



JOMEL NORIEGA

— GOHIGHLEVEL AUTOMATION SPECIALIST —

9 GoHighLevel Workflows Every Service Business Needs

The follow-up systems that stop leads from slipping —
shown the way I actually plan them.

By Jomel Noriega · jomelnoriega.com

HOW TO USE THIS GUIDE

Every one of these is a leak in your business. Automation is the patch.

Each page in this guide covers one workflow: the business problem it solves, how the automation works inside GoHighLevel, and the exact step flow — trigger to finish.

These aren't theory. They're the nine automations I build on repeat for service businesses: clinics, home services, agencies, coaches, and studios. Every example uses GHL-native building blocks — triggers, waits, if/else conditions, SMS, email, and tasks — so any of them can be live in your account within days, not months.

Read them in order, or jump straight to the one that's costing you the most right now. For most businesses, that's #1 (Lead Follow-Up) or #2 (Missed Call Text Back).

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01

Lead Follow-Up

Example business: Bright Keys Realty

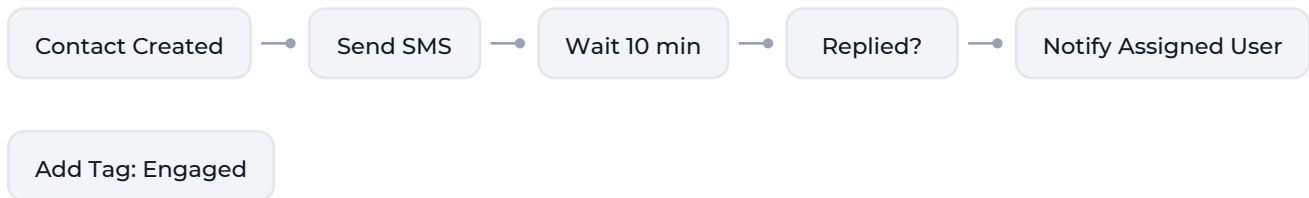
THE PROBLEM

New leads come in through the website, but if no agent happens to be free, the lead just sits there until someone remembers to call.

THE AUTOMATION

The moment a lead is created, GHM sends an instant text, waits, then escalates to a call task if there's no reply — so no lead goes more than a few minutes without contact.

THE FLOW, STEP BY STEP



Build note:

Every block above is GHM-native — no third-party tools required. Built and tested, this runs 24/7 without anyone touching it.

02 Missed Call Text Back

Example business: TrueFix Home Services

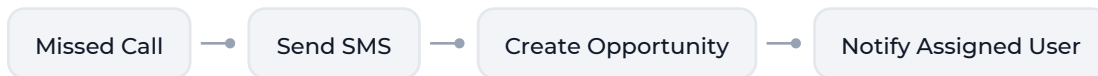
THE PROBLEM

Calls come in while techs are on-site or driving. A missed call with no callback is a lost job — most callers just dial the next company on the list.

THE AUTOMATION

Any missed call instantly triggers a text so the caller hears back within seconds, even if no one was free to pick up.

THE FLOW, STEP BY STEP



Build note:

Every block above is GHL-native — no third-party tools required. Built and tested, this runs 24/7 without anyone touching it.

03 Appointment Reminders

Example business: Bloom Dental Studio

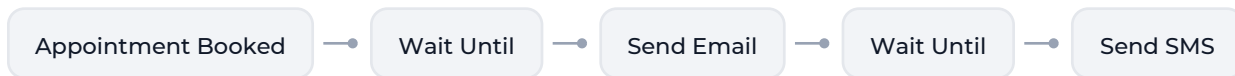
THE PROBLEM

No-shows eat into chair time. People forget appointments booked weeks ago, and a single missed slot is real revenue gone for the day.

THE AUTOMATION

Automated reminders fire at set intervals before the appointment, with a final same-day nudge that drops no-shows significantly.

THE FLOW, STEP BY STEP



Build note:

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04 Lead Nurturing

Example business: Elevate Online Coaching

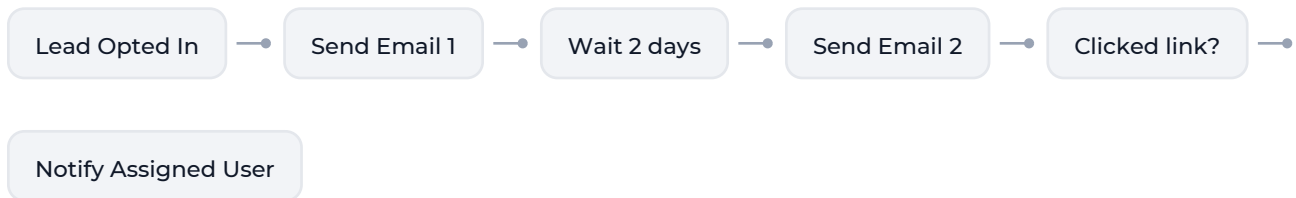
THE PROBLEM

Most leads aren't ready to buy the day they sign up, and a one-time welcome email is the last thing they ever hear from the brand.

THE AUTOMATION

A multi-day value sequence nurtures the lead automatically, with engagement tracked so sales only steps in once interest is shown.

