

PCMA BRAIN

AS-IS LEAD JOURNEY MAP

All active routes, sequences, flows and exit points as currently configured in PCMA Brain

Generated: 17 June 2026, 13:04 UTC

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Technology	Python · FastAPI · PostgreSQL · OpenAI GPT-4.1-mini · GoHighLevel API v2
Contacts	~6,076 in Brain DB 6,175 in GHL 91 Meta leads 122 in active Nurture
Sender	Zoya Abid · resources@thepcma.uk · SMS signed '- Zoya, PCMA'
Offer	thepcma.uk/elitepartners · £897/month · No lock-in contract
Team roles	Architect · Planner · QS (Quantity Surveyor) · Project Manager
Scheduler	6AM UTC: Nurture sends + enrolment + conversion detection 8AM UTC: Wave readiness check

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Contacts who fill in a Facebook / Meta ad form and are automatically processed by Brain via GHLE webhook.

ENTRY

New Meta Lead — Facebook / Meta Ad Form Filled In

Contact is automatically created in GoHighLevel (GHL). Brain receives a webhook notification immediately.



STEP 1 — WEBHOOK RECEIVED

GHL fires webhook → Brain at POST /api/webhooks/new-lead

Brain receives the contact payload including GHL contact ID, email, phone, name and tags.



STEP 2 — ICP & INTENT DETECTION

Brain reads GHL tags to classify the contact

ICP Detection from tags: • Asp-Dev → Aspiring Developer • Sc-LL → Scaling Landlord • TP-Pro → Time-Poor Professional • Ac-Proj → Active Project
 Intent Detection: • 'high intent' tag present → source = meta_high_intent • All others → source = meta_warm
 If ICP is detected and contact has no icp_type set, Brain writes it to the contact record.



STEP 3 — COOLING-OFF PERIOD

nurture_eligible_at = NOW + 7 days

Contact is queued for nurture but not enrolled immediately. The 7-day gap prevents sending before the lead has had a chance to engage with any GHL workflow messages.



STEP 4 — ENROLMENT CHECK (6AM DAILY SCAN)

6AM UTC: Brain checks all contacts where nurture_eligible_at ≤ NOW

Contacts are SKIPPED if any of the following are true: • Already in an active or paused nurture sequence • Marked as unsubscribed • Has already viewed the offer URL • Has already registered on the portal • Has clicked the discovery call link
 Enrolment priority: Platinum → Gold → Silver → Bronze
 Maximum 200 active sequences enforced at all times.



STEP 5 — ENROLLED INTO NURTURE

Contact enters the 8-Step Nurture Sequence

See Page 4 for the full Nurture Engine detail. Source field recorded as: meta_warm or meta_high_intent
 ICP field recorded from tag detection.

Note on GHL Workflows: Brain currently sends nurture emails independently of any GHL workflows the contact may be enrolled in. If a contact is in both a GHL workflow and Brain nurture simultaneously, they may receive messages from both systems. Recommended solution: use a 'brain-ready' GHL tag to hand off control from GHL workflow to Brain nurture.

Contacts bulk-imported via CSV (legacy list / Plandome). They do not auto-enrol — they must pass through the Wave Engine first.

ENTRY

Imported Contact — Bulk CSV Upload into Brain DB

~6,076 contacts imported. No nurture_eligible_at set — no automatic enrolment. These contacts sit in the database until they are sent a Wave email.



STEP 1 — WAVE ENGINE SELECTION

Wave Engine selects the next batch of contacts

Wave schedule (total contacts to send per wave): Wave 1: 50 → Wave 2: 200 → Wave 3: 500 → Wave 4: 1,000 → Wave 5: 2,000 → Wave 6+: all remaining Selection criteria: • Exclude contacts already sent a wave • Exclude unsubscribed contacts • Prioritise by tier: Platinum → Gold → Silver → Bronze • Minimum 7 days between waves Readiness check runs automatically at 8AM UTC every day.



STEP 2 — SAFETY GATE

All delivery safety checks must pass before Wave fires

Required thresholds (checked against the previous wave): ■ Delivery rate ≥ 95% ■ Bounce rate < 3% ■ Spam rate < 0.1% ■ Opt-out rate < 2% If any check fails: Wave is BLOCKED. System retries automatically the next day at 8AM. First wave (Wave 1) bypasses delivery check as there is no prior data.



STEP 3 — HUMAN APPROVAL

Wave preview generated and shown in dashboard for human review

The dashboard displays a sample of the wave messages before any are sent. A human must click Approve in the dashboard to release the wave. Once approved, emails are sent in batches within the 09:00–12:00 UTC send window.



STEP 4 — WAVE EMAIL SEND

GPT-4.1-mini generates a unique personalised email for every contact

Each contact receives a different 'angle' to avoid looking like a mass blast: Team Power · Financial Model · Risk Reduction · Legacy Vision · Speed to Deal 6 Strategies · Month to Month · Offer Doc · Deal Review · Builder Mindset · Funding Access · Legal Safety Email format: • Personalised by first name • HTML email with offer link: thepcma.uk/elitepartners • Signed: Zoya Abid, PCMA Team · resources@thepcma.uk • Unsubscribe instruction included in footer Sent via GHL email API. Delivery, bounce and spam tracked by GHL.



