

TFW GLOBAL

Customer Funnel & Automation Plan

Socials → Free Facebook Group → Weekly Live Call → Paid Skool → Retention & Win-back

Prepared by Adam · 18 July 2026 · for Christian, Sam, Neha, Amanda, Jenn, Jemma & Corinne

1. Executive Summary

The strategy is right — and bigger than it first looks. The Facebook group already has **28,500 members** (verified live in the group, 18 July). This is not a group we need to grow from scratch; it is a warm audience we need to wake up. Recent admin posts are reaching almost nobody (one recent post showed 0 reach in insights) — that is what happens when a group goes quiet, and it is exactly what a consistent content rhythm reverses. Most of the machinery already exists: the capture page and 3-day email/SMS welcome campaign went live this week, the daily briefing and blog engines publish automatically, and Skool wins are scraped daily. What is missing is the connective tissue: content flowing into the group on a schedule, an ongoing nurture rhythm after day 3, call reminders, and automated retention and win-back for paid members.

One honest constraint up front: Facebook removed all third-party posting to Groups in April 2024 — no tool can auto-post into the group, and workaround bots risk the group itself. The compliant solution: Adam generates every post ready-to-go each week, and Sam schedules them natively inside Facebook (group admins can schedule posts for the whole week in ~10 minutes). Everything else in this plan — emails, SMS, DMs, content generation, churn detection — is fully automatable.

Top five moves, in priority order:

- **P0 — Fix what's broken and leaking (this week):** set up an email sending domain (every send is at spam risk without one), run one real end-to-end funnel test, fix the public daily-briefing page bugs, restore per-educator attribution on the new capture links, and settle the member-number story (28.5K group vs “2,400+” site vs “2k” Skool). Indicator onboarding (WF1) broke 15 July and was republished on the 17th — a daily health check now watches it.
- **P1 — Warm-group content engine:** weekly Adam content pack (briefing digests, wins roundup, blog snippets, daily mindset quote, call promo) → Sam native-schedules. Plus per-educator tracking links so we know whose traffic converts.
- **P2 — Nurture & call loop:** weekly digest email + Thursday call-day SMS + automated monthly newsletter. The list should never go cold after day 3.
- **P3 — Retention & win-back:** members are declining -12/week and half of new members churn within 3 months. Auto-detect cancellations from data we already collect and trigger warm win-back sequences.
- **P4 — Social DM automation:** finish Jemma's Instagram comment→DM funnel (already half-built), then roll out to Jenn and Amanda.

2. Where We Are Today (Audit Snapshot)

Full audit 18 July 2026: files + LIVE checks — GH API pull (23:07 UTC), every funnel URL fetched, capture form opened in a browser, and the Facebook group inspected directly. States below are live-verified unless dated otherwise.

Colour key: ■ GREEN = working & verified ■ AMBER = live but needs improving ■ RED = broken or missing

Urgency key: DO NOW (this week) WEEK 1-2 WEEKS 3-4 ONGOING ROUTINE

Asset	State	Notes (last verified)
Facebook group	LIVE — ASLEEP	“TFW Global” private group: 28,500 members (live, 18 Jul). Welcome post + Skool-link post featured. BUT recent admin post showed 0 reach — group reach is hibernating; consistent posting is the wake-up lever.
Capture page + form	LIVE — VERIFIED	community.tfwglobal.com/freefbgroup opened in browser (18 Jul): form popup verified (First Name, Email*, Phone*, consent, reCAPTCHA → “Give Me Access!”); “2,000+ women traders” hero live; tfwglobal.com/freefbgroup redirect works. In the girls’ linktrees now.
3-day welcome campaign	LIVE — UNTESTED	FFM campaign published v13 (live API, 18 Jul): 3 emails + 3 SMS days 0–3, Sam’s copy. Two loose ends: workflow NAME is blank in GHL (rename for hygiene) and no end-to-end test submission has ever been run.
Indicator onboarding (WF1)	FIXED 17 Jul	Live API (18 Jul): PUBLISHED, v83, republished 17 Jul 21:43 UTC. Was draft 15–17 Jul (buyers in that window got no emails; two manually patched). Daily health check now guards WF1/2/4/9.
Email sending domain	MISSING	All GHL email sends without a dedicated TFW sending domain (no SPF/DKIM/DMARC) — deliverability risk on every campaign in this plan.
Indicator workflows	MIXED	Live 18 Jul — Published: WF2 access-granted, WF3 nurture, WF4 cancellation win-back, WF9 reactivation, WF5b Stripe migration. Draft: WF6 cross-sell-to-membership. No payment-failed workflow exists. Cleanup: duplicate April “WF4 Fiducia Port” draft + 43/123 published overall.
Blog engine	LIVE	68 posts live, 2/week auto-generated and published Tue+Fri (17 Jul).
Daily briefing page	LIVE — 3 BUGS	tfwglobal.com/daily fetched live (18 Jul): great content, but big numbers render as “2.903e+04”, a template placeholder “[outlook conditional on price action]” leaks into copy, and Silver’s invalidation level (32.50) is stale vs price 57.11. Public page — fix before promoting it harder.
Skool data scraping	LIVE	Member counts every 4h; 84,470 comments + 5,301 posts scraped; wins identified daily. Feeds chatbot + briefing.
Weekly live call	RUNNING	Thursdays 4:00 PM PST; Sam schedules promo posts natively in the group with the Zoom link (scheduled posts confirmed for next Wed + 2x Thu).
Jemma IG DM funnel	HALF-BUILT	Live API (18 Jul): still draft, still default name, untouched since 8 Jun; wrong trigger. IG + TikTok accounts connected. Lead-magnet link placeholder.
Monthly newsletter	INCONSISTENT	Issue #1 sent 2 May to 1,518 prospects; no Issue #2, no recurring automation. Site-wide “Stay close to TFW” subscribe box already collects newsletter signups on every page.
Churn detection	PARTIAL	Fiducia-replacement automation (payments ledger) live this month + 4-hourly member scrapes — the data exists; nothing yet joins it to a win-back trigger.
Eve — community chatbot	TESTED — NOT LAUNCHED	eve.tfwchat.com PWA: moderator beta complete (Nita’s fix list — classroom links, feedback buttons, starter questions — applied through v34 builds, 16 Jul; voice quality still open). 36,800+ transcript chunks + full classroom map behind her. NOT announced to members, not in the New Members classroom — the biggest ready-to-ship onboarding/retention asset we have.

