The Speed to Lead demo: the map

Every text and email behind the Speed to Lead demo, drawn from the same source that builds the studio, so the map cannot drift from the plan. Page 2 is the whole system on one sheet; the pages after it take each sequence, each event and the three OttoKit automations behind the booking link in turn.

12 drawings · 58 steps · 14 messages (14 live now) · 44 paths through the drawings

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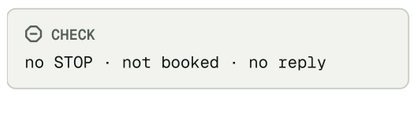
How to read the drawings



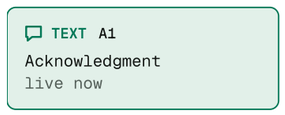
What starts the drawing: a request, something the visitor does, or what OttoKit hears from the Worker or Calendly.



Waits before the next step.



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



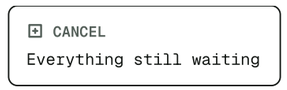
A text to the visitor: its key and what it says, and its status on the last line.



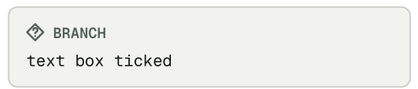
An email to the visitor: its key and subject, and its status on the last line.



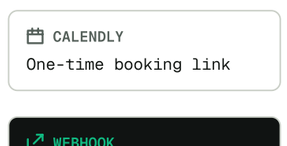
An alert to me, not to the visitor.



A step the Worker takes itself: record, schedule, cancel, or add to the STOP list.



A yes-or-no question, such as which box the visitor ticked: true takes the true line, false the other.



A step OttoKit takes in another app: here, Calendly.



OttoKit posts to the Worker, which checks the post before it acts on it.



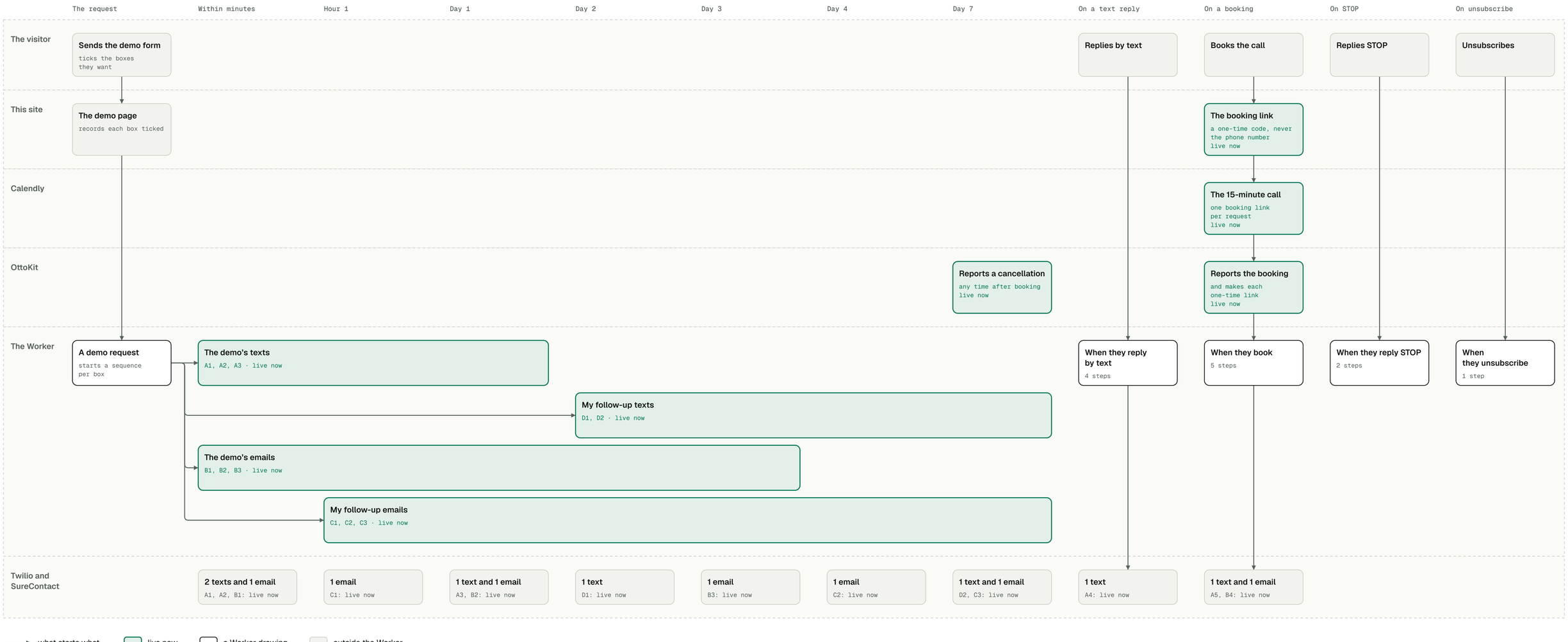
This path stops here.



