

The Sales Funnels demo: the map

Every workflow, automation and connection behind the Sales Funnels demo, drawn from the same source that builds it, so the map cannot drift from what runs. Page 2 is the whole system on one sheet; the pages after it take each workflow in turn, and the last pages spell out every path a reader can take.

29 SureContact workflows · 156 steps · 2 OttoKit automations (12 and 17 rules) · 18 tags that start the next workflow · 26 inputs from outside · 97 paths through the workflows

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How to read the drawings

▶ WHEN

Tag added: Step 2
from Step 1 of 10

What starts the workflow. The green line says which workflow, button or post starts it.

✉ EMAIL e2-quiet

Why your leads go quiet

An email to the reader: its version (e2-quiet is email 2 on the leads-go-quiet path) and its subject.

✉ NOTE TO ME

Hand raised: a reader wants to talk funnels

An email to me, not to the reader.

🏷️ ADD TAG

Step 3
starts Step 3 of 10

Adds a tag. A green “starts” line means the tag starts another workflow; on the poster that is a double line.

🏷️ REMOVE TAG

Queued

Removes a tag (dashed outline).

🕒 WAIT

2 days

Waits before the next step.

🔍 BRANCH

status active · has Step 3

Checks every condition (a dot separates them). All of them hold: the true line. Anything else: the false line.

🚫 FILTER · STOP UNLESS

has Queued

Stops the workflow unless every condition holds.

≡ ADD TO LIST

My master list

Adds the reader to my master list.

🔗 POST TO OTTOKIT

contact, received, q1, q2, q3

Sends data to the other tool: SureContact to OttoKit, or OttoKit back to SureContact (captioned CUSTOM REQUEST).

📄 FORMATTER

Read the first word

An OttoKit step, captioned by its app: Formatter, Calendly or Google Sheets.

○ end

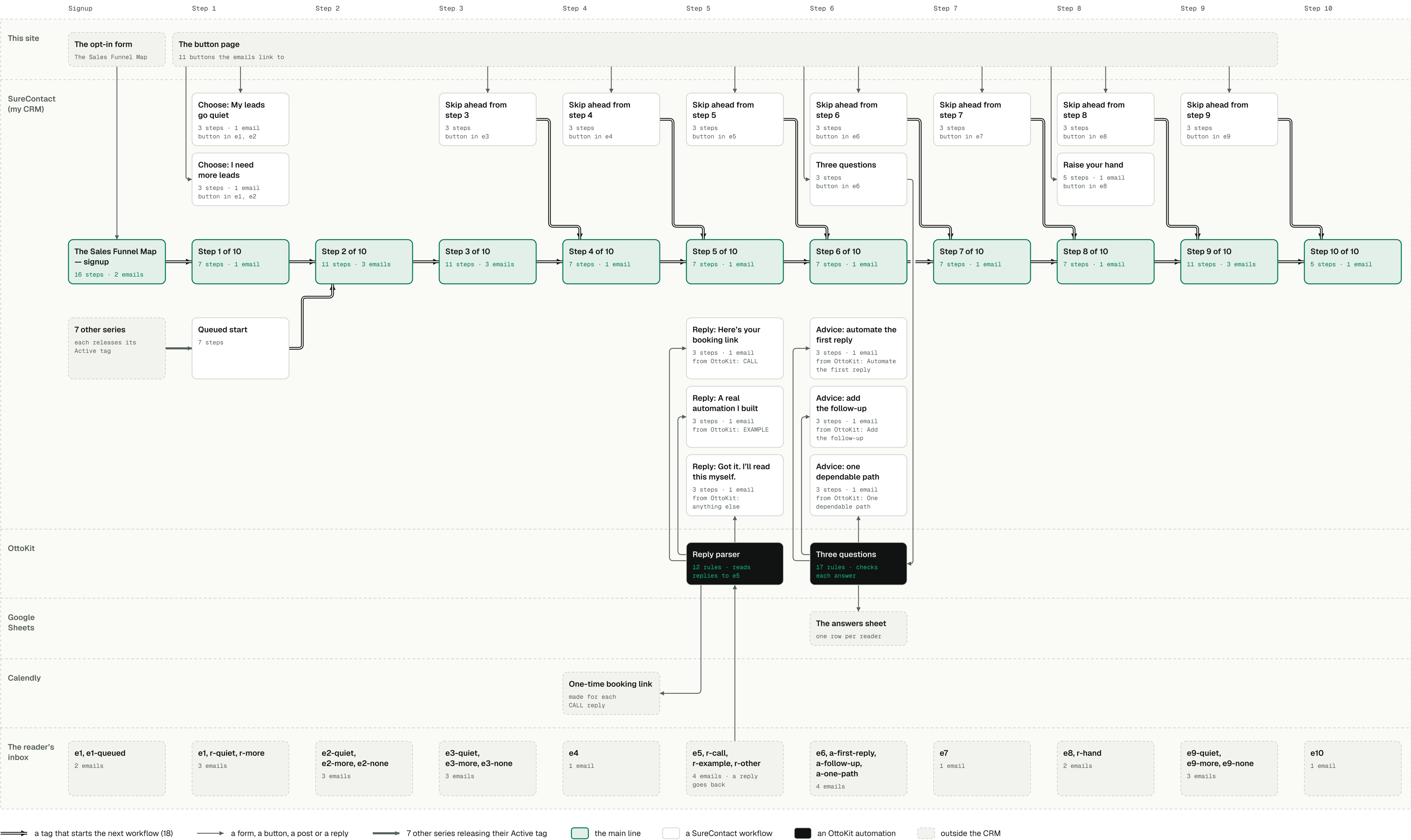
This path stops here.

Ⓐ

A wide drawing continues in a second band: pick up the line at the circle with the same letter.

The Sales Funnels demo: the whole system

29 SureContact workflows and 2 OttoKit automations, drawn from the build. 26 emails reach the reader; choose a tile to open its drawing.