THE FLOW, STEP BY STEP



Build note:

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05 Customer Reactivation

Example business: Glow Box Beauty Subscription

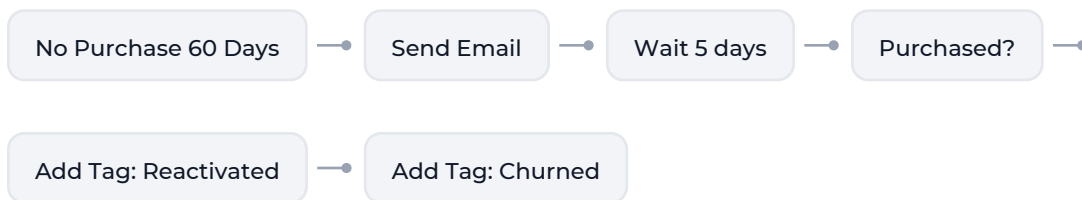
THE PROBLEM

Customers quietly go inactive — no cancellation, just no orders. Without a system watching for it, that revenue disappears with no one noticing.

THE AUTOMATION

GHL flags any contact with no purchase in 60 days, sends a win-back offer, then tags churned contacts that don't respond so the list stays clean.

THE FLOW, STEP BY STEP



Build note:

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06 Quote Follow-Up

Example business: LaunchReady Marketing Agency

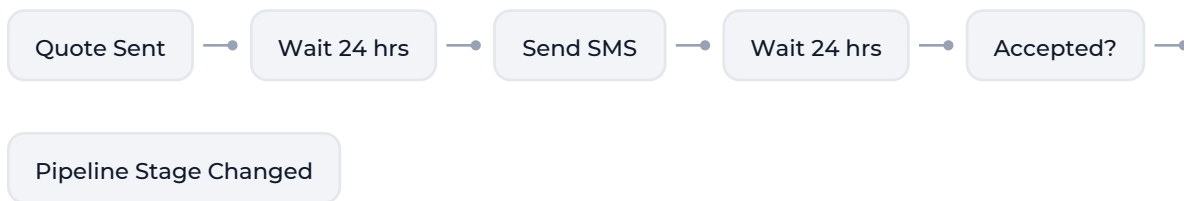
THE PROBLEM

Quotes get sent but prospects go silent — no one follows up consistently, so deals slip through the cracks.

THE AUTOMATION

GHL automatically follows up 24 hours after a quote is sent via SMS, then again 48 hours later with an email that addresses objections. If accepted, the contact moves to onboarding.

THE FLOW, STEP BY STEP



Build note:

Every block above is GHL-native — no third-party tools required. Built and tested, this runs 24/7 without anyone touching it.

07 Customer Onboarding

Example business: PeakFit Personal Training Studio

THE PROBLEM

New clients sign up excited, then go quiet in week one because no one set expectations on what happens next.

THE AUTOMATION

Once payment clears, a structured welcome sequence sends intake forms, schedules the first session, and checks in automatically — so nothing depends on someone remembering to follow up.

THE FLOW, STEP BY STEP



Build note:

Every block above is GHL-native — no third-party tools required. Built and tested, this runs 24/7 without anyone touching it.

08 Internal Notifications

Example business: ClarityHR Consulting

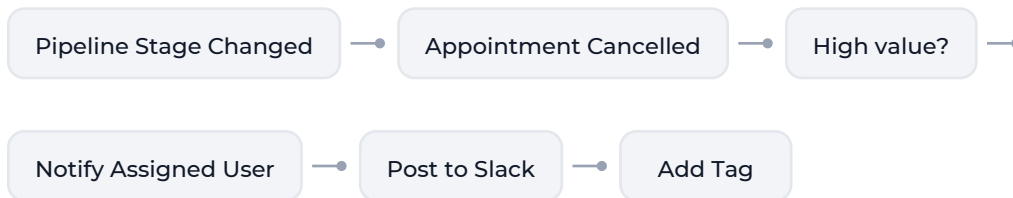
THE PROBLEM

Important events — a high-value lead, a cancelled appointment, a negative review — happen, but the team only finds out hours later by checking the dashboard manually.

THE AUTOMATION

Specific triggers route an instant alert to the right person on the team, so urgent situations get handled in minutes, not at the end of the day.

THE FLOW, STEP BY STEP



Build note:

Every block above is GHSL-native — no third-party tools required. Built and tested, this runs 24/7 without anyone touching it.

09 Sales Pipeline

Example business: GHL-native pipeline structure

THE PROBLEM

Deals exist across scattered spreadsheets and sticky notes, so no one can say with confidence what stage a deal is actually in, or what's stuck.

THE AUTOMATION

A structured pipeline moves contacts automatically as actions happen, with each stage triggering its own follow-up — and a clean Won/Lost split that closes the loop.

THE FLOW, STEP BY STEP



Build note:

Every block above is GHL-native — no third-party tools required. Built and tested, this runs 24/7 without anyone touching it.

WHAT NOW?

Pick the leak that's costing you most. I'll map the fix with you — free.

Every business I talk to has at least two of these nine leaks running right now. The good news: none of them takes months to fix. A focused build, like missed-call text-back, starts at \$75 and can be live in your GoHighLevel account within days.

On a free call, we'll walk through your current setup, find where leads are slipping, and map exactly which of these workflows would close the gaps — no pitch, no pressure.

Jomel Noriega — GoHighLevel Automation Specialist

Book a free call: jomelnoriega.com

Email: hello@jomelnoriega.com

See a full build, screen by screen: jomelnoriega.com/smile-society.html