POP LIFE

POP LIFE KIT · MANUAL 02

Form, Function & Flow

What happens behind every form on poplifeglobal.com.

Your own growth engine — built for POP Life instead of rented from GoHighLevel. This manual maps every door on the site, every automatic step after someone walks through it, and every email the system sends on your behalf.



Teasha Pitts · POP Life Global

Form

The doors — every way a visitor can raise a hand on the site.

Function

The engine — what POP Studio does with it, in seconds.

Flow

The journey — emails, reminders and follow-ups over weeks.

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BUILT & MAINTAINED BY THAT'S THE PLAN PRODUCTIONS

01 THE FLOW AT A GLANCE

From "I'm interested" to a relationship — automatically.

Every form on the site follows the same path. What changes from door to door is who owns it, how fast you answer, and what the thank-you says.

STEP 1 · FORM
A visitor fills out a form
Book updates, Book Tony, Connect, an RSVP, a reservation, a story or a QR code.

STEP 2 · SAVED
It's saved instantly
The form is stored before anything else happens, so nothing is ever lost.

STEP 3 · FUNCTION
The engine runs
Within seconds, POP Studio turns the form into a person and a plan.

STEP 4 · FLOW
The relationship begins
Welcome emails, reminders and follow-ups run on their own for weeks.

What the engine does with every form — in about five seconds

1 • One person
Matches by email. New person → new card. Returning → same card, new door added.

2 • Timeline
Writes exactly what they sent onto their card, with the page it came from.

3 • Side effects
RSVP → event list. Reservation → Orders. Story → Stories. QR → scan count.

4 • Reply task
High-intent doors get a follow-up with a deadline and an owner.

5 • Two emails
A warm thank-you to them. An alert with a Studio link to you.

6 • Welcome series
If they said yes to email, the four welcome emails begin.

Example: one speaking request, start to finish

2:10 PM
Dana fills out "Book Tony"
On the Speaking page: May 14 summit, 600 people.

2:10 PM
She's in POP Studio
New card, segment Event & speaking hosts, stage In conversation.

2:10 PM
Two emails go out
Her thank-you. Your alert, with an Open in POP Studio button.

NEXT MORNING
It's on Today
"Reply to Dana Reid" sits in Reply next, due by 2:10 PM.

YOU
Reply, log, move
Call her, save a note, tick the task, move her to Proposal.

NEVER LOSE A LEAD

The form is saved **before** the engine runs. If anything ever hiccups, an hourly safety net finds any form that wasn't processed and runs it again. The visitor always sees the thank-you page, either way.

WHY THIS REPLACES GOHIGHLEVEL

Same idea — forms, CRM, pipeline, automations, broadcasts, events, QR — built into your own site. No seat fees, no extra logins, and the data is yours. Every alert comes straight to you.

02 FORM · THE DOOR MAP

Every door on the site, and where it leads.

"Door" is the type of request. It decides the segment, starting stage, owner, reply deadline and the thank-you email.

WHERE ON THE SITE	DOOR	SEGMENT	STARTS AT	OWNER	ALERT	REPLY TASK	THEIR THANK-YOU EMAIL
Book · "Get book updates" Connect → The Book	Newsletter	Community	New	Team	—	—	"You're on the POP! book list"
Book · Reserve / Order	Order	Book buyers	Proposal	Team	Yes	24 h · priority	"Your POP Life order is reserved"
Speaking · "Book Tony" Connect → Speaking & Media	Speaking	Event & speaking hosts	Conversation	Tony	Yes	24 h · priority	"Your request to book Tony is in"
Connect · Programs & Training · POP Houses & Referrals · Partnerships	Partnership	Partners & investors	Conversation	Tony	Yes	24 h · priority	"Let's build something together"
Connect · Other	General	Community	New	Team	Yes	48 h	"We got your message"
Events · RSVP	Event RSVP	Community	Engaged	Team	—	—	"You're in: [event]" + reminders
Events · "Invite me to the next one"	Community	Community	New	Team	—	—	"Welcome to the movement"
Share · "Share your story"	Story	Community	Engaged	Team	Yes	72 h	"Thank you for sharing your story"
QR code scan (`/j/…`)	QR Door	Set per QR door	New	Team	—	—	"Welcome to the movement"
QR code linked to an event	Event RSVP	Set per QR door	Engaged	Team	—	—	"You're in: [event]" + reminders
Import (Studio)	Import	You choose	New	Team	—	—	None — optional welcome series