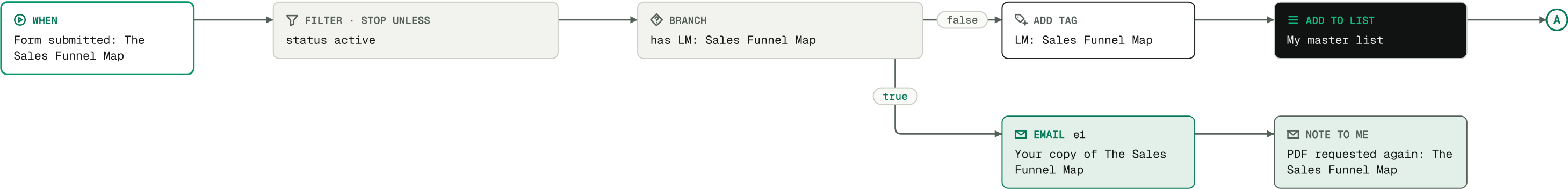


Signup

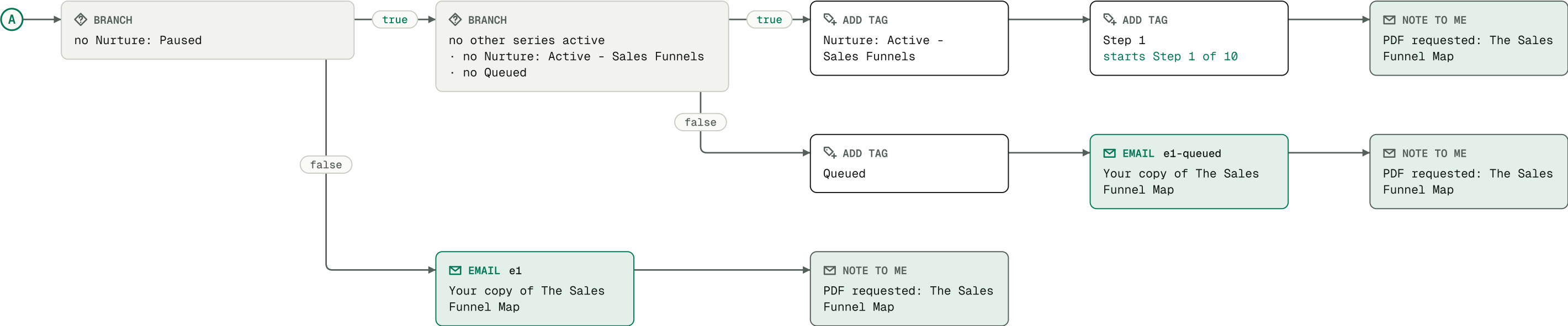
The Sales Funnel Map — signup

SureContact workflow · 16 steps · 4 paths through it

Delivers the guide through step 1. First active series wins: if another series is active, the guide goes out now and the rest waits for that series to end (queued-start). Repeat requests get the guide again and never restart the series. Stops: unsubscribed or any non-active status, Nurture: Paused, hand raised, or the end of the series.



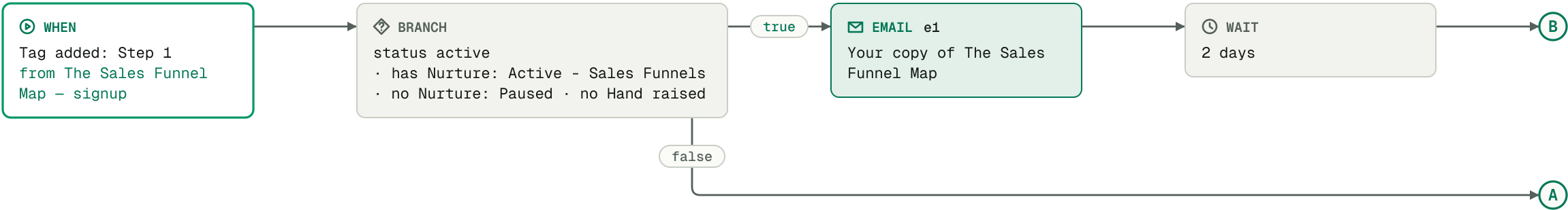
Continues below: follow the lettered circles



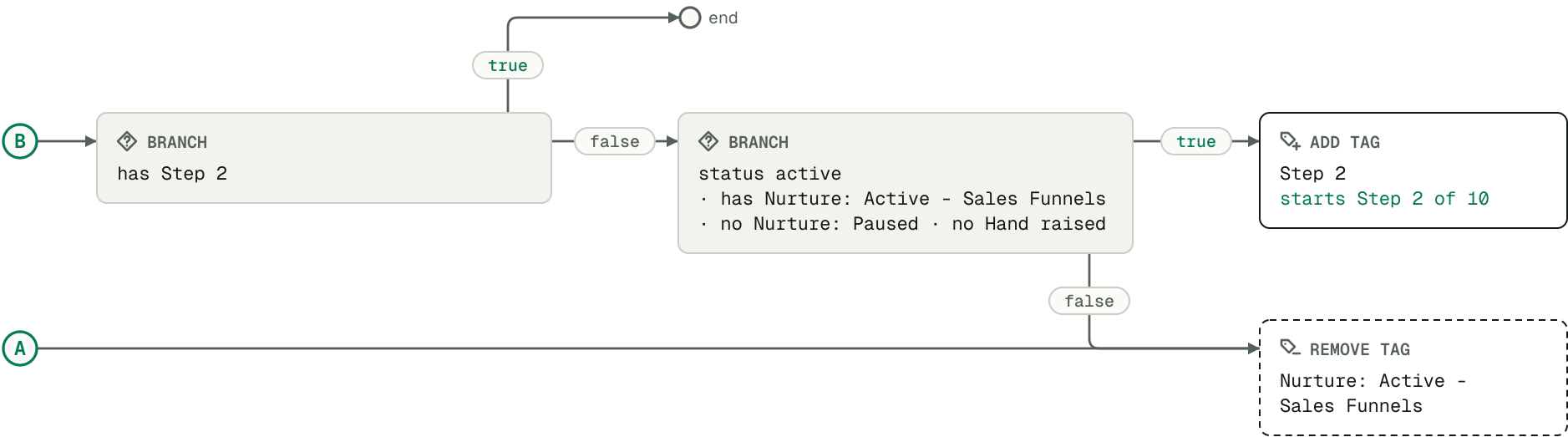
Step 1

Step 1 of 10 SureContact workflow · 7 steps · 4 paths through it

Sends email 1, waits 2 days, then starts step 2 unless the reader already skipped ahead. Every send requires active status, the series active tag, no Nurture: Paused and no raised hand; anything else releases the active tag.



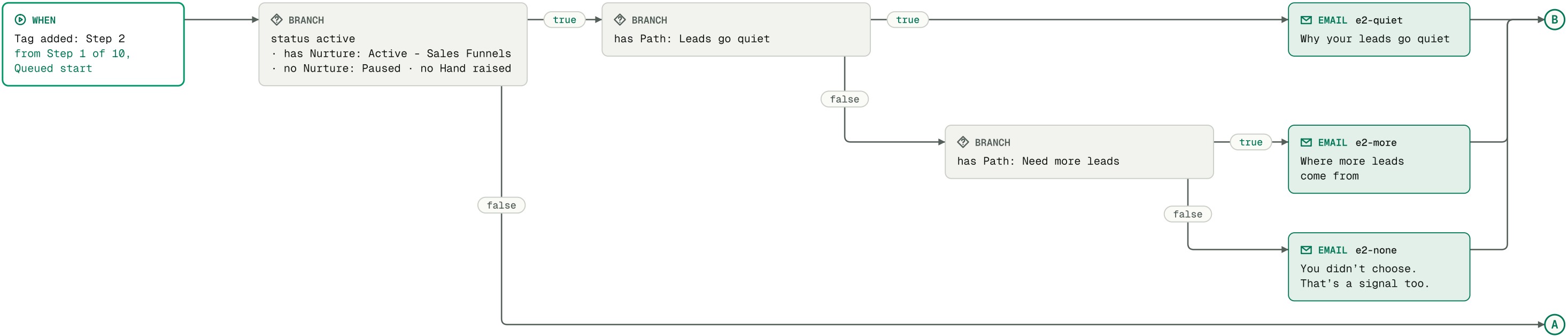
Continues below: follow the lettered circles



