FlowThru

CASE STUDY BY GHLEXPERTLY

A coaching brand's proven playbook, turned into a CRM its members pay for

We packaged a coaching and speaker brand's webinar, challenge and launch system into **FlowThru**, a white-label CRM members subscribe to and set up on their own. The brand's live business never stopped.

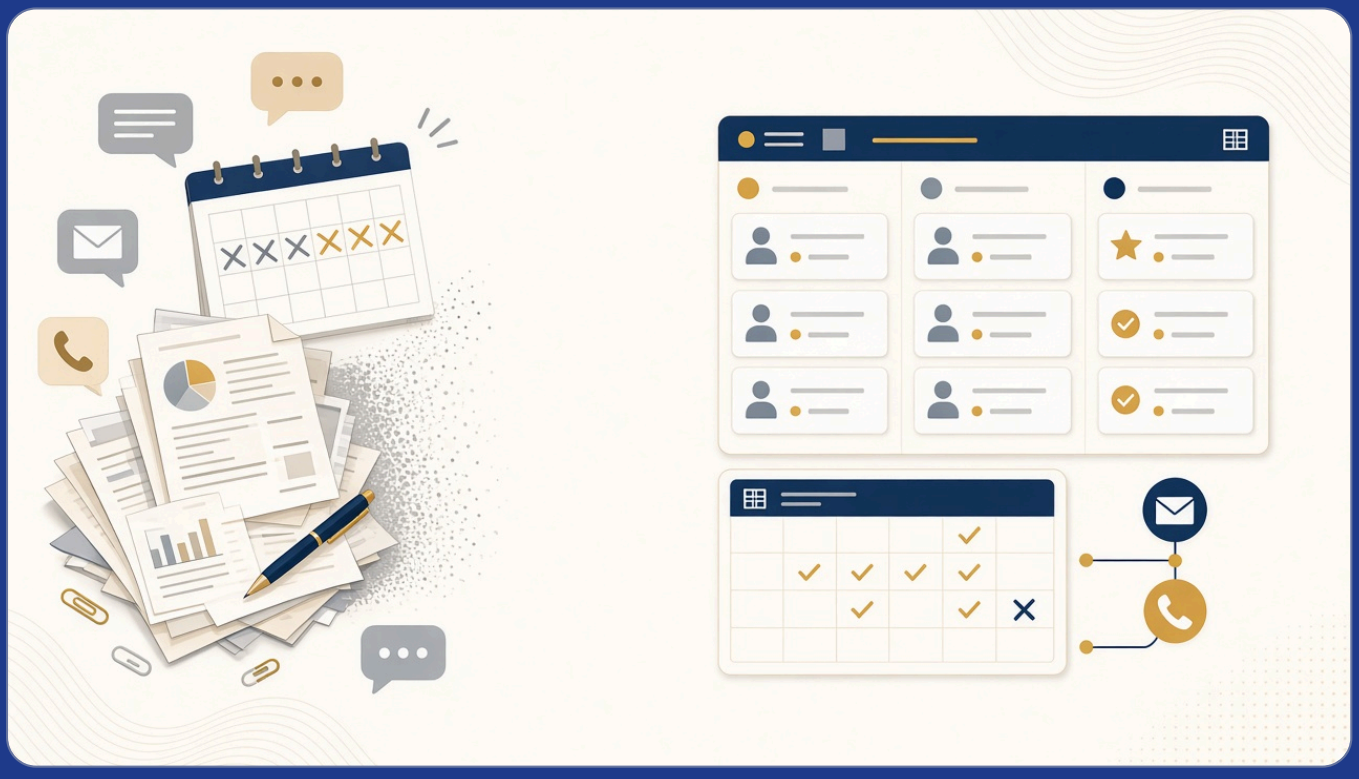
Industry · Coaching & speaking

Location · California, USA

Live product · app.getflowthru.com

Platform · White-label GoHighLevel

Scope · Audit, build, packaging, member training



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date to type, and every event email lines up

3 → 1
tools to run a campaign: CRM, email and texts in one place

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about four months' warning before a client's renewal is due

34
guides and videos, so members set up without help

THE CHALLENGE

Their community wanted the brand's system. There was nothing to sell.

The brand runs free webinars, multi-day live challenges and paid events, and coaches clients on programs that renew. Members kept asking for the same setup. But the system was spread across three tools and had to be rebuilt for every event.

BEFORE

- Every event meant rewriting dates into every email
- A CRM, an email tool and a texting tool for one campaign
- Renewal dates kept in spreadsheets and memory
- No product the community could buy

AFTER · FLOWTHRU

- Type one event date and every email times itself
- Email, texts and bookings in one account
- Automatic alert about four months before a renewal
- Monthly and yearly plans members can buy and open ready to use

HOW WE DID IT

Four steps, and the live business kept running

1 Study

We learned the brand's real campaigns first, without changing anything.

2 Build separately

Everything was built in a separate template account, away from live customers.

3 Package

Turned into ready-made plans, tested on fresh accounts before launch.

4 Train members

Step-by-step guides and narrated videos for complete beginners.

Safe by design: every automation in a new member account starts switched off. Members add their details, test on themselves, then turn things on one at a time, so nobody emails their whole list by accident.

RESULTS

A product ready to sell, and a live business that never stopped

FOR THE BRAND

- A product to sell, with Standard, Professional and Premium plans
- Their own campaign timing, reusable for any future event
- Renewals flagged automatically, not from spreadsheets
- Their own account tidied, with every live campaign still running

FOR THEIR MEMBERS

- An account that opens with pipelines, pages, emails and reports ready
- Nothing sends until they say so, so it's safe to explore
- A first-week plan, with guides and videos using sample clients
- Event sign-ups that start the right emails by themselves

Is this you?

- You're a coach, consultant or agency with a system your clients keep asking for
- You want recurring revenue from it, not more one-off setup work
- You can't risk breaking the account your business already runs on

Have a playbook worth packaging?

We turn what already works into a white-label CRM your clients can buy, then hand it over with the guides and videos that make it self-serve.

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