READY WHEN YOU NEED THEM

The engine also has doors for **Media** (4 h reply), **Love & Business** (Teasha, 24 h), **Foundation** (48 h), **Bulk orders** and **Shop questions**. A form for any of them can be added to the site without new wiring.

TAGS TELL THE STORY

Every person is tagged with the door (`door:speaking`), and the QR code or event they came from (`qr:kimmel` , `event:…`). Search People by any tag.

CONSENT

Book updates, community, RSVPs, QR signups and orders count as "yes to email." Speaking and partnership requests get their reply — not the newsletter — unless they opt in.

03 FUNCTION · THE ENGINE

Six things happen every time — here's exactly how.

The same rules every time, for every door. Knowing them means you'll never wonder why someone did or didn't get an email.

1 One person, never duplicates

Matched by email address (capital letters don't matter). A returning person keeps their card; the new door, tags and segment are added to it, and their "reached out" count goes up.

2 The timeline records what they said

The door, the page it came from, and every detail — message, event date, location, audience size, budget, items ordered, story.

3 The right list gets updated

RSVPs go on the event's check-in list (no double RSVPs). Reservations land on Orders as "reserved". Stories wait on Stories — with their publish permission recorded. QR signups add to that code's count.

4 A reply task opens (high-intent doors)

"Reply to Dana Reid — Book Tony / Speaking", due in the door's window, owned by the door's owner. Speaking, media, partnership and orders are marked Priority.

5 They get a warm thank-you

Good news, not sales. Sent from POP Life Global with your public email as the reply-to address, so if they hit reply, it reaches you. At most one per person per day — except RSVPs and orders, which always confirm.

6 You get the alert

Subject: "New Book Tony / Speaking: Dana Reid". It includes their contact details, what they asked, whether they've reached out before, the reply deadline, and an **Open in POP Studio** button straight to their card.

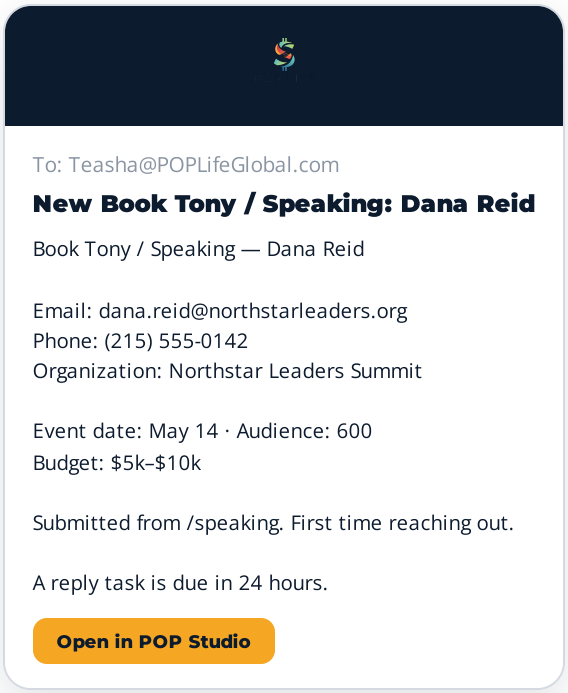


Illustration of an owner alert with example details.

WHO GETS WHICH ALERT

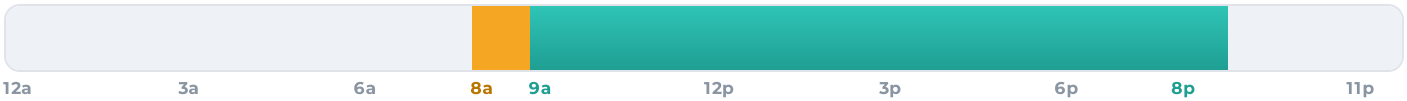
OWNER	ALERT GOES TO
Tony	Teasha@POPLifeGlobal.com (per Tony)
Teasha	Teasha@POPLifeGlobal.com
Team	Teasha@POPLifeGlobal.com
Copy	That's The Plan (oversight)

Change any of these on Studio → Settings → Email.