Key numbers

Metric	Value (source, date)
Free FB group	28,500 members (live, 18 Jul) — the single biggest warm asset TFW owns
Paid Skool members	1,974 and declining -12/week (member-counts scraper, 17 Jul); Skool page shows “2k”
Early churn	~50% of new members leave within 3 months (avatar research)
Pricing (all live-verified)	Standard \$35/mo (\$315/yr) · Premium \$70/mo · Indicator \$25/mo or \$199/yr (standalone, not in membership)
Blog / briefings	68 posts · 36 daily briefings live
Newsletter reach	1,518 prospects (Issue #1, May); site-wide subscribe box live on every page
Educator channels	Amanda TikTok (top discovery) · IGs: @amandalcuster, @jennwiemann, @jemmamindsetcoach, @corinneflorenc3 (+YouTube) · brand @forex.for.women

The number story — settle once, use everywhere: Email 1 says “28,000+ women traders” (matches the real group: 28.5K ✓), the capture page says “2,000+”, tfwglobal.com/join says “2,400+ members”, Skool shows “2k”. Recommendation: “28,000+ women” whenever we talk about the free community (it’s true and it’s the strongest line we have), “2,000+ members” when we talk about the paid Skool community. Also: Email 2 lists the coaches as “me, Jenn, and Jemma” — Corinne is missing.

3. The Customer Journey

Stage	What happens	Automation	Owner
1. Discover	Girls' TikTok/IG content + brand accounts + blog SEO	Content packs, quote cards; DM funnels (P4)	Educators
2. Capture	Linktree → /freefbgroup page → email + phone into GHL	LIVE — add per-educator tracking links	Adam
3. Welcome	3-day email+SMS: join the group, come to the call	LIVE (test end-to-end)	Adam
4. Warm up	FB group: briefing digests, wins, blog snippets, daily mindset quote	Adam generates → Sam schedules natively	Adam + Sam
5. Convert	Thursday live call + pinned \$35 offer + /join page	Weekly digest email + call-day SMS reminders	Educators
6. Onboard	Paid Skool: welcome sequence, first-win path (fight the 50% early churn)	GHL onboarding emails + Skool posts	Adam + team
7. Deepen	Indicator inside Skool (\$25/mo) · Pro upgrade · affiliate tools page	Curiosity posts; inside-Skool pushes only	Adam
8. Retain / Win back	Cancel detected → warm win-back (wins + mindset, never pressure)	Churn detection → WF4 + Skool invite sequence	Adam

Indicator positioning (agreed): never pushed to the free list. It stays in linktrees for direct buyers, appears in the group only as occasional curiosity/social-proof content, and is properly sold inside paid Skool where it adds most value.

4. Workstreams In Priority Order

P0 — Fix & Capture **DO NOW — THIS WEEK**

- **Email sending domain** — set up e.g. mail.tfwglobal.com with SPF/DKIM/DMARC in GHL before we scale sends. Half a day; protects every campaign in this plan.
- **One real end-to-end test** — Sam submits the form with a test number: page → form → tag → SMS1+Email1 → day-1-3 messages verified received. “Published” is not “proven.”
- **Per-educator tracking** — give each girl her own capture link (e.g. /freefbgroup?e=amanda) so GHL records who sent every contact. Right now linktree traffic to the new page is unattributed, so we can’t see whose socials convert — the one thing Amanda keeps asking.
- **Fix the public daily-briefing page** — scientific-notation numbers (“2.903e+04”), a leaked “[outlook conditional...]” placeholder, and a stale Silver invalidation level, all live on tfwglobal.com/daily (18 Jul). It becomes a core funnel asset in P1 — it must look flawless.
- **Copy consistency** — adopt the number story above (28,000+ free / 2,000+ paid), add Corinne to Email 2.
- **GHL hygiene** — rename the blank-named FFM campaign workflow; archive the duplicate April “WF4 Fiducia Port” draft; build a payment-failed recovery workflow (none exists — WF4 win-back and WF9 reactivation are live, decline recovery is the missing rail).
- **Keep WF1 guarded** — WF1 broke 15–17 Jul and is republished (v83, verified live). The new daily health check watches WF1/2/4/9; add the FFM campaign to its watchlist so the funnel can never silently unpubish.