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

The Speed to Lead demo: the whole system

Every text and email the demo can send, by when it goes out, and what a visitor can do to change it. 14 messages, 14 of them live today; choose a sequence or an event to open its drawing.



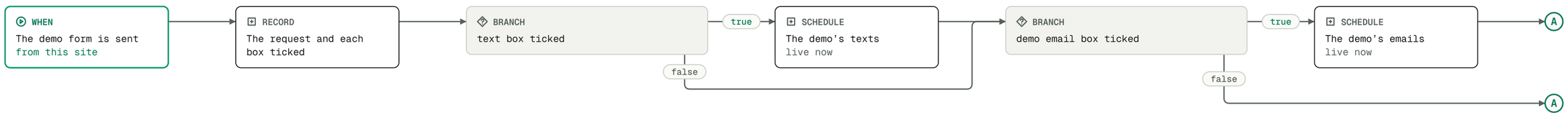
what starts what · live now · a Worker drawing · outside the Worker

Drawn from the source · speed-to-lead-funnel a16c5c3f

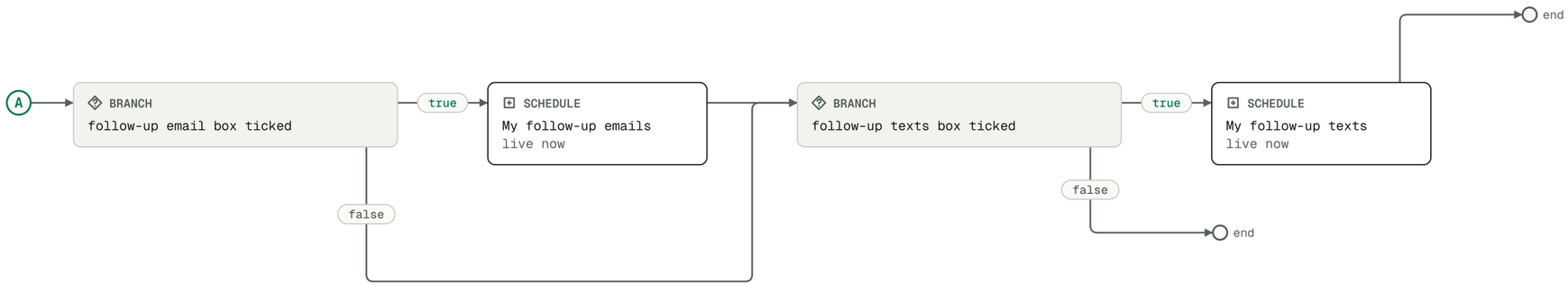
A demo request

Worker, on a request · 9 steps · 16 paths through it

What happens when the demo form is sent: the Worker records the request and each box the visitor ticked, and each ticked box starts its own sequence. A box left unticked starts nothing.



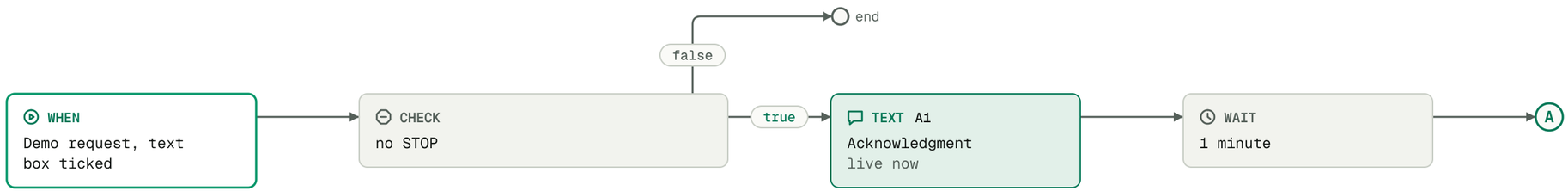
Continues below: follow the lettered circles



