

package.md

00-start-here/what-this-is-not.md

PS> boring fix lead-followup

status: practical, transparent, no hype

What This Is Not

This page exists because vague AI products have made people rightfully skeptical.

The Boring Follow-Up System is intentionally narrow. It is designed to install one practical business workflow.

This is not a course

There are walkthroughs, but the goal is not to teach you every feature of Airtable, HubSpot, Supabase, Zapier, n8n, ChatGPT, Claude, or Gemini.

The walkthroughs only cover what you need to install this system.

This is not a community

There is no private Discord, mastermind, cohort, accountability group, or endless weekly call calendar.

The value should be in the files, templates, scripts, and implementation paths.

This is not custom consulting

This package does not include a private audit of your business, custom tool selection, or custom implementation by default.

If a future assisted tier exists, it should be clearly labeled and limited. The core package should stand on its own.

This is not magic AI

AI can help draft replies, summarize lead context, classify urgency, and turn messy messages into cleaner notes.

AI should not be trusted as your CRM, your source of truth, or your business strategy.

This does not guarantee sales

A faster follow-up system can reduce preventable lead leakage. It cannot guarantee that every lead is qualified, interested, affordable, reachable, or ready to buy.

This does not require every tool

If the simple path solves the problem, use the simple path.

The goal is not to build a 14-tool machine for a 2-tool problem.

> boring systems_

implementation package draft