P1 — FB Group Warm-Content Engine **WEEK 1-2**

Adam generates a complete post pack every Sunday; Sam schedules the week natively in Facebook in ~10 minutes. Every post ships final: text, image, link, first comment.

Post type	What it is	Cadence
Briefing digest	Beginner-friendly trim of the daily briefing → links to tfwglobal.com/daily	Tue + Thu
Wins roundup	Skool wins (already scraped daily) celebrated with permission — strongest proof for free members	Weekly (Wed)
Blog snippet	Hook paragraph + link on publish days	Tue + Fri
Mindset daily	One quote/reflection per day — see quote engine below	Daily
Call promo	Thursday-call reminder post with Zoom link (Sam already does this — we supply fresh copy/graphics)	Mon + Thu
Indicator curiosity	Member story or chart moment featuring the indicator — curiosity, never a pitch	Monthly

Mindset quote engine upgrade (agreed — current briefing quotes aren't good enough): mine Jemma's 9 transcribed mindset talks + the 84k-comment Skool corpus for authentic TFW lines, polish against the brand profile, and build a curated bank the team approves in one sitting. The bank then feeds the daily group post AND email touchpoints. No generic AI platitudes.

Welcome post refresh (Jemma's ask): the pinned Welcome post currently links straight to Skool's about page. Jemma's instinct is right — tfwglobal.com/join is the stronger link (social proof + objections handled before the price). Recommendation: welcome post → /join as primary CTA, Skool link kept as "ready now?" secondary. I'll draft the updated post for Amanda to approve, and we A/B the two links month-on-month via the ref parameters.

Wake-the-group reach play: with 28.5K members and near-zero current post reach, the first 2–3 weeks are about consistency + engagement-bait formats (polls, "introduce yourself", question posts) to teach Facebook the group is alive again. Sam's post insights (reach per post) go into the weekly scoreboard so we watch reach recover.

P2 — Nurture & Call Loop **WEEK 2**

Recommended cadence (my answer to the open question):

- **Free list — email:** 3-day welcome (live) → then one weekly digest every Wednesday: this week's wins, best blog, a mindset quote, and "see you Thursday" call reminder. Cap: max 2 emails/week to any free contact.
- **Free list — SMS:** call reminders only — Thursday morning "we're live at 4 PM PST today". SMS is the highest-trust, highest-cost channel; using it only for the call keeps it special and cheap.
- **Newsletter:** monthly, first Tuesday, auto-assembled from the month's best wins + blogs + briefing highlights, to the full warm list. Issue #2 becomes the template; automation makes consistency free.
- **Paid members:** value lives inside Skool; email only for onboarding, the monthly newsletter, and account notices. No marketing pressure on people already paying.

P3 — Retention & Win-back — the biggest money **WEEKS 3-4**

At –12 members/week, stopping the decline is worth roughly \$1,800/month in saved MRR every month it compounds — before any new growth. Two builds:

- **Churn detection:** join the Fiducia-replacement payments ledger with the 4-hourly member scrape to flag every cancellation within a day, tagged in GHL with tenure and (where known) reason.
- **Win-back sequence:** warm, never pressured — day 2 "the door's open", day 10 a member win story, day 30 a mindset piece, then monthly newsletter only. Reuse WF4 + the drafted Skool invite win-back sequence.
- **Early-churn fix (the 50% problem):** a first-14-days onboarding path built around the two live calls Sam & Neha already run (verified in Skool posts, Jul): the New-Member Onboarding Call every Tuesday and Open Office Hours every Thursday (tech + community questions). Today these are announced by same-day Skool posts only — new members who don't check Skool that morning miss them. The fix: the day-0 welcome email books her into next Tuesday's onboarding call, day-7/14 check-ins point to Thursday office hours, and attendance feeds

the tracker. Plus welcome DM, “your first week” checklist, intro celebrated, first-win path. Overwhelm is the #1 documented reason women leave; structure kills overwhelm.