STEP 5 — 14-DAY POST-WAVE HANDOFF

14 days after wave completes, non-converts are flagged for Nurture

Brain checks all contacts who were sent a wave email: • If they have NOT viewed the offer, registered on portal, or been converted → flagged for nurture • nurture_eligible_at = NOW is set • nurture_source = 'wave1_reactivation' is recorded The 6AM daily scan then picks them up and enrolls them into the 8-Step Nurture Sequence. See Page 4 for the full Nurture Engine detail.

Applies to both Meta leads and Imported contacts (post-wave). All messages generated by GPT-4.1-mini. Sent via GHL (email preferred, SMS fallback if no email). From: Zoya Abid · resources@thepcma.uk.

Both entry paths converge here. The 6AM daily scan enrolls all eligible contacts. Maximum 200 active sequences at any time. Priority: Platinum → Gold → Silver → Bronze. Unsubscribed contacts are always excluded.

ICP Personalisation Matrix

ICP	Code	Personalised Steps	Generic Steps
Aspiring Developer	Asp-Dev	1, 3, 4, 7	2, 5, 6, 8
Scaling Landlord	Sc-LL	1, 3, 4, 7	2, 5, 6, 8
Time-Poor Professional	TP-Pro	1, 3, 4, 7	2, 5, 6, 8
Active Project	Ac-Proj	1, 3, 4, 7	2, 5, 6, 8
Unknown (no ICP set)	—	None — all steps are generic	1, 2, 3, 4, 5, 6, 7, 8

Step-by-Step Breakdown

#	Day	Type	Label	Content Description
1	Day 3	★ ICP	Opener	Personalised to ICP type. Introduces PCMA's 4-role team (Architect, Planner, QS, Project Manager) in the context of the contact's specific situation.
2	Day 7	Generic	Value Content	Generic. Highlights one of PCMA's core value angles without referencing ICP. Soft CTA to the offer page.
3	Day 14	★ ICP	Case Study Angle	ICP-personalised. Presents a relevant scenario or outcome that resonates with the contact's profile.
4	Day 21	★ ICP	Objection Handling	ICP-personalised. Addresses the most common objection for that ICP type (e.g. cost, time, confidence).
5	Day 35	Generic	Social Proof	Generic. Community size, results, member outcomes. Builds credibility without hard sell.
6	Day 49	Generic	Urgency/Scarcity	Generic. Limited availability message or time-sensitive angle. Encourages action.
7	Day 63	★ ICP	Final Push	ICP-personalised. Last personalised touchpoint. Direct invitation to take the next step.
8	Day 90	Generic	Breakup/Re-engage	Generic. Closing message — informs the contact this is the final message unless they want to re-engage. Soft CTA.

■ Conversion Check — Runs at Every Step Before Sending:
 If any of the following are detected, the nurture sequence stops immediately and the contact moves to Ascension:

- Offer URL clicked (offer_viewed = true)
- Portal registration (portal_registered = true)
- GHL tag: brain-member or brain-conversion

All possible ways a contact exits the lead journey, plus the full GHSL tag reference.

EXIT 1 — CONVERTED

Trigger: Contact views offer URL, registers on portal, or Brain detects brain-member / brain-conversion tag in GHSL.

What happens:

- Nurture sequence status set to 'converted'
- No further nurture messages sent
- Ascension Engine handles closing sequence
- GHSL tag applied on sync: pcma-portal-registered
- Contact becomes a paying PCMA member
- Portal: portal.pcma.co.uk · Price: £897/month · No lock-in

EXIT 2 — SEQUENCE COMPLETED

Trigger: All 8 steps successfully delivered (Day 90).

What happens:

- Nurture sequence status set to 'completed'
- Contact moves to Quarterly Touch
- Brain re-engages the contact every 90 days
- Keeps the contact warm for future conversion
- Contact remains in database — not removed

EXIT 3 — OPTED OUT / UNSUBSCRIBED

Trigger: Contact replies STOP, clicks unsubscribe, or is manually marked unsubscribed.

What happens:

- unsubscribed = true set on contact record
- Contact excluded from ALL future sends: Wave, Nurture, Ascension
- GHSL tag applied on sync: pcma-unsubscribed
- No exceptions — permanent exclusion
- Contact record remains in database for audit purposes

Ascension Engine

Triggered by: Buying signals — offer URL viewed, portal registered, discovery call clicked.

Runs: Independently of Nurture — a separate closing sequence focused on converting warm prospects.

Webhook: POST /api/ascension/convert (accepts contactId or contact_id + email fallback).

Purpose: Once a contact shows intent, Ascension takes over with a targeted closing sequence rather than the broad nurture drip.

GHSL Tag Reference — Tags Brain Writes Back to GHSL on Sync

Tag	Meaning	Trigger
pcma-portal-registered	Registered on portal	portal_registered = true
pcma-offer-viewed	Clicked offer URL	offer_viewed = true
pcma-model-downloaded	Downloaded financial model	model_downloaded = true
pcma-real-deal	Flagged as having a real deal	real_deal_flagged = true
pcma-unsubscribed	Opted out — permanently excluded	unsubscribed = true
PCMA-Tier-{tier}	Contact tier (Bronze/Silver/Gold/Platinum)	contact.tier
PCMA-ICP-{icp}	ICP type (Asp-Dev / Sc-LL / TP-Pro / Ac-Proj)	contact.icp_type