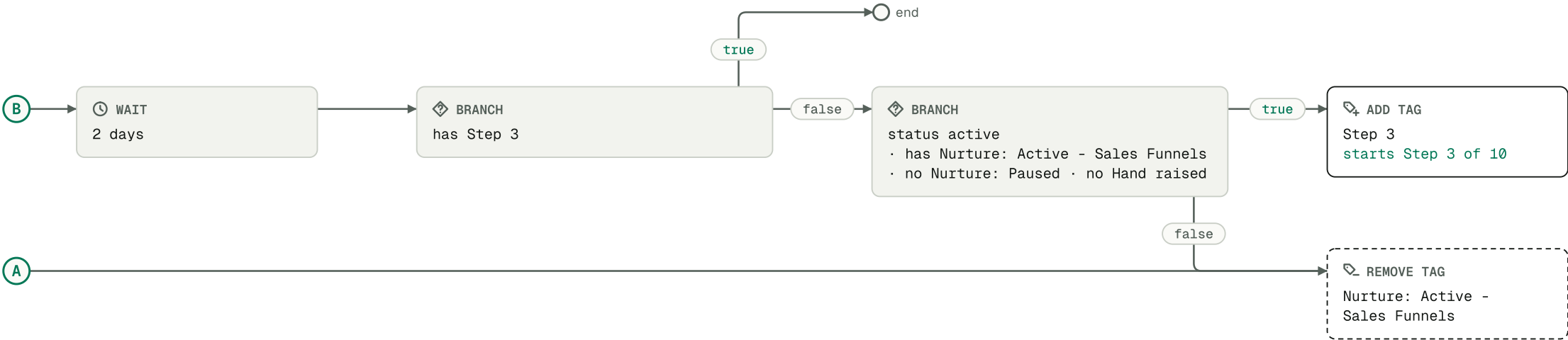
Steps 2, 3 and 9

One shape, three workflows: each sends the version of its email that matches the path the reader chose.

Drawn: Step 2 of 10 SureContact workflow · 11 steps · 10 paths through it



Continues below: follow the lettered circles



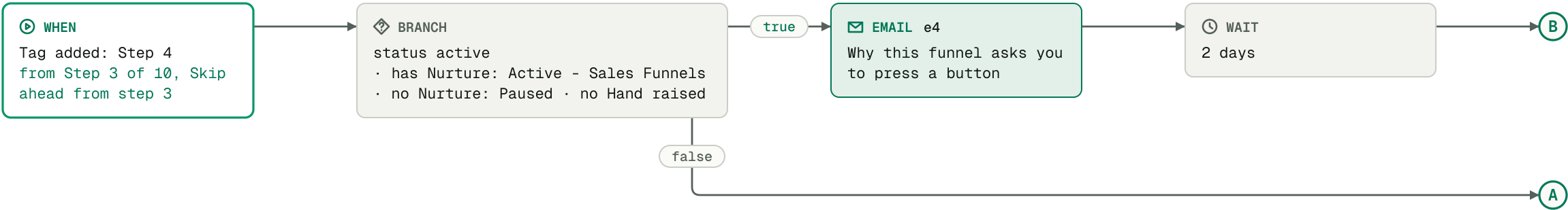
The same steps run in Step 3 of 10 and Step 9 of 10. What differs:

WORKFLOW	STARTS WHEN	EMAILS	TAGS IT ADDS
Step 2 of 10	Tag added: Step 2; from Step 1 of 10; from Queued start	e2-quiet: Why your leads go quiet · e2-more: Where more leads come from · e2-none: You didn't choose. That's a signal too.	adds Step 3 → Step 3 of 10
Step 3 of 10	Tag added: Step 3; from Step 2 of 10	e3-quiet: Every path meets here · e3-more: Every path meets here · e3-none: Every path meets here	adds Step 4 → Step 4 of 10
Step 9 of 10	Tag added: Step 9; from Step 8 of 10; from Skip ahead from step 8	e9-quiet: The path you took · e9-more: The path you took · e9-none: The path you took	adds Step 10 → Step 10 of 10

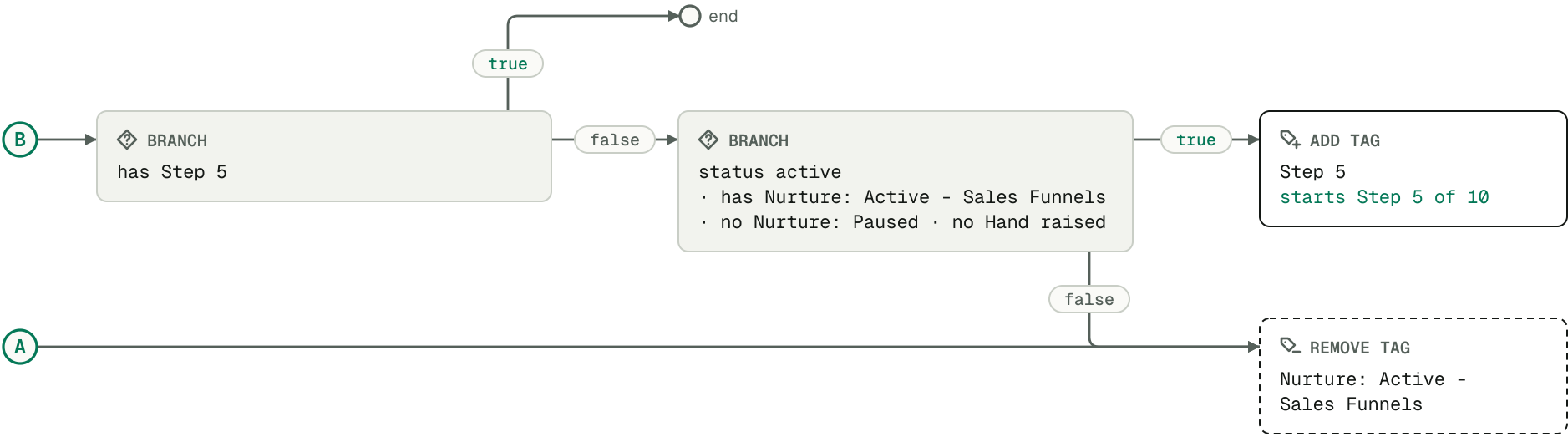
Steps 4 to 8

One shape, five workflows: one email, a wait, then the next step.

Drawn: Step 4 of 10 SureContact workflow · 7 steps · 4 paths through it



Continues below: follow the lettered circles



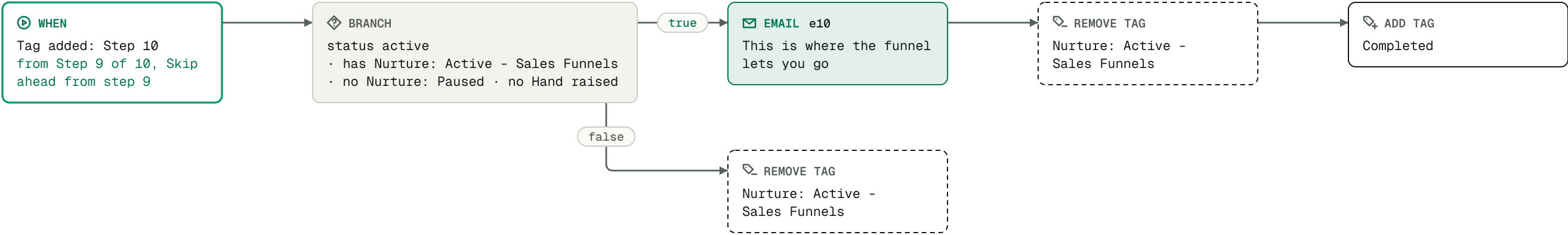
The same steps run in Step 5 of 10, Step 6 of 10, Step 7 of 10 and Step 8 of 10. What differs:

WORKFLOW	STARTS WHEN	EMAILS	TAGS IT ADDS
Step 4 of 10	Tag added: Step 4; from Step 3 of 10; from Skip ahead from step 3	e4: Why this funnel asks you to press a button	adds Step 5 → Step 5 of 10
Step 5 of 10	Tag added: Step 5; from Step 4 of 10; from Skip ahead from step 4	e5: Reply to this one with one word	adds Step 6 → Step 6 of 10
Step 6 of 10	Tag added: Step 6; from Step 5 of 10; from Skip ahead from step 5	e6: Three questions, and a spreadsheet that answers	adds Step 7 → Step 7 of 10
Step 7 of 10	Tag added: Step 7; from Step 6 of 10; from Skip ahead from step 6	e7: A funnel that sorts its own leads	adds Step 8 → Step 8 of 10
Step 8 of 10	Tag added: Step 8; from Step 7 of 10; from Skip ahead from step 7	e8: When a funnel should step aside	adds Step 9 → Step 9 of 10

Step 10

Step 10 of 10 SureContact workflow · 5 steps · 2 paths through it

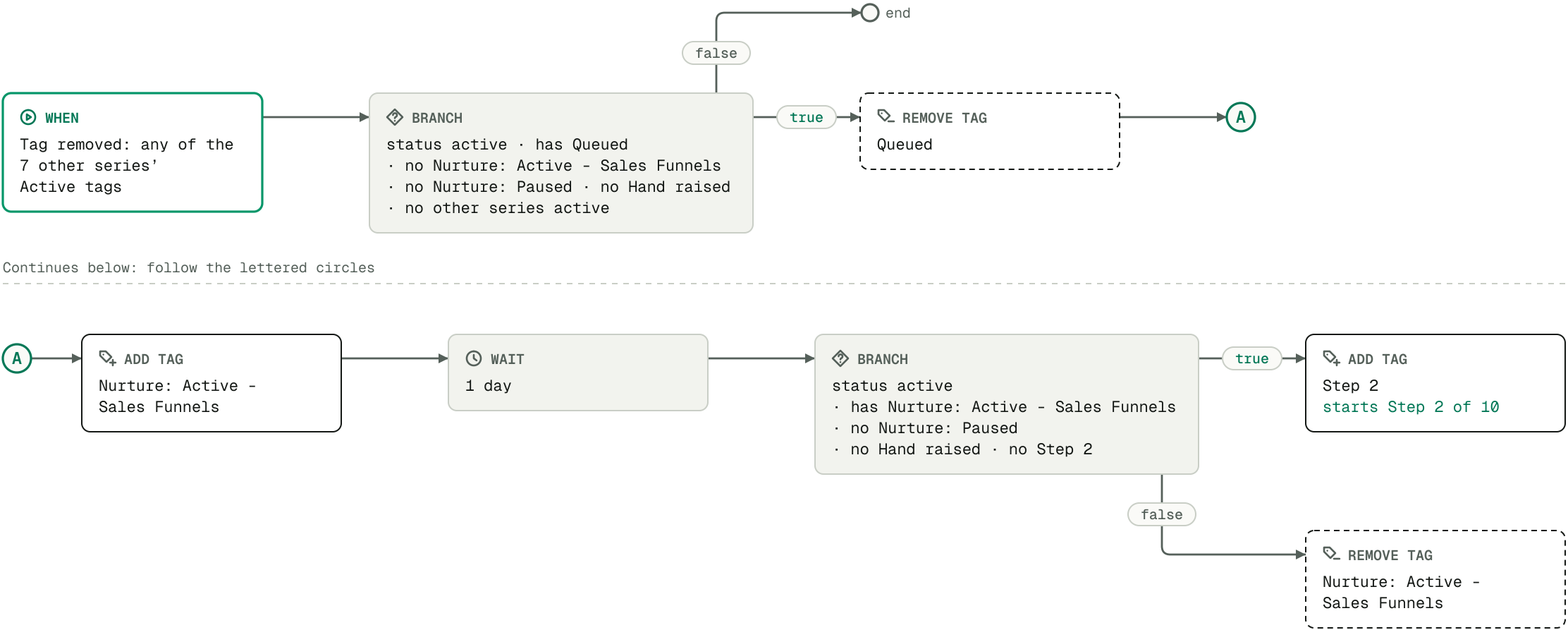
Sends email 10, then releases the series. Every send requires active status, the series active tag, no Nurture: Paused and no raised hand; anything else releases the active tag.



The queued start

Queued start SureContact workflow · 7 steps · 3 paths through it

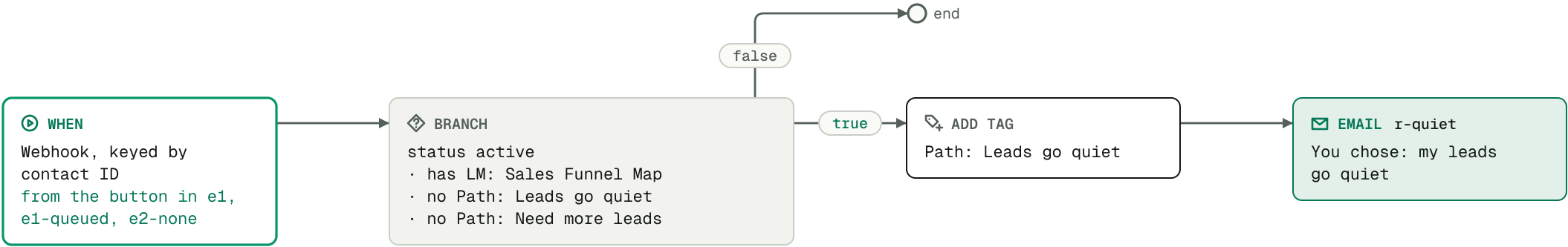
Starts the demo for a reader who signed up while another series was active, one day after the last active series tag is removed. Requires the Queued tag and no other active series, Nurture: Paused or raised hand.



The two choices

The two buttons in email 1 (and in the no-choice version of email 2) set the reader’s path.

Drawn: Choose: My leads go quiet SureContact workflow · 3 steps · 2 paths through it



The same steps run in Choose: I need more leads. What differs:

WORKFLOW	STARTS WHEN	EMAILS	TAGS IT ADDS
Choose: My leads go quiet	Webhook, keyed by contact ID; from the button in e1, e1-queued, e2-none	r-quiet: You chose: my leads go quiet	adds Path: Leads go quiet
Choose: I need more leads	Webhook, keyed by contact ID; from the button in e1, e1-queued, e2-none	r-more: You chose: I need more leads	adds Path: Need more leads

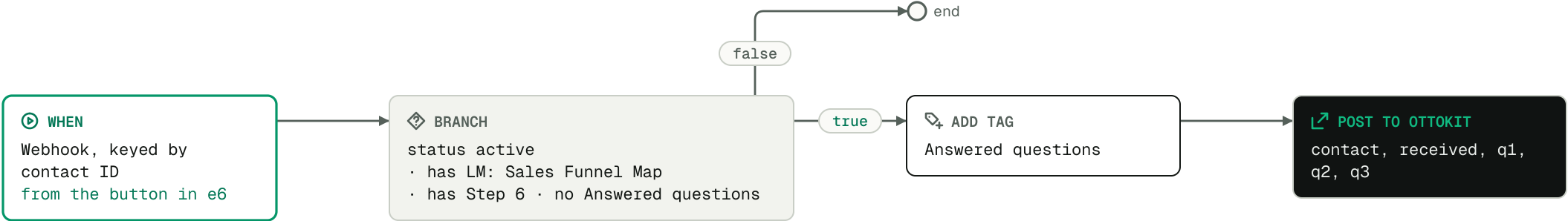
Three questions and the hand raise

Two buttons with their own workflows: the questions page in email 6, and the hand raise in email 8.