Launch Eve — the onboarding & retention secret weapon we already built **WEEK 1-2**

Eve (eve.tfwchat.com) is beta-tested, fixed, and sitting unlaunched — members don’t know she exists. She is the overwhelm antidote: 24/7 plain-English answers backed by 36,800+ lesson-transcript chunks and the full classroom map, linking members to exactly the right course. Launch plan:

- **Close the beta:** moderator re-test sign-off on the applied fixes (classroom links especially — they’re the heart of “where do I start?”). Voice stays a later track; Eve launches text-first.
- **Make her findable:** a “Meet Eve 2” module inside New Members – Start Here (install-to-phone steps included) + a pinned Skool announcement post + a line in the daily briefing footer. Sam adds the module; Amanda approves the post.
- **Wire her into onboarding:** day-0 paid welcome email introduces Eve (“stuck at 2am? Ask Eve”); the day-7/14 check-ins point unanswered questions to her; quiet-member nudges suggest one question to ask her.
- **Use her as an early-warning system:** the platform already computes a member health score from engagement + Eve usage. Members who use Eve stick — adoption becomes a tracked retention signal on the funnel page, and low-health members get the friendly check-in BEFORE they drift to cancel.
- **Win-back hook:** “so much is new since you left — including Eve, your 24/7 study buddy” becomes a concrete reason to return in the day-10 win-back email.
- **Sales-page bonus:** once live, “24/7 AI study buddy trained on every TFW lesson” joins the benefits list on tfwglobal.com/join and the welcome post — a membership perk no competitor community has.

P4 — Social & DM Automation **WEEK 4+**

- **Jemma IG comment funnel:** workflow exists in draft with the wrong trigger. Fix trigger (comment keyword “FREE” on Jemma Wilson page) → auto-DM the /freefbgroup?e=jemma link. Publish, test with one reel, measure a week.
- **Roll out to Jenn + Amanda** once Jemma’s numbers prove it (their IG accounts connect to GHL the same way).
- **Add /tools to linktrees** (your suggestion — agreed): affiliate income from traffic we already have. Compliance notes in section 6 apply.
- **Optional — Post Bridge (\$49/mo):** the already-researched route for auto-posting quote cards/blog snippets to IG, TikTok and the FB Page (Pages are fully automatable — only Groups aren’t). Recommend switching on when the group engine is humming, not before.

5. The Weekly Rhythm (once live)

Day	Facebook group	Email / SMS
Sun	— (Adam generates the week’s pack; Sam schedules in one sitting)	—
Mon	Call promo post (this Thursday!)	—
Tue	Briefing digest + blog snippet	—
Wed	Wins roundup	Weekly digest email (wins + blog + call reminder)
Thu	Briefing digest + call-day post · 4 PM PST LIVE CALL	Morning SMS: call reminder
Fri	Blog snippet	—
Daily	Mindset quote	—
Monthly	Indicator curiosity post	Newsletter (first Tuesday)

6. Guardrails (how we stay classy and legal)

- **Brand voice:** knowledgeable friend — warm, plain-language, zero hype. No income promises, no get-rich-quick, no bro-trader jargon, no fake urgency. Value first, sell second.
- **Compliance:** every affiliate link clearly labelled next to the link; “education, not financial advice” disclaimers on briefings/emails; no “best broker” claims; CFD/forex affiliate offers must not target UK/EU/AU/NZ retail.
- **Not spammy — hard caps:** free list max 2 emails/week; SMS only for call reminders + the 3-day welcome; every send has working unsubscribe; new sequences soak 48h in test mode before going wide.
- **Facebook ToS:** no group-posting bots ever — native scheduled posts by admins only. The group is the funnel’s crown jewel; we don’t gamble it.
- **Wins with permission:** member wins are shared outside Skool only with a quick yes from the member (a one-line DM template will be in each pack).

7. Scoreboard (weekly funnel report — automated)

Live home: a new Funnel page at **tracker.tfwchat.com** (see section 8), plus one weekly summary email to the team extending the existing social report:

Metric	Target (first 60 days)
FB group post reach (Sam exports insights weekly)	Near-zero → recovering week-on-week
Capture-page submits /wk (by educator)	Baseline → +50%
Form → FB-group join rate	≥60%
Thursday call attendance	Baseline → steady growth
Free → paid conversions /mo	Baseline → 25+/mo
Paid member net change /wk	-12 → 0 → positive
Eve adoption (new paid members using her in first 14 days)	Launch → 50%+
New-member 90-day retention	50% → 65%
Win-backs /mo	Baseline → 10+/mo
Email open / unsubscribe rate	>40% opens, <0.5% unsubs

8. Tracking & Optimisation — Measuring Every Step, Per Educator

Principle: every contact carries her origin story. Each of the four lead generators — Amanda, Jenn, Jemma, Corinne — gets her own links at every doorway (capture page, Skool, indicator). From the moment a woman clicks, her educator + platform travel with her through GHL tags, Skool's "Invited By", and Stripe references, so we can see exactly which stage converts and which leaks — per educator, per week.