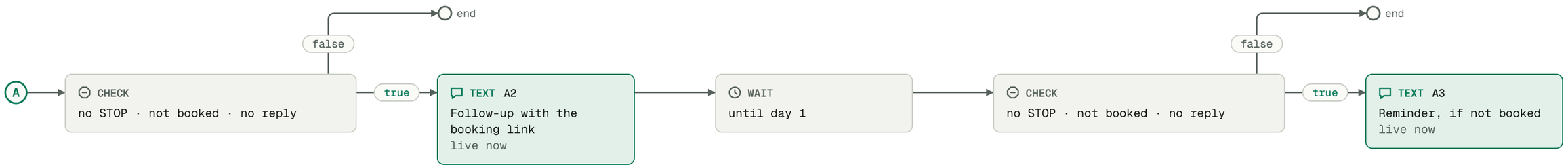
The demo's texts

Worker sequence · 8 steps · 4 paths through it

The demo's texts, word for word as approved for its text campaign: up to 4 per request, counting the reply and booking texts. Each one waits its turn, then sends only if the visitor has not replied STOP, booked or replied by text.



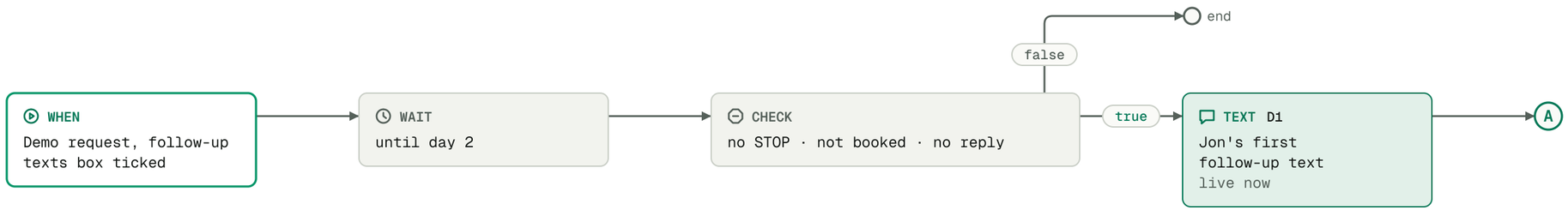
Continues below: follow the lettered circles



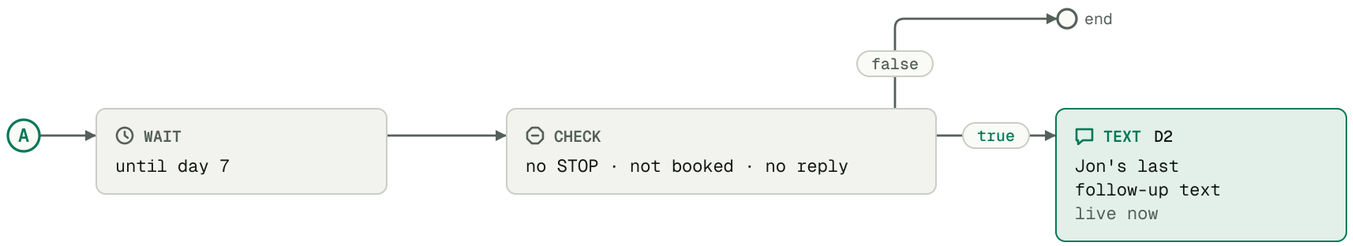
My follow-up texts

Worker sequence · 6 steps · 3 paths through it

My own follow-up texts to the business owner, only if they ticked that separate box: up to 2, from the same number as the demo's texts. Each sends only if they have not replied STOP, booked or replied.



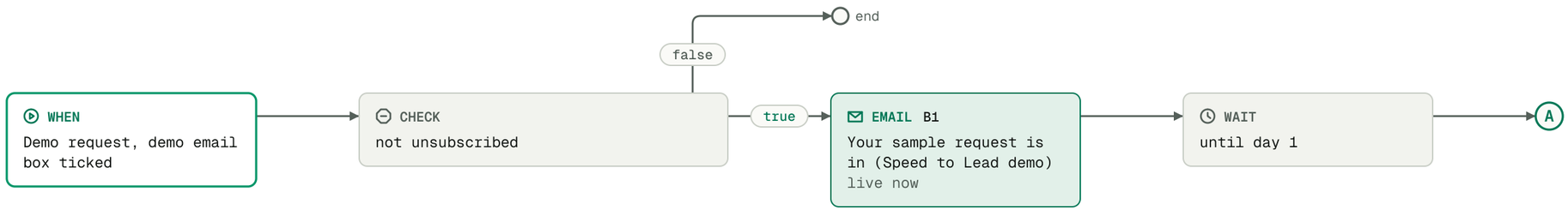
Continues below: follow the lettered circles



