

# # BRICKS 2025: GHL-Hybrid Launch & Drive Playbook

## Human-Orchestrated Revenue Engine (While Automation Builds)

**Objective:** Generate \$25K+ in 4 weeks using manual GHL-hybrid system while BRICK 2 automation develops in parallel.

**Core Principle:** Execute the simplified 6-tool strategy manually to prove the system works, then hand off to automation.

## Tool Stack Setup (Day 1)

### Core Hub: GoHighLevel Setup

**Time Investment:** 4 hours **Cost:** \$297/month

#### Essential GHL Configuration:

- CRM with 3-stage pipeline: Prospect → Qualified → Customer
- 5 landing page templates using GHL Funnel Builder
- Email sequences: Welcome (3 emails), Nurture (5 emails), Sales (4 emails)
- SMS automation for immediate lead response
- Calendar booking for qualified prospects
- Social media content scheduler

#### Premium Tool Integration

**Time Investment:** 2 hours **Cost:** \$136/month total

**1 ChatGPT-4 Plus** (\$20/month) - Content generation

**2 Apollo.io** (\$49/month) - B2B prospecting

**3 Instantly.ai** (\$37/month) - Cold email deliverability

**4 Midjourney** (\$30/month) - Visual assets

**5 Google Analytics 4** (Free) - Attribution tracking

**Day 1 Success Metric:** All 6 tools operational and connected

# Week 1: Foundation Launch (\$5K Target)

## Daily Operations Framework

### Morning Power Hour (8:00-9:00 AM)

#### Minutes 1-15: Performance Review

- Check GHL pipeline for new leads and opportunities
- Review previous day's email/SMS response rates
- Identify top 3 priorities for the day

#### Minutes 16-30: Content Creation

- Use ChatGPT-4 to generate 5 social media posts
- Create 1 long-form LinkedIn article or blog post
- Generate Midjourney visuals for top-performing content
- Schedule content in GHL Social Planner

#### Minutes 31-45: Prospect Research & Outreach

- Export 50 new prospects from [Apollo.io](#)
- Import prospects into GHL CRM with tags
- Use ChatGPT-4 to personalize outreach templates
- Deploy email sequences via [Instantly.ai](#)
- Set up SMS follow-up in GHL

#### Minutes 46-60: Conversion Activities

- Follow up with warm leads in GHL
- Book qualified prospects using GHL Calendar
- Update pipeline stages and lead scores
- Optimize underperforming campaigns

### Week 1 Daily Schedule

#### Monday: Campaign Foundation

- Set up 3 core lead magnets in GHL
- Create corresponding landing pages
- Launch first Facebook/Google ad campaigns
- Target: 20 leads

#### Tuesday: Content Amplification

- Publish LinkedIn article with social proof
- Share across all social channels via GHL
- Engage with comments and messages
- Target: 15 leads

### **Wednesday: Outreach Acceleration**

- Deploy cold email campaign to 200 prospects
- Launch LinkedIn outreach sequence
- Set up retargeting campaigns in GHL
- Target: 25 leads

### **Thursday: Optimization Day**

- A/B test email subject lines and landing pages
- Refine prospect targeting based on responses
- Scale winning campaigns in GHL
- Target: 30 leads

### **Friday: Revenue Focus**

- Conduct discovery calls with qualified leads
- Send proposals and follow up on pending deals
- Analyze week's performance in GHL dashboard
- Target: Close 2-3 deals for \$5K total

**Week 1 Success Metrics:** 90+ leads, \$5K revenue, all systems operational

## **Week 2: AI-Enhanced Scaling (\$10K Target)**

### **Enhanced Daily Operations**

#### **Expanded Power Hour (1.5 hours)**

#### **Advanced Content Strategy:**

- Use ChatGPT-4 for strategic content planning
- Create video scripts and social media campaigns
- Generate email sequences based on prospect behavior
- Design landing page copy variants for A/B testing

#### **Intelligent Outreach:**

- Segment prospects by industry and role using [Apollo.io](#)
- Create hyper-personalized sequences with ChatGPT-4
- Coordinate email, LinkedIn, and phone outreach
- Track engagement across all channels in GHL

### **Week 2 Focus Areas:**

#### **Monday-Tuesday: Lead Magnet Expansion**

- Create industry-specific lead magnets
- Build targeted landing pages in GHL
- Launch lookalike audience campaigns
- Target: 40 leads/day

