

APEX STARTER-TOOLKIT (ENGLISH VERSION)

Apex Digital-Media | The B2B Growth & Automation Toolkit

Official Handbook for GoHighLevel, Systeme.io, and Skool

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PART 1: 12 READY-TO-USE AUTOMATION BLUEPRINTS

Blueprints 1–4: GoHighLevel (B2B CRM & Lead Infrastructure)

Blueprint	Trigger	Action	Result
Blueprint 1: The "Speed-to-Lead" Emergency Trigger	New contact form submitted on website.	Automated SMS sent within 45 seconds: <i>"Hi [Name], thanks for reaching out to [Company]. When would a quick 5-minute call fit better today: morning or afternoon?"</i>	80% higher contact rate on cold inquiries.
Blueprint 2: No-Show Eliminator for Calendar Bookings	Appointment booked via calendar.	Email reminder with agenda 24h prior + SMS reminder 2h prior + WhatsApp Zoom meeting link 10 min prior.	Reduces no-shows to under 6%.

Blueprint	Trigger	Action	Result
Blueprint 3: Multi-Channel Inbox Router	Incoming message via Instagram DM, WhatsApp, or Facebook Messenger.	Consolidated in central GHIL inbox, assigned to team member, auto-tagged "Warm Lead", and push notification sent to mobile.	Zero lost inquiries from social media.
Blueprint 4: Cold Contact Reactivation Campaign	Contact inactive for 90 days.	2-step personalized short message: <i>"Hey [Name], we're currently optimizing our B2B workflows for [Industry]. Are you still looking for a solution regarding [Pain Point]?"</i>	Generates new business from dormant database leads without ad spend.

Blueprints 5–8: Systeme.io (Funnels & Email Marketing)

Blueprint	Trigger	Action	Result
Blueprint 5: The "Hotdog Lead Magnet" Delivery Funnel	Opt-in on squeeze page.	Apply email tag "Lead Magnet Downloaded", send instant delivery email, and follow up after 48 hours with software recommendation.	Fully automated email list growth with built-in referral monetization.
Blueprint 6: Abandoned Cart Retargeting	Checkout page visited, but no purchase completed within 60 minutes.	Email 1 after 1h: <i>"Did you run into technical issues?"</i> Email 2 after 24h: <i>"Here is an exclusive preview / trial access."</i>	Recovers 15–25% of abandoned checkouts.
Blueprint 7: Automated 5-Day Nurture Flow	New newsletter subscriber.	• Day 1: Welcome & High Value • Day 2: The Biggest Problem in the Niche	Builds trust and converts readers into software

Blueprint	Trigger	Action	Result
		• Day 3: The Solution (Case Study) • Day 4: Software Stack Overview • Day 5: Direct CTA for Free Trial Access	subscribers.
Blueprint 8: Digital Product Instant Delivery & Upsell	Purchase of entry-level product.	Unlock members area, send access credentials, and auto-redirect to One-Time-Offer (OTO) upsell page.	Increases average order value (AOV) by 30%.

Blueprints 9–12: Skool (Community Engagement & Gamification)

Blueprint	Trigger	Action	Result
Blueprint 9: VIP Welcome Onboarding	New member joins Skool community.	Automated welcome DM, tagging in weekly introduction thread, and unlocking Course Module 1 ("Quick Start").	Prevents confusion and delivers a 95% activation rate within the first 24 hours.
Blueprint 10: Gamified Level-Up Unlocks	Member reaches Level 3 through engagement, likes, and helpful posts.	Automatically unlocks an exclusive bonus course or advanced workflow templates.	Creates a sticky habit loop for active community participation.
Blueprint 11: Inactivity Warning & Re-Engagement	Member has not logged in for 14 days.	Email notification: <i>"We miss you in the community! Check out this week's top discussions."</i>	Drastically reduces monthly churn.

Blueprint	Trigger	Action	Result
Blueprint 12: Weekly Event & Masterclass Reminder	24h before weekly Q&A call.	Automated push post in feed collecting questions + calendar sync.	Maximizes live attendance for coaching calls and workshops.

PART 2: B2B SALES & MARKETING SYSTEM PROMPTS

System Prompt 1: Lead Qualification & Screen-Share Invite

"You are an experienced B2B sales strategist for automation software. Analyze the following inbound lead inquiry: [INBOUND INQUIRY].

Create a concise, friendly response (max. 4 sentences) that:

1. Validates the specific pain point (time crunch / tool chaos).
2. Explains how a CRM / funnel system eliminates 10+ hours of manual work.
3. Concludes with a simple Yes/No question offering a quick 10-minute screen-share call."

System Prompt 2: De-escalating Objection Handling (Feel-Felt-Found)

"A prospective client raises the following objection regarding switching software: '[OBJECTION: e.g., No time for software migration / Too expensive]'.

Formulate a de-escalating, highly solution-oriented response using the 'Feel-Felt-Found' framework:

- Express genuine empathy for the concern.
- Explain that 90% of current users felt the exact same way initially.
- Demonstrate that pre-built templates enable full migration in under 30 minutes."

System Prompt 3: Viral Short-Form Video Scripts (Reels / TikTok / Shorts)

"Create 3 viral 30-second video scripts for B2B founders on the topic of [TOPIC: e.g., Cutting software costs].

Script Structure:

- 0–3 sec (Hook): Visual disruption / bold thesis (No greetings!).
- 4–20 sec (Value): 1 concrete hack using GoHighLevel / Systeme.io / Skool.
- 21–30 sec (CTA): Clear call-to-action to download the free toolkit at apexdigital-media.com."

PART 3: SETUP CHECKLISTS FOR YOUR FULL TECH STACK

1. GoHighLevel Quick-Start Checklist (CRM & Pipelines)

- ☐ Create sub-account and set timezone / currency.
- ☐ Verify email sending domain (LC Phone / Mailgun).
- ☐ Create calendar and sync booking link with Google/Outlook.
- ☐ Define pipeline stages: *New Lead* → *Contacted* → *Call Booked* → *Proposal Sent* → *Won*.
- ☐ Activate 1-click workflow for Speed-to-Lead SMS & Email.

2. Systeme.io Checklist (Funnels & Email Marketing)

- ☐ Connect custom domain & sender address (e.g., contact@apexdigital-media.com).
- ☐ Add DKIM and SPF DNS records for 99% deliverability.
- ☐ Build opt-in funnel page using the Apex template.
- ☐ Set up automated tagging upon email subscription.
- ☐ Activate delivery campaign for digital products / lead magnet PDFs.

3. Skool Checklist (Community & Gamification)

- ☐ Upload community name, banner, and icon in dark theme.
- ☐ Pin welcome post with clear community guidelines to the top.
- ☐ Publish first 3 course modules in Classroom.
- ☐ Define gamification level names (e.g., *Level 1: Starter*, *Level 3: Automation Pro*, *Level 5: Mastermind*).
- ☐ Schedule weekly recurring calendar event for Live Q&A.