Every hour, POP Studio checks in on everyone.

An automatic run every hour sends the welcome emails, event reminders, morning-after follow-ups and your daily digest — at polite hours, Eastern time.

A day in the life (Eastern time)



- 8am — daily digest to the team inbox
- 9am–8pm — welcome emails & event follow-ups go out
- Quiet hours — nothing marketing-related sends

The welcome series

#	ARRIVES	SUBJECT	POINTS TO
1	Day 2	The story behind POP Life, {{first_name}}	Our Story
2	Day 7	Learn It. Build It. Live It.	Programs
3	Day 14	There's music inside the pages, {{first_name}}	Book
4	Day 21	Let's build what's possible together, {{first_name}}	Connect

After email 1 the person moves from **New** to **Nurturing**. Each send is logged on their card. Edit, pause or add emails on Studio → Sequence.

The event journey

RSVP	"You're in" with when and where.
20–28 H BEFORE	"Tomorrow: ..." reminder.
1–5 H BEFORE	"Today: ..." reminder.
AT THE DOOR	You tap Check in → stage becomes Attended.
NEXT MORNING	Thank-you + "share your story" (came) or "we missed you" (didn't). Stories flow into Studio → Stories.

One new subscriber's first three weeks

DAY 0
Joins the book list
"You're on the POP! book list" arrives right away.

DAY 2
Email 1 • Our story
Stage moves from New to Nurturing.

DAY 7
Email 2 • Programs
Learn It. Build It. Live It.

DAY 14
Email 3 • The book
There's music inside the pages.

DAY 21
Email 4 • Connect
Series complete. Broadcasts keep them close.

8:00 **The daily digest.** "POP Life daily: 3 new, 1 overdue" — who joined in the last 24 hours and through which door, new RSVPs, and any follow-up past due. It only sends when there's something to report.

05 STATUS & MEASURING

What's live today, what switches on next, and how to read the results.

The engine is built and tested end to end. The last switch is your own domain email — then every message goes out from @poplifeglobal.com.

PIECE	TODAY	AFTER THE DOMAIN & EMAIL ARE CONNECTED
Every form saves to POP Studio — one person, timeline, tags, segment	✓ Live	No change
Reply tasks, Pipeline, Orders, Stories, Events check-in, QR doors, Import	✓ Live	No change
Alert copy to That's The Plan (oversight)	✓ Live	No change
Alerts to Teasha@POPLifeGlobal.com	Waiting	Delivered — once the mailbox exists (Google Workspace)
Thank-you emails to the people who fill out forms	Waiting	Delivered from POP Life Global, @poplifeglobal.com
Welcome series, event reminders, follow-ups, broadcasts	Waiting	Delivered on schedule
Studio address	pop-life-global .base44.app/studio	poplifeglobal.com/studio

Why "waiting": email providers only deliver automated mail to the public from a verified domain. The emails are written and wired — they start delivering the day the domain is verified.

TO SWITCH EVERYTHING ON

1. **Domain go-ahead**
   Registrar logins for poplifeglobal.com (WordPress.com) and poplifefoundation.org (GoDaddy).
2. **Mailbox**
   Google Workspace for Teasha@POPLifeGlobal.com.
3. **Teasha's invite**
   Accept the POP Studio invite and log in once.
4. **The Google Sheet**
   Send the subscriber list — it comes in through Import.

Numbers worth watching

METRIC	WHERE	WHY IT MATTERS
New in 30 days	Today	Is the community growing?
Past-due follow-ups	Today	Keep it at zero.
In conversation	Today · Pipeline	Live opportunities.
Show rate	Today · Events	Are RSVPs turning into seats?
Scans → signups	QR Doors	Which rooms and inserts convert.
Segment × stage	People filters	Your avatars moving through the story.