Funnel step	Signal we measure	Source	Automated?
Social → click	Sessions on capture page by ?e=educator (+ platform param)	GA4 (already firing)	Auto
Capture	Form submits → GHL contact tagged educator:amanda etc.	GHL form + URL params	Auto
Welcome (day 0–3)	Email opens/clicks, SMS delivery per message	GHL workflow stats	Auto
FB group intent	Clicks on the "Join the group" link in email/SMS (GHL trigger links)	GHL trigger links	Auto
FB group joined	Weekly approvals count; optional email-match of join answers → tag fb-joined	Sam (no FB API exists)	Manual ~5 min/wk
Group warmth	Post reach + engagement per post	Sam exports insights	Manual ~5 min/wk
Call interest	Clicks on tracked Zoom link in Thursday SMS/email	GHL trigger links	Auto
Call attendance	Headcount (or Zoom attendee report matched by email if enabled)	Sam / Zoom CSV	Semi
Paid Skool join	New member appears in 4-hourly scrape → matched to GHL contact → educator credited (+ Skool "Invited By" via ref links)	Member scrape + GHL	Auto (nightly job)
Indicator purchase	Stripe purchase carrying educator reference (linktree indicator links become tracked redirects)	Stripe + redirect	Auto once links swapped
Retention / churn	90-day survival per cohort; cancellations within a day	Fiducia ledger + scrape diff	Auto
Win-back	WF4 sends → re-joins matched in scrape	GHL + scrape	Auto

Where it all lives: tracker.fwchat.com. A new "Funnel" page inside the team dashboard you already use — fed nightly by the funnel ledger (one row per contact: educator, platform, date each stage was reached). The page shows the live funnel by educator, stage-conversion %, week-over-week trends, and the colour-coded health of every automation in this plan (green/amber/red, same key as this document). The weekly scoreboard email is a summary that links back to the tracker page. Tweaks then become obvious: if Amanda's TikTok drives submits but few call clicks, we test welcome copy; if Jemma's IG converts to paid at 2× the rate, we shift content weight there.

Built-in experiments from day one: welcome-post link (/join vs Skool direct — separate ref codes), Wednesday digest subject lines (GHL split), call-promo post formats (reach per format from Sam's insights). One experiment at a time, two-week windows, loser dies.

Honest limits: Facebook gives no API for group joins or reach — those two numbers stay a 10-minute weekly Sam routine. Per-person call attendance needs Zoom's attendee report (or stays a headcount). And Skool-side attribution rides on "Invited By" ref links — solid for educator credit, not for A/B arms (known limitation from test-2).

Unlocks that need Christian: re-enable the GA4 Admin API in the Google Cloud project (one toggle — lets us automate educator dimensions + pull GA4 into the ledger without manual exports), and decide whether the Thursday call uses a Zoom account we can pull attendee reports from.

9. Team Task Board — Who Does What

Roles: educators drive traffic and own their links · Christian + Adam build and automate · Sam runs the admin routines. Urgency colours match the key on page 2.

Founders & educators — Amanda, Jenn, Jemma, Corinne LINK UPDATES + TRAFFIC

Who	Task	Urgency
All 4 educators	Set up the standard 3-button linktree (Join FREE · Indicator · Approved Resources) using YOUR exact links — copy-paste from section 10. VIP button is optional (your choice, link provided). This is how your traffic, signups and sales get credited to you.	DO NOW
Amanda	Approve the refreshed Welcome post draft (pinned post → /join as main CTA, Skool as “ready now” link) + the group entry questions wording.	WEEK 1
Jemma	Green-light the IG comment→DM funnel test on one reel (keyword “FREE”).	WEEK 4+
All 4 educators	Keep driving traffic + host the Thursday call rota; mention the free group once a week in content.	ONGOING

Christian + Adam — building & automation BUILD TRACK

Who	Task	Urgency
Christian	Sending-domain DNS records (15 min with Adam) · number-story decision (28,000+ free / 2,000+ paid) · GA4 Admin API toggle · Zoom attendee-report decision.	DO NOW
Adam	P0 builds: per-educator tracked links (capture + indicator) · daily-briefing page bug fixes · GHL hygiene (rename blank FFM workflow, archive duplicate WF4 draft) · payment-failed recovery workflow · extend the daily health check to the FFM campaign.	DO NOW
Adam	Funnel ledger (nightly) + Funnel page on tracker.tfwchat.com + weekly scoreboard email · weekly content-pack generator + upgraded mindset-quote engine.	WEEK 1-2
Adam	Wednesday digest workflow + Thursday call SMS + automated monthly newsletter (Issue #2 = template).	WEEK 2
Adam	Eve launch pack: beta-close checklist, Meet-Eve classroom module content, announcement post draft, onboarding-email Eve lines, adoption metric → tracker.	WEEK 1-2
Adam	Churn detection (Fiducia ledger + scrape diff) wired to win-back sequences · paid-member first-14-days onboarding path (Eve woven through).	WEEKS 3-4
Adam	Fix + publish Jemma’s IG DM funnel, then Jenn/Amanda rollout · optional Post Bridge for social auto-posting.	WEEK 4+

Sam — admin routines ADMIN TRACK

Who	Task	Urgency
Sam	One end-to-end funnel test: submit the capture form with a test number, confirm SMS1+Email1 arrive, then days 1-3. The funnel is not “proven” until this passes.	DO NOW
Sam	Publish the refreshed Welcome post once Amanda approves; keep the Thursday call promo posts going (already scheduled — great).	WEEK 1