#### **Wednesday-Thursday: Multi-Channel Orchestration**

- Coordinate email, social, and paid campaigns
- Deploy retargeting sequences for website visitors
- Launch referral program through GHL
- Target: 50 leads/day

#### **Friday: Revenue Acceleration**

- Focus on closing qualified opportunities
- Upsell existing customers through GHL automation
- Launch premium service offerings
- Target: Close \$10K in deals

**Week 2 Success Metrics:** 300+ total leads, \$15K cumulative revenue

## **Week 3: System Optimization (\$15K Target)**

### **Advanced Automation Implementation**

**Strategic Focus:** Optimize conversion rates and scale winning campaigns

**Daily Optimization Routine:**

**Data-Driven Decisions:**

- Analyze GHL funnel performance daily
- Use GA4 for attribution analysis
- Optimize based on ChatGPT-4 recommendations
- Scale budget to highest-performing campaigns

**Content Factory Acceleration:**

- Batch create content using ChatGPT-4
- Produce weekly video content with scripts
- Generate Midjourney assets for all campaigns
- Schedule 30 days of content in advance

**Lead Qualification Enhancement:**

- Implement ChatGPT-powered chat sequences
- Create scored lead qualification system
- Automate hand-off to sales process
- Reduce time-to-contact to under 5 minutes

**Week 3 Daily Targets:**

- 60+ leads per day
- 20% improvement in conversion rates
- \$3K+ daily revenue run rate
- 15+ qualified sales conversations daily

**Week 3 Success Metrics:** 500+ total leads, \$25K cumulative revenue

## Week 4: Revenue Maximization (\$25K Target)

### Peak Performance Operations

**Focus:** Maximize revenue from existing lead base while maintaining lead generation

**Advanced Revenue Strategies:****Customer Journey Optimization:**

- Map complete customer journey in GHL
- Identify and fix conversion bottlenecks
- Implement dynamic pricing strategies
- Create urgency-based closing sequences

**Upsell and Cross-sell Activation:**

- Analyze customer behavior patterns
- Create targeted upsell campaigns
- Launch referral and affiliate programs

- Implement retention sequences

#### Strategic Partnerships:

- Identify complementary service providers
- Create joint venture opportunities
- Launch cross-promotional campaigns
- Negotiate revenue-sharing arrangements

**Week 4 Success Metrics:** 700+ total leads, \$40K cumulative revenue

## Daily Execution Templates

### Morning Checklist (30 minutes)

- ☐ Check GHL pipeline and overnight activity
- ☐ Review [Apollo.io](#) for new prospects
- ☐ Generate daily content with ChatGPT-4
- ☐ Schedule social posts in GHL
- ☐ Launch daily outreach sequence

### Midday Review (15 minutes)

- ☐ Respond to new leads in GHL
- ☐ Book qualified prospects for calls
- ☐ Adjust ad spend based on performance
- ☐ Update lead scores and pipeline stages

### Evening Wrap-up (15 minutes)

- ☐ Analyze daily performance metrics
- ☐ Plan tomorrow's priorities
- ☐ Follow up on pending proposals
- ☐ Prepare content for next day

## Performance Tracking Dashboard

### Daily KPIs

- New leads generated (target: 20-60/day)
- Cost per lead (target: <\$25)
- Conversion rate prospect→qualified (target: >15%)
- Revenue generated (target: \$200-1000/day)
- Pipeline value (target: growing 20% weekly)

#### Weekly Reviews

- Total marketing spend vs revenue
- Lead quality scores and source analysis
- Campaign performance optimization
- Content engagement and reach metrics
- Sales cycle time and conversion rates

## Critical Success Factors

**Week 1:** Foundation - All systems working, basic lead flow established **Week 2:** Acceleration - AI tools fully integrated, lead quality improving

**Week 3:** Optimization - Conversion rates optimized, scaling successful campaigns **Week 4:**

Maximization - Revenue extraction from built audience and pipeline

#### 4-Week Success Validation:

- 700+ total qualified leads generated
- \$40K+ in closed revenue
- Cost per acquisition under \$75
- System ready for BRICK 2 automation handoff
- Documented processes for all workflows

This human-orchestrated system proves the GHL-hybrid model works before automation takes over, ensuring BRICK 2 development builds on validated business processes rather than theoretical frameworks.