DESIGN THE 5-MINUTE WORKFLOW —
RESPOND BEFORE YOUR COMPETITORS EVEN WAKE UP

SPEED ISN'T LUCK — IT'S LOGISTICS. TODAY YOU'LL BUILD THE SYSTEM THAT MAKES 5-MINUTE FOLLOW-UPS AUTOMATIC.

5-MINUTE WORKFLOW

INSTRUCTIONS:

Yesterday, you found your weak spot — where leads slip through the cracks. Today you'll architect the exact workflow that eliminates those delays.

This isn't about adding more apps — it's about creating a **tight response loop**:

- ✅ Instant notification.
- ✅ Immediate message or call.
- ✅ Consistent tracking.

By the end, you'll have your own 5-Minute Workflow — a sequence of triggers, tools, and messages that fire every single time a new lead comes in.

THE GUIDE:

STEP 1:
Start with the Source

Fill in the blank:
My leads enter the system through _____.

Example: "Facebook lead form" or "Website contact form."

- ✅ Identify every capture point — ad forms, chat widgets, Calendly, etc.

STEP 2:
Choose Your Notification Channel

Fill in the blank:
I'll get alerted instantly via _____.

Example: "SMS and Slack, not just email."

- ✅ Use redundancy — two notifications are better than one.

STEP 3:
Choose Your Primary Follow-Up Channel

Multiple choice:

- ☐ Call first, text second
- ☐ Text first, call second
- ☐ Email first, then call

Pick one — your automation will trigger this method first every time.

STEP 4:
Map the Ideal 5-Minute Sequence

Use this skeleton and customize it:
Lead Form → CRM → Instant Notification → Automated Text → Manual Call → CRM Tag/Status Update

Fill in the blank:
My version looks like: _____.
Example: "Lead form → Zapier → GoHighLevel → SMS + Slack → Call → Tag: 'Contacted."

STEP 5:
Select Your Tools

Fill in the blank:
CRM: _____
Automation Tool (if separate): _____
Communication Tool: _____
Notification Tool: _____

Example: "I don't check email frequently enough or I manually assign leads in CRM."

- ✅ Example combo: GoHighLevel + Twilio + Gmail + Slack.

STEP 6:
Assign Ownership

Fill in the blank:
The person responsible for responding within 5 minutes is _____.

Example: "Me" or "VA via shared inbox."

- ✅ If it's not clear who owns the first response, you don't have a system — you have chaos.

STEP 7:
Define Escalation Rules

Fill in the blank:
If no one responds within 5 minutes → send an alert to _____.
If no one responds within 15 minutes → escalate to _____.

Example: "If no response after 5 min → Slack DM me. After 15 → send SMS alert."

- ✅ Build in accountability — machines don't forget.

STEP 8:
Set Your Lead Status Flow

Use this table to define how leads move through your system:

Status	Definition	Action
New	*Form submitted*	*Auto-text + Slack alert*
Contacted	*Manual call made*	*Update tag*
Booked	*Call scheduled*	*Move to "Appointments" pipeline*
No Response	*3 attempts made*	*Trigger Nurture Sequence*

Fill in the blank:
My CRM statuses will be: _____.

STEP 9:
Build Your "Same-Day Callback" Rule

Fill in the blank:
Any uncontacted leads by 4 PM will trigger _____.

Example: "An auto-text reminder + Slack notification to reattempt contact."

- ✅ Daily accountability = no wasted leads.

STEP 10:
Summarize Your Workflow

Write it out clearly:

When a lead comes in from [source], I get notified by [channel] within [time].
The system automatically [action].
If no one responds, [escalation rule].
All tracked in [CRM/tool].

Example: "When a lead submits our Facebook form, GoHighLevel sends me and my VA an SMS and Slack ping within 30 seconds. A text goes out instantly, and if no one replies by 5 minutes, Slack pings again. We call within 10."

Why It's Important:
Speed doesn't come from motivation — it comes from automation. This workflow ensures no lead gets ignored, no message gets missed, and your system never sleeps. When your process fires faster than everyone else's, you stop competing — you dominate.

Need help auditing your lead response system or building notifications in your CRM? Book a free strategy session:

square1grp.com/brainstormsession

You've mapped your 5-Minute Workflow. Tomorrow we'll write the **auto-response scripts** — so when leads come in, they hear from you instantly (and it actually sounds human).