Who	Task	Urgency
Sam	Eve launch: add the “Meet Eve 🌙” module to New Members – Start Here + pin the announcement post (content supplied by Adam, Amanda approves).	WEEK 1-2
Sam	Weekly (~15 min total): schedule Adam’s post pack natively in FB (~10 min) · export post-reach insights · note FB join-approvals count. Numbers go to Adam for the tracker.	ONGOING
Sam	Wins-permission DMs when a member win is flagged for the roundup (one-line template in each pack).	ONGOING
Sam + Neha	Keep running Tuesday New-Member Onboarding Calls + Thursday Open Office Hours — Adam wires both into the onboarding emails (auto-booking + reminders) and adds attendance headcounts to the tracker.	ONGOING
Neha	Sanity-check the weekly digest + newsletter copy for the first two rounds.	WEEK 2

10. Educator Capture Links — Ready to Use Today

These links are live now — same capture page, with tracking baked in. Each girl replaces her linktree free-group link with HER link below (copy-paste exactly). GHJ records the tracking fields on every form submit, so every contact carries her educator from day one. Sam's end-to-end test should use Amanda's link — that one test proves the whole tracking chain.

The standard TFW linktree — same 3 buttons for every girl, in this order **DO NOW**

Strategy decision: the linktree funnels to FREE. The free group is the conversion machine (call + warm-up do the selling), so "Join VIP" is deliberately NOT in the standard setup — one clear path, no split attention. A personal VIP link exists for any girl who wants it (optional, below).

#	Button label (display text)	What it does
1	Join Our FREE Facebook Group ?	Capture page → email+phone into GHJ → 3-day welcome → the 28.5K group. The main CTA.
2	Get The TFW Indicator	tfwglobal.com/indicator — \$25/mo · \$199/yr, buy without joining.
3	TFW Approved Tools & Resources	tfwglobal.com/tools — vetted brokers, prop firms, tools (affiliate income from traffic we already have).

Below: each girl's exact links — copy-paste hers, in this order, replacing what's there today. All links verified live 18 July. Every link carries her name for tracker credit.

Amanda — @amandalcuster (TikTok · IG) **HER 3 LINKS**

Button	Her link (copy exactly)
1 • Join FREE group	https://community.tfwglobal.com/freefbgroup? utm_source=linktree&utm_medium=social&utm_campaign=freefbgroup&utm_content=amanda
2 • TFW Indicator	https://tfwglobal.com/indicator? utm_source=linktree&utm_medium=social&utm_campaign=indicator&utm_content=amanda
3 • Approved Resources	https://tfwglobal.com/tools? utm_source=linktree&utm_medium=social&utm_campaign=tools&utm_content=amanda

Jenn — @jennwiemann (IG · TikTok) **HER 3 LINKS**

Button	Her link (copy exactly)
1 • Join FREE group	https://community.tfwglobal.com/freefbgroup? utm_source=linktree&utm_medium=social&utm_campaign=freefbgroup&utm_content=jenn
2 • TFW Indicator	https://tfwglobal.com/indicator? utm_source=linktree&utm_medium=social&utm_campaign=indicator&utm_content=jenn
3 • Approved Resources	https://tfwglobal.com/tools? utm_source=linktree&utm_medium=social&utm_campaign=tools&utm_content=jenn

Jemma — @jemmamindsetcoach (IG · TikTok) **HER 3 LINKS**

Button	Her link (copy exactly)
1 • Join FREE group	https://community.tfwglobal.com/freefbgroup? utm_source=linktree&utm_medium=social&utm_campaign=freefbgroup&utm_content=jemma
2 • TFW Indicator	https://tfwglobal.com/indicator? utm_source=linktree&utm_medium=social&utm_campaign=indicator&utm_content=jemma
3 • Approved Resources	https://tfwglobal.com/tools? utm_source=linktree&utm_medium=social&utm_campaign=tools&utm_content=jemma

Corinne — @corinneflorenc3 (IG • YouTube) HER 3 LINKS

Button	Her link (copy exactly)
1 • Join FREE group	https://community.tfwglobal.com/freefbgroup? utm_source=linktree&utm_medium=social&utm_campaign=freefbgroup&utm_content=corinne
2 • TFW Indicator	https://tfwglobal.com/indicator? utm_source=linktree&utm_medium=social&utm_campaign=indicator&utm_content=corinne
3 • Approved Resources	https://tfwglobal.com/tools? utm_source=linktree&utm_medium=social&utm_campaign=tools&utm_content=corinne

Optional 4th button — “Join TFW VIP” (each girl’s choice) OPTIONAL

If a girl wants a direct paid-membership button too, she uses HER /go link — it routes to the best-converting join flow and carries her credit through to Skool’s “Invited By” on every arm:

Educator	Optional VIP link
Amanda	https://tfwglobal.com/go?e=amanda
Jenn	https://tfwglobal.com/go?e=jenn
Jemma	https://tfwglobal.com/go?e=jemma
Corinne	https://tfwglobal.com/go?e=corinne

Posting a link directly on a platform instead of linktree? Change utm_source to the platform — tiktok, instagram, or youtube — keep everything else identical. That’s how the tracker shows platform-level performance per girl, not just totals. (The /go link needs no change — it tracks via her e= code.)