Three questions

SureContact workflow · 3 steps · 2 paths through it

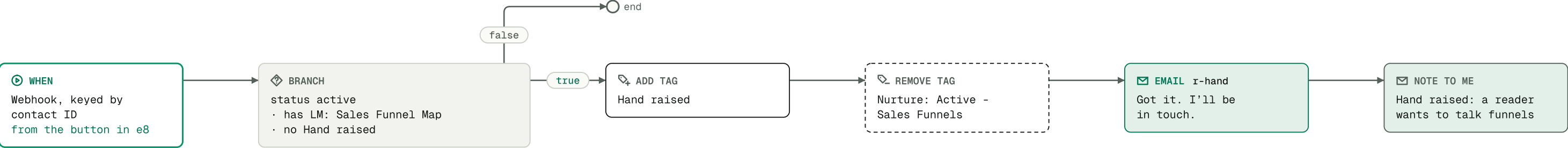
Incoming webhook from the /funnel-demo/ questions page, keyed by contact UUID. Once per reader who got email 6: labels them as answered and passes the contact ID, the time and the three answers to the OttoKit questions automation.



Raise your hand

SureContact workflow · 5 steps · 2 paths through it

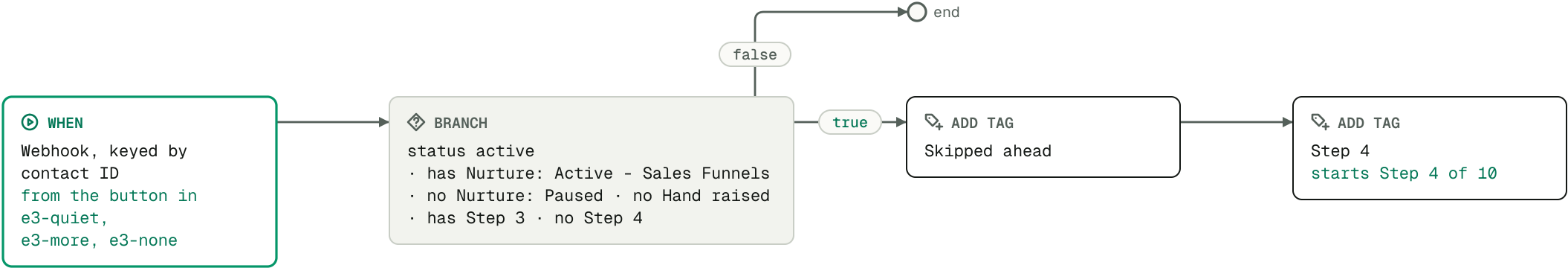
Incoming webhook from the /funnel-demo/ button. Tags the hand raise, releases the series (every later step checks for it and stops), confirms to the reader and notifies Jon. Works once per reader.



Skip ahead

One shape, seven workflows: a button in an email that starts the next step now instead of waiting.

Drawn: Skip ahead from step 3 SureContact workflow · 3 steps · 2 paths through it



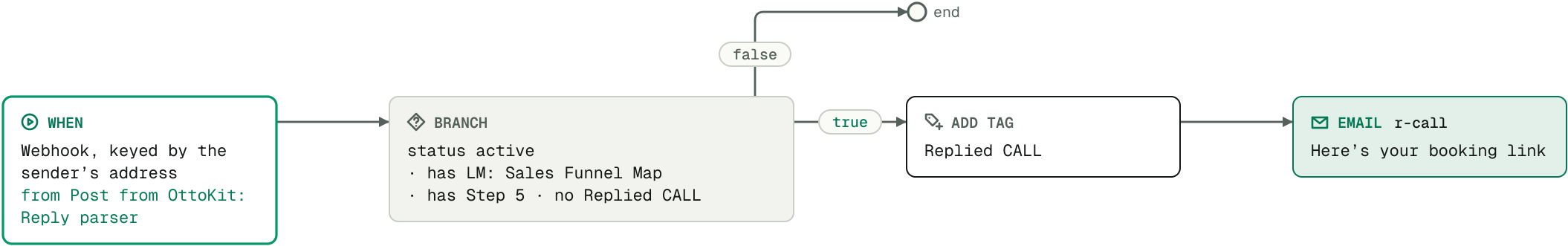
The same steps run in Skip ahead from step 4, Skip ahead from step 5, Skip ahead from step 6, Skip ahead from step 7, Skip ahead from step 8 and Skip ahead from step 9. What differs:

WORKFLOW	STARTS WHEN	EMAILS	TAGS IT ADDS
Skip ahead from step 3	Webhook, keyed by contact ID; from the button in e3-quiet, e3-more, e3-none	none	adds Skipped ahead · adds Step 4 → Step 4 of 10
Skip ahead from step 4	Webhook, keyed by contact ID; from the button in e4	none	adds Skipped ahead · adds Step 5 → Step 5 of 10
Skip ahead from step 5	Webhook, keyed by contact ID; from the button in e5	none	adds Skipped ahead · adds Step 6 → Step 6 of 10
Skip ahead from step 6	Webhook, keyed by contact ID; from the button in e6	none	adds Skipped ahead · adds Step 7 → Step 7 of 10
Skip ahead from step 7	Webhook, keyed by contact ID; from the button in e7	none	adds Skipped ahead · adds Step 8 → Step 8 of 10
Skip ahead from step 8	Webhook, keyed by contact ID; from the button in e8	none	adds Skipped ahead · adds Step 9 → Step 9 of 10
Skip ahead from step 9	Webhook, keyed by contact ID; from the button in e9-quiet, e9-more, e9-none	none	adds Skipped ahead · adds Step 10 → Step 10 of 10

Replies

One shape, three workflows: the reply parser in OttoKit starts one of these from the first word of a reply to email 5.

Drawn: Reply: Here’s your booking link SureContact workflow · 3 steps · 2 paths through it



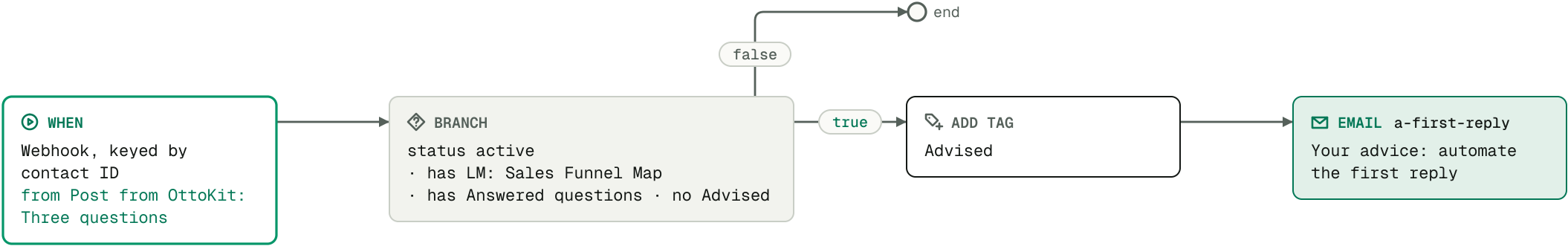
The same steps run in Reply: A real automation I built and Reply: Got it. I'll read this myself. What differs:

WORKFLOW	STARTS WHEN	EMAILS	TAGS IT ADDS
Reply: Here’s your booking link	Webhook, keyed by the sender’s address; from Post from OttoKit: Reply parser	r-call: Here’s your booking link	adds Replied CALL
Reply: A real automation I built	Webhook, keyed by the sender’s address; from Post from OttoKit: Reply parser	r-example: A real automation I built	adds Replied EXAMPLE
Reply: Got it. I’ll read this myself.	Webhook, keyed by the sender’s address; from Post from OttoKit: Reply parser	r-other: Got it. I’ll read this myself.	adds Replied (other)

Advice

One shape, three workflows: the questions automation in OttoKit starts one of these from answer 2.