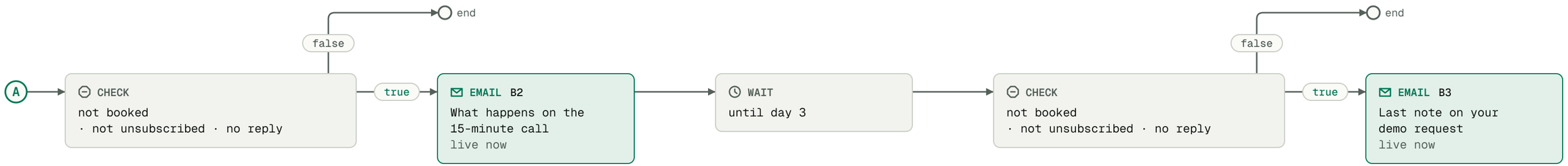
The demo's emails

Worker sequence · 8 steps · 4 paths through it

The emails a homeowner would get in the demo. Each follow-up sends only if the visitor has not booked, replied or unsubscribed; a reply by email reaches me, and I stop the rest by hand.



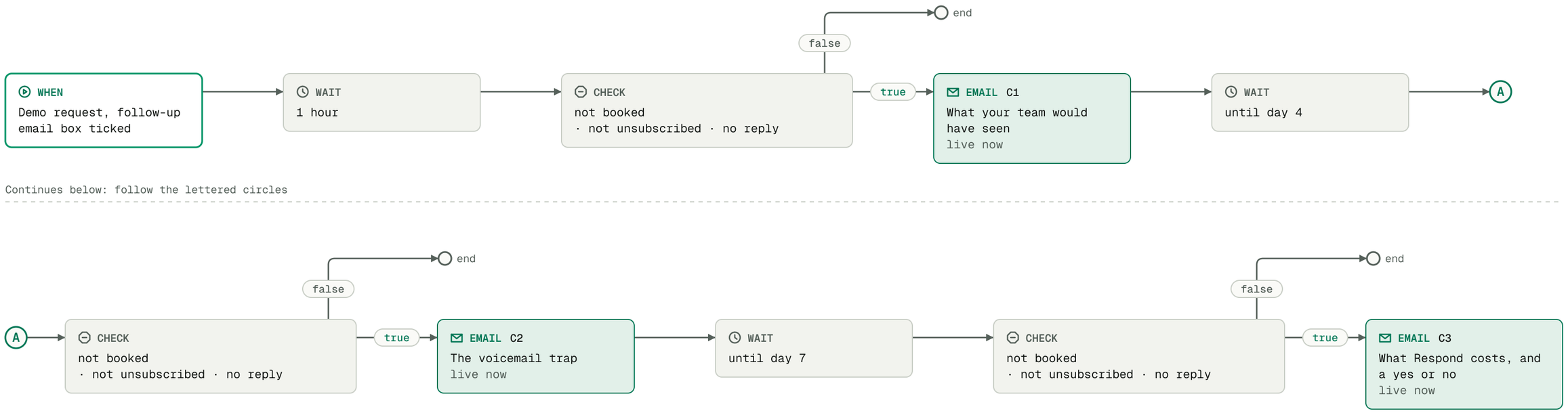
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My follow-up emails

Worker sequence · 9 steps · 4 paths through it

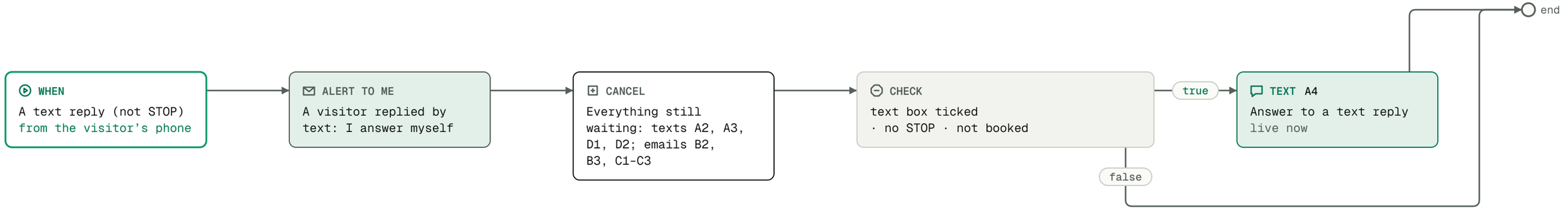
My follow-up to the business owner, only if they ticked that box. Each email sends only if they have not booked, replied or unsubscribed.



