

Take her behind the scenes

SUBJECT

"Inside the dashboard."
Show it working. Shrink the unknown.

● ● ● MEDIUM

11

Day 24

SMS

Drop a second proof point

TEXT

"Josie ran her first challenge: 30 registered, 25% bought."

A different win, a different woman.

● ● ● SOFT

12

01 SEE ME

02 TRUST ME

03 WAKE ME UP

04 SHOW ME

05 HELP ME DECIDE

05 STAGE
DAYS 27-30

HELP ME DECIDE

The first hard pitch in the sequence — and it lands, because of everything before it.

Day 27

EMAIL

Make the direct ask

SUBJECT

"The cost of waiting another quarter."

What staying stuck costs — in hours, money and peace. Then the way out.

● ● ● DIRECT · BUY NOW

13

Day 30

EMAIL + SMS

Last call

SUBJECT

"Closing tonight."

Cart closes tonight. Same message, both channels.

● ● ● DIRECT · FINAL LINK

14

IN THIS ROOM
KIMBERLY

Fourteen thousand, seven hundred dollars. A month. On tools. Tech confidence of 2. When she gets stuck, one word: "panic." What would change if this worked, one word: "freedom." Every month without the system is another fourteen-seven burned. Day 27 is the email that does that math for her, out loud.

WHAT WE BUILD NOW

FIVE STAGES. FOURTEEN TOUCHES. THIRTY DAYS.

it runs without you

It does not live in your head — it lives in the platform. Set it once and every lead gets the full journey, on time, every time.

Let's build it in GHL →

Tech SAVVY SCHOOL



JESS & NATASHA

we build it with you