What’s tracked per educator — the honest truth table

Surface	Per-educator?	How / what’s missing
Capture-page form submits	YES	GHL stores the UTM attribution on every contact. One real test submit (Sam, using Amanda’s link) proves the chain end-to-end — do this before the girls go live.
Capture-page visits	PARTIAL	The page is GHL-hosted (no GA4) — visit counts live in GHL page stats only. Submits are the per-educator number that matters.
Website visits (/join, /indicator, /tools, blog)	YES	GA4 captures utm_content / e= on every page view — per girl, per platform.
Paid Skool joins	YES via our links	The /go flow injects her Skool ref → “Invited By” credits her. Bare skool.com links shared anywhere are INVISIBLE — always use the coded links.
Indicator purchases	NOT YET	Stripe buy-links don’t carry the educator. Week-1 build: tracked buy-links (Stripe client_reference_id). Until then: visits yes, receipts no.
Affiliate/tools sign-ups	PARTLY, BY DESIGN	Her visits to /tools: yes (GA4). Outbound clicks per girl: small build (add her code to click tracking). Partner-side signups: reported only at TFW level — affiliate networks cannot split by educator. Structural limit, not a bug.

Should messages be personalised per educator? Yes — the smart way PHASED

The question: if she came from Jemma's link, should the welcome emails come "from Jemma"? Full per-educator versions would mean 4 variants of every message (24 assets instead of 6), a 4× approval load on Sam, and more GHSL surface to break — and Email 2 is Amanda's personal story, which can't honestly be voice-swapped. Instead, ONE workflow + merge fields gives ~90% of the continuity for ~10% of the complexity:

- **Phase 1 (now, zero build):** Amanda stays sender — she's the co-founder and head trader; meeting her IS the welcome. Email 1 gains one merged line: "P.S. — [Educator] told me you'd be coming. She'll see you at Thursday's call ☺". Instant continuity, honest, nothing new to maintain. Organic signups (no educator) simply skip the line.
- **Phase 2 (week 2-3, after the E2E test + sending domain):** the FIRST touch only — Email 1 + SMS 1 — switches to a merge-field sender: "Jemma from TFW Global", her signature, same body. Days 1-3 remain from Amanda as a natural handoff to the community's leader. Two-week test on the tracker: if educator-sent first touches beat baseline opens/clicks, we extend deeper; if not, we saved 18 permanently-maintained assets.
- **Landing page stays team-level** — it already shows all four coaches and speaks as the community; per-educator pages are real build cost and drift risk for marginal gain. Revisit only if Phase-2 data is compelling.

11. Welcome Post — Current vs Proposed (for Amanda's approval)

Why change it: the current post opens warm but goes straight from "welcome" to "\$35/month" with a bare Skool link — no proof, no objections answered, and Corinne is missing from the founders line. The proposed version gives a new member three easy first steps (a comment, the free Thursday call, the daily briefing — each one warms her up and signals to Facebook the group is active), routes the main CTA to tfwgglobal.com/join where wins and FAQs do the selling BEFORE the price appears, and keeps the direct Skool link for women ready right now. Both links carry ref codes, so the tracker will show us /join vs direct — the data settles which converts.

CURRENT pinned post (live in the group today) AS-IS

Current copy — exact

Welcome!!!

We are a woman-owned company dedicated to teaching women how to trade in the largest financial markets in the world. Founded by Jemma, Jenn, and Amanda, TFW exists to help you break free from traditional income paths so you can create true abundance.

Our mission is to empower you, and for that knowledge to be passed on to your children and future generations. Give them the gift of financial freedom.

To get started: Click the link below to begin

Membership is \$35/month, which includes everything you need to become a confident and successful trader including: Our full starter course · Weekly live calls · All past training recordings · Access to our private community

Join here: skool.com/trading-for-women/about

Comment below if you have any questions!

Once you sign up, you'll receive immediate access to our course and our Skool community, where thousands of women are learning and growing alongside you.

We can't wait to help you transform your life.

LEVEL UP YOUR TRADING: The TFW Indicator works on TradingView and highlights high-probability setups so you can trade with more confidence. Great for beginners and experienced traders alike. Learn more: tfwgglobal.com/indicator

@everyone

PROPOSED replacement (exactly as it would display) FOR APPROVAL

Proposed copy — exact

👋 Welcome to TFW Global — we're so glad you're here!

We're a woman-owned community teaching women how to trade the world's biggest markets — calmly, step by step, with zero hype. Founded by Amanda, Jenn, Jemma, and Corinne, TFW exists to help you build a skill that can change your family's future.

Three easy ways to start (pick one!):

1 Say hi in the comments — where are you from, and what made you curious about trading?

2 Join our FREE weekly live call — every Thursday at 4:00 PM PST. Meet the coaches and ask absolutely anything. Details are pinned right here in the group.