Drawn: Advice: automate the first reply SureContact workflow · 3 steps · 2 paths through it



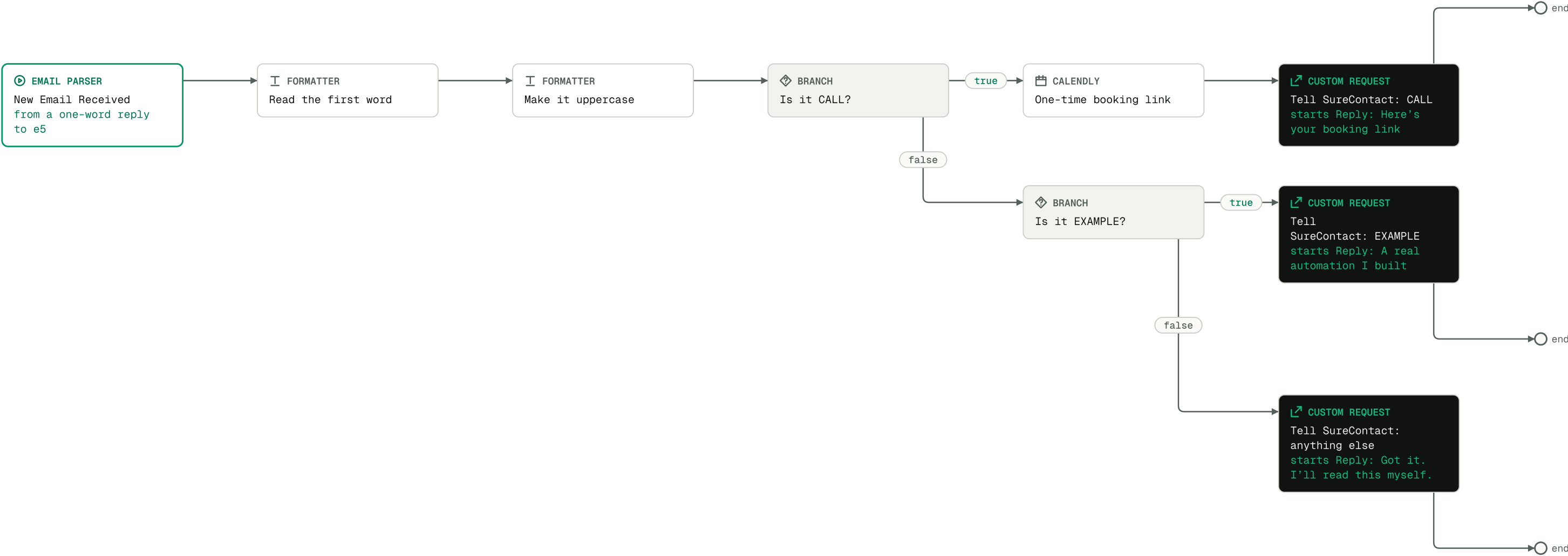
The same steps run in Advice: add the follow-up and Advice: one dependable path. What differs:

WORKFLOW	STARTS WHEN	EMAILS	TAGS IT ADDS
Advice: automate the first reply	Webhook, keyed by contact ID; from Post from OttoKit: Three questions	a-first-reply: Your advice: automate the first reply	adds Advised
Advice: add the follow-up	Webhook, keyed by contact ID; from Post from OttoKit: Three questions	a-follow-up: Your advice: add the follow-up	adds Advised
Advice: one dependable path	Webhook, keyed by contact ID; from Post from OttoKit: Three questions	a-one-path: Your advice: one dependable path	adds Advised

OttoKit: the reply parser

Reply parser OttoKit automation · 12 rules · 3 paths through it

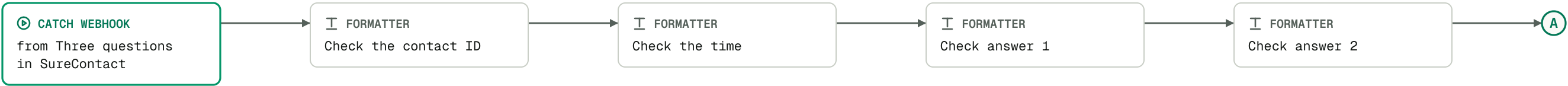
Reads a reply to email 5, forwarded by my Gmail filter to the parser. The first word decides: CALL gets a one-time Calendly booking link, then CALL, EXAMPLE or anything else tells SureContact which reply workflow to start.