When they reply by text

Worker, on an event · 4 steps · 2 paths through it

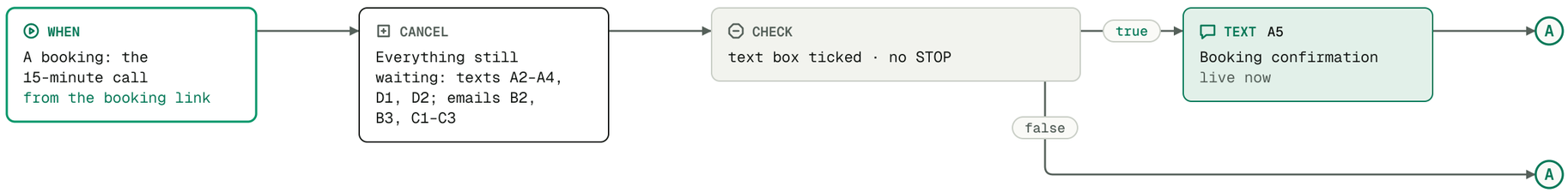
A text reply pauses the automatic follow-up: everything still waiting that stops on a reply is canceled, I get an alert to answer myself, and the visitor gets one text with the booking link instead of the day-1 reminder.



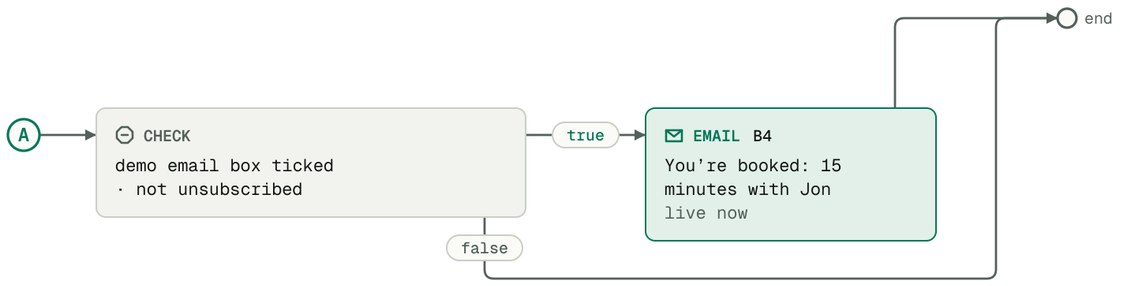
When they book

Worker, on an event · 5 steps · 4 paths through it

The first booking stops everything for good: every reminder and follow-up still waiting is canceled, by text and by email, and the confirmations go out. A cancellation or a new time never restarts the follow-up.



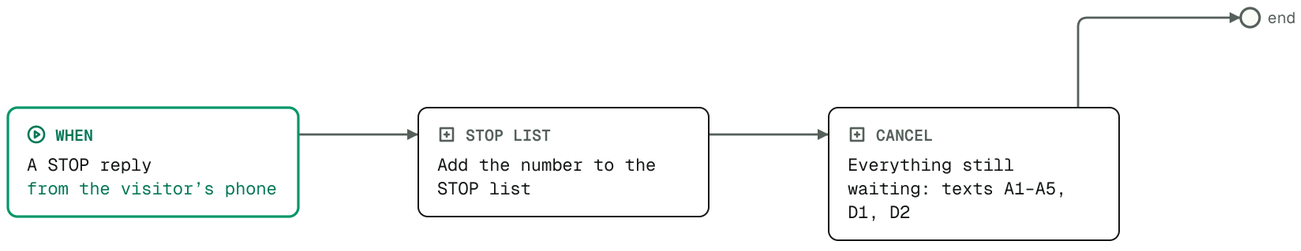
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When they reply STOP

