

# WelFore Health - Replit Implementation Brief

## *Freemium Lock + Upsell Logic with GHL Integration*

This document contains the complete, ready-to-implement prompt for the Replit developer to enable Freemium protection, GHL tagging, and automated upsell flow in the WelFore Health app.

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### PURPOSE:

Ensure users only receive the free 3-day meal plan once, enforce via GHL tag (Freemium-Used), and offer paid 7-day/14-day upsells to repeat users. Maintain admin visibility and masked logs.

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### KEY FEATURES:

- One Free Plan Rule (enforced with Freemium-Used tag in GHL)
- Contact Lookup + Tagging
- Freemium Protection Logic (new/returning/repeat users)
- Admin notifications
- PII-masked logging with 7-day purge (already active)
- Email/SMS Templates Included
- Stripe Links:

7-Day Plan: <https://buy.stripe.com/5kQ7sMddybXy8dsfUR7Vm0a>

14-Day Plan: <https://buy.stripe.com/14A28s7Te3r251gclF7Vm0b>

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DEV INSTRUCTIONS:

- Keep existing webhook and quiz endpoints functional.
- Implement provided pseudocode.
- Add environment variables as specified.
- Use GHL API for contact lookup/tagging.
- Send admin notifications via ENV-configured email.
- Confirm by testing three cases: New user, Returning (no tag), Repeat (with tag).

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EMAIL & SMS COPY INCLUDED:

Includes delivery and upsell messages for users and admin notifications.

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NEXT STEPS:

1. Copy full logic into the current Replit app.
2. Validate with provided test payloads.
3. Confirm working responses:
  - {"status":"delivered","type":"free"}
  - {"status":"blocked","type":"upsell"}

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This spec ensures production-ready logic for WelFore Health's 3-Day Free Plan protection and monetization

system.