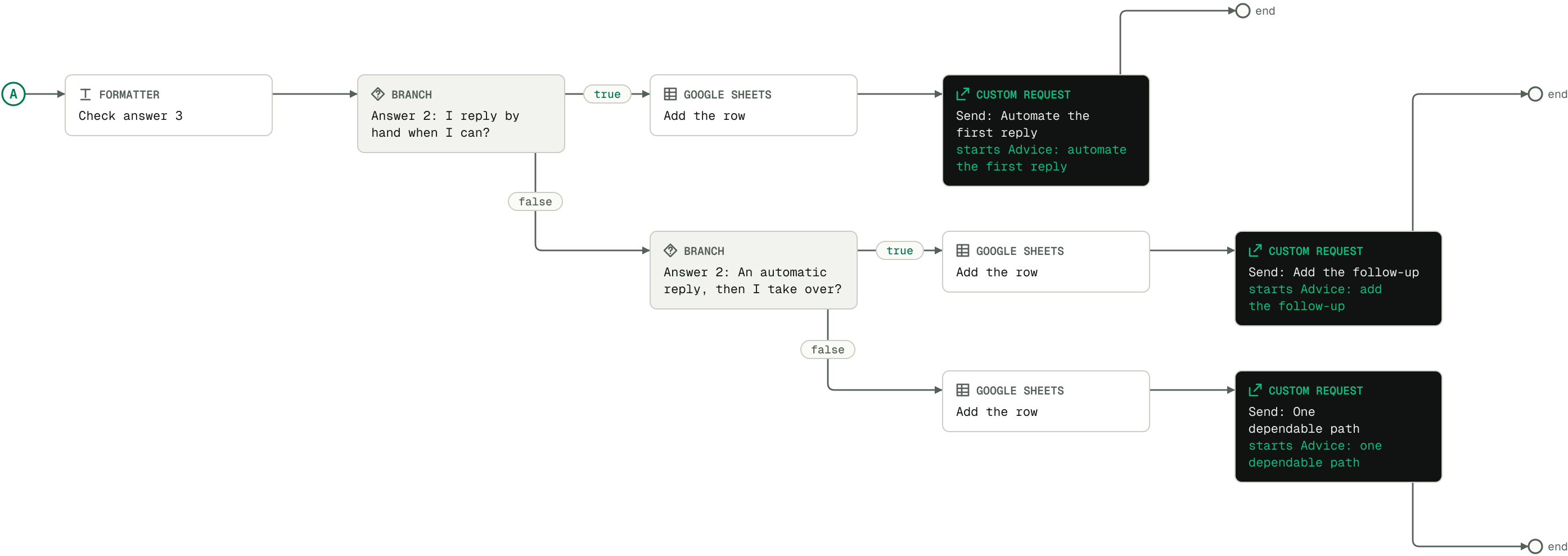
OttoKit: three questions

Three questions OttoKit automation · 17 rules · 3 paths through it

Catches the three answers the Three questions workflow posts. Each value must be one of the known answers or it becomes blank, so nothing reaches the sheet as a formula. Answer 2 picks the advice: the row goes into the sheet and SureContact sends that advice.



Continues below: follow the lettered circles



Every path, in words

All 103 root-to-leaf paths: 97 through the SureContact workflows and 6 through the two OttoKit automations. A branch reads “condition: true” or “condition: false”.

```
the gate = status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised
```

The Sales Funnel Map — signup SureContact workflow · 4 paths

1. stop unless status active → has LM: Sales Funnel Map: true → email e1 → note to me
2. stop unless status active → has LM: Sales Funnel Map: false → add LM: Sales Funnel Map → add to my master list → no Nurture: Paused: true → no other series active · no Nurture: Active - Sales Funnels · no Queued: true → add Nurture: Active - Sales Funnels → add Step 1 (starts Step 1 of 10) → note to me
3. stop unless status active → has LM: Sales Funnel Map: false → add LM: Sales Funnel Map → add to my master list → no Nurture: Paused: true → no other series active · no Nurture: Active - Sales Funnels · no Queued: false → add Queued → email e1-queued → note to me
4. stop unless status active → has LM: Sales Funnel Map: false → add LM: Sales Funnel Map → add to my master list → no Nurture: Paused: false → email e1 → note to me

Step 1 of 10 SureContact workflow · 4 paths

1. the gate: true → email e1 → wait 2 days → has Step 2: true → end
2. the gate: true → email e1 → wait 2 days → has Step 2: false → the gate: true → add Step 2 (starts Step 2 of 10)
3. the gate: true → email e1 → wait 2 days → has Step 2: false → the gate: false → remove Nurture: Active - Sales Funnels
4. the gate: false → remove Nurture: Active - Sales Funnels

Step 2 of 10 SureContact workflow · 10 paths

1. the gate: true → has Path: Leads go quiet: true → email e2-quiet → wait 2 days → has Step 3: true → end
2. the gate: true → has Path: Leads go quiet: true → email e2-quiet → wait 2 days → has Step 3: false → the gate: true → add Step 3 (starts Step 3 of 10)
3. the gate: true → has Path: Leads go quiet: true → email e2-quiet → wait 2 days → has Step 3: false → the gate: false → remove Nurture: Active - Sales Funnels
4. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e2-more → wait 2 days → has Step 3: true → end
5. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e2-more → wait 2 days → has Step 3: false → the gate: true → add Step 3 (starts Step 3 of 10)
6. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e2-more → wait 2 days → has Step 3: false → the gate: false → remove Nurture: Active - Sales Funnels
7. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e2-none → wait 2 days → has Step 3: true → end
8. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e2-none → wait 2 days → has Step 3: false → the gate: true → add Step 3 (starts Step 3 of 10)
9. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e2-none → wait 2 days → has Step 3: false → the gate: false → remove Nurture: Active - Sales Funnels
10. the gate: false → remove Nurture: Active - Sales Funnels

Step 3 of 10 SureContact workflow · 10 paths

1. the gate: true → has Path: Leads go quiet: true → email e3-quiet → wait 2 days → has Step 4: true → end
2. the gate: true → has Path: Leads go quiet: true → email e3-quiet → wait 2 days → has Step 4: false → the gate: true → add Step 4 (starts Step 4 of 10)
3. the gate: true → has Path: Leads go quiet: true → email e3-quiet → wait 2 days → has Step 4: false → the gate: false → remove Nurture: Active - Sales Funnels
4. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e3-more → wait 2 days → has Step 4: true → end
5. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e3-more → wait 2 days → has Step 4: false → the gate: true → add Step 4 (starts Step 4 of 10)
6. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e3-more → wait 2 days → has Step 4: false → the gate: false → remove Nurture: Active - Sales Funnels
7. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e3-none → wait 2 days → has Step 4: true → end
8. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e3-none → wait 2 days → has Step 4: false → the gate: true → add Step 4 (starts Step 4 of 10)
9. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e3-none → wait 2 days → has Step 4: false → the gate: false → remove Nurture: Active - Sales Funnels
10. the gate: false → remove Nurture: Active - Sales Funnels

Step 4 of 10 SureContact workflow · 4 paths

1. the gate: true → email e4 → wait 2 days → has Step 5: true → end
2. the gate: true → email e4 → wait 2 days → has Step 5: false → the gate: true → add Step 5 (starts Step 5 of 10)
3. the gate: true → email e4 → wait 2 days → has Step 5: false → the gate: false → remove Nurture: Active - Sales Funnels
4. the gate: false → remove Nurture: Active - Sales Funnels

Step 5 of 10 SureContact workflow · 4 paths

- 1. the gate: true → email e5 → wait 2 days → has Step 6: true → end
- 2. the gate: true → email e5 → wait 2 days → has Step 6: false → the gate: true → add Step 6 (starts Step 6 of 10)
- 3. the gate: true → email e5 → wait 2 days → has Step 6: false → the gate: false → remove Nurture: Active - Sales Funnels
- 4. the gate: false → remove Nurture: Active - Sales Funnels

Step 6 of 10 SureContact workflow · 4 paths

- 1. the gate: true → email e6 → wait 2 days → has Step 7: true → end
- 2. the gate: true → email e6 → wait 2 days → has Step 7: false → the gate: true → add Step 7 (starts Step 7 of 10)
- 3. the gate: true → email e6 → wait 2 days → has Step 7: false → the gate: false → remove Nurture: Active - Sales Funnels
- 4. the gate: false → remove Nurture: Active - Sales Funnels

Step 7 of 10 SureContact workflow · 4 paths

- 1. the gate: true → email e7 → wait 2 days → has Step 8: true → end
- 2. the gate: true → email e7 → wait 2 days → has Step 8: false → the gate: true → add Step 8 (starts Step 8 of 10)
- 3. the gate: true → email e7 → wait 2 days → has Step 8: false → the gate: false → remove Nurture: Active - Sales Funnels
- 4. the gate: false → remove Nurture: Active - Sales Funnels

Step 8 of 10 SureContact workflow · 4 paths

- 1. the gate: true → email e8 → wait 2 days → has Step 9: true → end
- 2. the gate: true → email e8 → wait 2 days → has Step 9: false → the gate: true → add Step 9 (starts Step 9 of 10)
- 3. the gate: true → email e8 → wait 2 days → has Step 9: false → the gate: false → remove Nurture: Active - Sales Funnels
- 4. the gate: false → remove Nurture: Active - Sales Funnels