Worker, on an event · 2 steps · 1 path through it

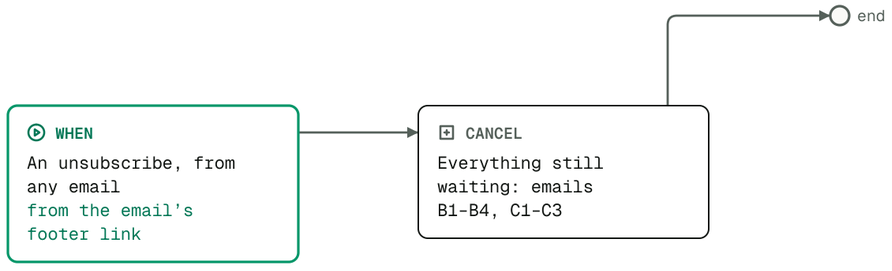
STOP ends every text to that number: the number goes on the STOP list and every text still waiting is canceled. Emails the visitor asked for still arrive, each with its own unsubscribe link.



When they unsubscribe

Worker, on an event · 1 step · 1 path through it

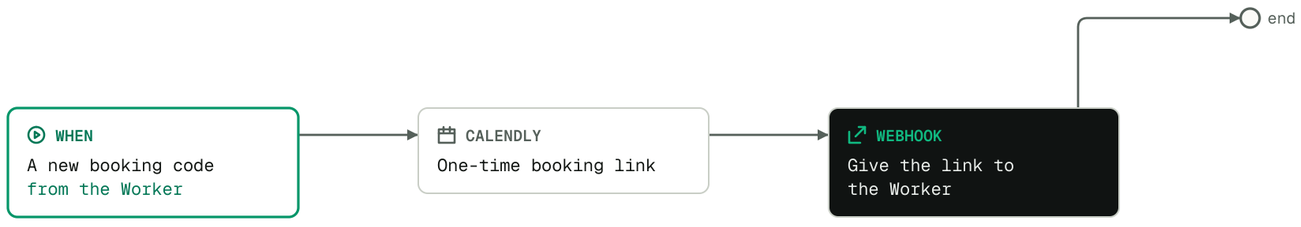
Unsubscribing ends every email still waiting. Texts the visitor asked for still arrive until they reply STOP.



OttoKit makes the booking link

OttoKit automation · 2 steps · 1 path through it

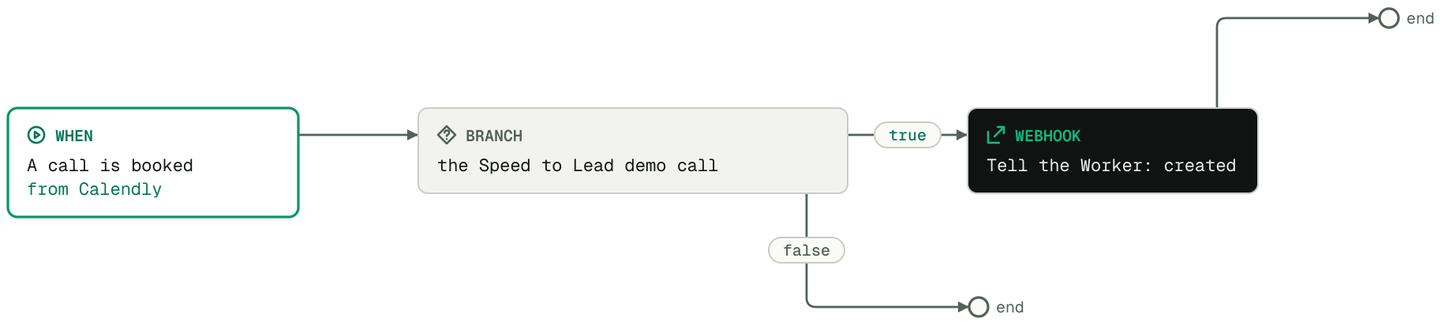
Each request gets a booking code, and the Worker posts it to OttoKit. OttoKit asks Calendly for a single-use link to the 15-minute call that carries the code, and gives the link back to the Worker. The visitor’s link on this site holds only the code and opens that Calendly link.



OttoKit reports a booking

OttoKit automation · 2 steps · 2 paths through it

Calendly reports every booking on my account, and only the demo's 15-minute call goes on to the Worker. The Worker reads the booking back from Calendly and matches its code to a request before it stops that request's follow-up and sends the confirmations.



OttoKit reports a cancellation

OttoKit automation · 2 steps · 2 paths through it

The same path for a cancellation: only the demo's call goes on, and the Worker reads it back from Calendly and records it. A cancellation never restarts the follow-up.