3 Grab today's free market briefing at tfwglobal.com/daily — beginner-friendly, updated every morning.

When you're ready for the full experience — 400+ step-by-step training modules, 7+ live sessions a week, and mindset coaching — come meet us properly here:

👉 tfwglobal.com/join — you'll see real member wins, meet all four coaches, and get every question answered (including “is this for me if I'm brand new?” — yes!).

Ready to jump straight in? Membership is \$35/month, cancel anytime: [Skool link with ref code]

We read every comment — ask us anything below 👉

— Amanda, Jenn, Jemma & Corinne

P.S. Curious about the indicator our members use on TradingView? tfwglobal.com/indicator

(Education, not financial advice — only ever trade what you can afford to lose.)

What changed, in one breath: Corinne added · price moved AFTER value and proof · three friction-free first actions (comments + call + briefing = engagement the FB algorithm rewards) · /join as main CTA with Skool direct kept for hot leads · disclaimer line added · indicator stays as a soft P.S. Sam pastes it once Amanda approves — 2 minutes.

12. The Ongoing Sending Engine — and Sam's Weekly Approval Loop

Straight answer: what can be automated on Facebook?

Everything except the final paste. Meta removed ALL third-party posting to Groups (April 2024) — no compliant tool can post into the group, and workaround bots risk the 28.5K-member asset itself. What we DO automate: generating every post (copy + image + link + first comment), packaging the week, delivering it to Sam, the approval flow, reminders if pending, and tracking. Sam's only human step is ~10 minutes of native FB scheduling per week — Facebook's own scheduler then posts all week on autopilot. (If TFW ever adds a Facebook PAGE, page posting is 100% automatable and each post can be shared into the group.)

The full sending calendar (one system, every audience)

Send	Audience & content	Cadence	Status
3-day welcome (email+SMS)	New capture leads → join group + come to call	Always-on	LIVE
Wednesday digest email	Free list: week's wins + best blog + mindset quote + "see you Thursday"	Weekly	TO BUILD — WK 2
Thursday call SMS	Free list (opted-in): "we're live at 4 PM PST today" + tracked Zoom link	Weekly	TO BUILD — WK 2
Monthly newsletter	Full warm list incl. paid: month's best wins, blogs, briefing highlights, community news	1st Tuesday	TO BUILD — WK 2
Paid onboarding emails	New paid members: welcome + books Tuesday Onboarding Call + day-7/14 check-ins (Thursday Office Hours + Eve)	Always-on	TO BUILD — WK 2
Indicator lifecycle (WF1-9)	Buyers: onboarding, access, nurture, cancellation, reactivation	Always-on	LIVE + GUARDED
Win-back sequence	Detected cancels: day-2 door's-open, day-10 win story, day-30 mindset, then monthly newsletter only	Triggered	TO BUILD — WK 3-4
List hygiene pass	Whole database: prune hard bounces, re-permission cold contacts	Quarterly	TO BUILD — LATER

Hard caps stand: free list max 2 emails + 1 SMS per week, all-in. SMS is reserved for the welcome flow and call reminders only.

Sam's weekly approval loop (your suggestion — adopted, exactly this flow)

Every send above goes through the same loop we used for the FFM campaign copy — a preview page of the exact rendered messages — but automated end-to-end:

- **1. Sunday 6 PM:** Adam generates the week's pack — FB posts, Wednesday digest, Thursday SMS, plus the newsletter in its week — as ONE preview page (same style as the FFM preview file: exact rendered copy, read-only + editable fields). Link lands in Sam's inbox.
- **2. Sam edits & submits:** she tweaks copy inline (or leaves notes), hits Submit.
- **3. Test copy to Sam first:** the system immediately sends HER the real thing — the digest to her inbox, the SMS to her phone — exactly as members would receive it.
- **4. She clicks Approve:** that click arms it — GHL templates patched, sends scheduled, FB pack finalised for her 10-minute native scheduling. No approval = nothing sends, ever. Pending past Tuesday noon → automatic reminder.
- **5. Tracker shows the trail:** each item on tracker.tfwchat.com moves Draft → Submitted → Test-sent → Armed ✓ with timestamps, so everyone can see the week's content state at a glance.

Build note: this runs on rails we already own — the preview-page generator (proven on the FFM file), the GHL API (proven on r10), and the webhooks service for the Approve click. It ships with the Week-2 sends. Sam stays editor-in-chief; the machine does everything else.

Tools & connectors: no new purchases required to start. Everything runs on GHL (API access already working) + our own pipelines. Optional later: Post Bridge \$49/mo for social auto-posting. The Cowork marketing connectors (Canva, Ahrefs, etc.) aren't needed for this plan; if we want Canva-assisted graphics later they just need authorising in settings.

Build effort (Adam side): P0 ≈ 1 day · P1 ≈ 2–3 days incl. quote engine · P2 ≈ 1–2 days · P3 ≈ 2–3 days · P4 ≈ 1–2 days. All dispatched through existing automation — no ongoing manual load beyond Sam's 10 minutes a week.