Step 9 of 10 SureContact workflow · 10 paths

- 1. the gate: true → has Path: Leads go quiet: true → email e9-quiet → wait 2 days → has Step 10: true → end
- 2. the gate: true → has Path: Leads go quiet: true → email e9-quiet → wait 2 days → has Step 10: false → the gate: true → add Step 10 (starts Step 10 of 10)
- 3. the gate: true → has Path: Leads go quiet: true → email e9-quiet → wait 2 days → has Step 10: false → the gate: false → remove Nurture: Active - Sales Funnels
- 4. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e9-more → wait 2 days → has Step 10: true → end
- 5. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e9-more → wait 2 days → has Step 10: false → the gate: true → add Step 10 (starts Step 10 of 10)
- 6. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: true → email e9-more → wait 2 days → has Step 10: false → the gate: false → remove Nurture: Active - Sales Funnels
- 7. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e9-none → wait 2 days → has Step 10: true → end
- 8. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e9-none → wait 2 days → has Step 10: false → the gate: true → add Step 10 (starts Step 10 of 10)
- 9. the gate: true → has Path: Leads go quiet: false → has Path: Need more leads: false → email e9-none → wait 2 days → has Step 10: false → the gate: false → remove Nurture: Active - Sales Funnels
- 10. the gate: false → remove Nurture: Active - Sales Funnels

Step 10 of 10 SureContact workflow · 2 paths

- 1. the gate: true → email e10 → remove Nurture: Active - Sales Funnels → add Completed
- 2. the gate: false → remove Nurture: Active - Sales Funnels

Choose: My leads go quiet SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · no Path: Leads go quiet · no Path: Need more leads: true → add Path: Leads go quiet → email r-quiet
- 2. status active · has LM: Sales Funnel Map · no Path: Leads go quiet · no Path: Need more leads: false → end

Choose: I need more leads SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · no Path: Leads go quiet · no Path: Need more leads: true → add Path: Need more leads → email r-more
- 2. status active · has LM: Sales Funnel Map · no Path: Leads go quiet · no Path: Need more leads: false → end

Skip ahead from step 3 SureContact workflow · 2 paths

- 1. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 3 · no Step 4: true → add Skipped ahead → add Step 4 (starts Step 4 of 10)
- 2. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 3 · no Step 4: false → end

Skip ahead from step 4 SureContact workflow · 2 paths

- 1. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 4 · no Step 5: true → add Skipped ahead → add Step 5 (starts Step 5 of 10)
- 2. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 4 · no Step 5: false → end

Skip ahead from step 5 SureContact workflow · 2 paths

- 1. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 5 · no Step 6: true → add Skipped ahead → add Step 6 (starts Step 6 of 10)
- 2. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 5 · no Step 6: false → end

Skip ahead from step 6 SureContact workflow · 2 paths

- 1. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 6 · no Step 7: true → add Skipped ahead → add Step 7 (starts Step 7 of 10)
- 2. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 6 · no Step 7: false → end

Skip ahead from step 7 SureContact workflow · 2 paths

- 1. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 7 · no Step 8: true → add Skipped ahead → add Step 8 (starts Step 8 of 10)
- 2. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 7 · no Step 8: false → end

Skip ahead from step 8 SureContact workflow · 2 paths

- 1. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 8 · no Step 9: true → add Skipped ahead → add Step 9 (starts Step 9 of 10)
- 2. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 8 · no Step 9: false → end

Skip ahead from step 9 SureContact workflow · 2 paths

- 1. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 9 · no Step 10: true → add Skipped ahead → add Step 10 (starts Step 10 of 10)
- 2. status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · has Step 9 · no Step 10: false → end

Raise your hand SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · no Hand raised: true → add Hand raised → remove Nurture: Active - Sales Funnels → email r-hand → note to me
- 2. status active · has LM: Sales Funnel Map · no Hand raised: false → end

Reply: Here’s your booking link SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · has Step 5 · no Replied CALL: true → add Replied CALL → email r-call
- 2. status active · has LM: Sales Funnel Map · has Step 5 · no Replied CALL: false → end

Reply: A real automation I built SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · has Step 5 · no Replied EXAMPLE: true → add Replied EXAMPLE → email r-example
- 2. status active · has LM: Sales Funnel Map · has Step 5 · no Replied EXAMPLE: false → end

Reply: Got it. I'll read this myself. SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · has Step 5 · no Replied (other): true → add Replied (other) → email r-other
- 2. status active · has LM: Sales Funnel Map · has Step 5 · no Replied (other): false → end

Three questions SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · has Step 6 · no Answered questions: true → add Answered questions → post to OttoKit
- 2. status active · has LM: Sales Funnel Map · has Step 6 · no Answered questions: false → end

Advice: automate the first reply SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · has Answered questions · no Advised: true → add Advised → email a-first-reply
- 2. status active · has LM: Sales Funnel Map · has Answered questions · no Advised: false → end

Advice: add the follow-up SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · has Answered questions · no Advised: true → add Advised → email a-follow-up
- 2. status active · has LM: Sales Funnel Map · has Answered questions · no Advised: false → end

Advice: one dependable path SureContact workflow · 2 paths

- 1. status active · has LM: Sales Funnel Map · has Answered questions · no Advised: true → add Advised → email a-one-path
- 2. status active · has LM: Sales Funnel Map · has Answered questions · no Advised: false → end

Queued start SureContact workflow · 3 paths

1. status active · has Queued · no Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · no other series active: true → remove Queued → add Nurture: Active - Sales Funnels → wait 1 day → status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · no Step 2: true → add Step 2 (starts Step 2 of 10)
2. status active · has Queued · no Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · no other series active: true → remove Queued → add Nurture: Active - Sales Funnels → wait 1 day → status active · has Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · no Step 2: false → remove Nurture: Active - Sales Funnels
3. status active · has Queued · no Nurture: Active - Sales Funnels · no Nurture: Paused · no Hand raised · no other series active: false → end

Reply parser OttoKit automation · 3 paths

1. Read the first word → Make it uppercase → Is it CALL? true → One-time booking link → Tell SureContact: CALL (starts Reply: Here's your booking link) → end
2. Read the first word → Make it uppercase → Is it CALL? false → Is it EXAMPLE? true → Tell SureContact: EXAMPLE (starts Reply: A real automation I built) → end
3. Read the first word → Make it uppercase → Is it CALL? false → Is it EXAMPLE? false → Tell SureContact: anything else (starts Reply: Got it. I'll read this myself.) → end

Three questions OttoKit automation · 3 paths

1. Check the contact ID → Check the time → Check answer 1 → Check answer 2 → Check answer 3 → Answer 2: I reply by hand when I can? true → Add the row → Send: Automate the first reply (starts Advice: automate the first reply) → end
2. Check the contact ID → Check the time → Check answer 1 → Check answer 2 → Check answer 3 → Answer 2: I reply by hand when I can? false → Answer 2: An automatic reply, then I take over? true → Add the row → Send: Add the follow-up (starts Advice: add the follow-up) → end
3. Check the contact ID → Check the time → Check answer 1 → Check answer 2 → Check answer 3 → Answer 2: I reply by hand when I can? false → Answer 2: An automatic reply, then I take over? false → Add the row → Send: One dependable path (starts Advice: one dependable path) → end