

package.md

README.md

```
PS> boring fix lead-followup
```

```
status: practical, transparent, no hype
```

The Boring Follow-Up System – Markdown Draft v0.1

This folder contains the first plain-text draft of the package content. The goal is to get the information, sequence, and tone right in Markdown before turning the best pieces into branded PDFs that match the Boring Systems site.

Package promise

Install a simple system that captures new leads, responds quickly, tracks the inquiry, and reminds someone to follow up before the lead goes cold.

Core positioning

This is not a course. It is not a community. It is not custom consulting. It is a practical implementation package: templates, scripts, setup paths, checklists, and walkthroughs for installing one useful business system.

Draft contents

terminal

```
00-start-here/  
01-universal-assets/  
02-simple-path/  
03-airtable-path/  
04-hubspot-path/  
05-technical-path/  
06-llm-assistant-path/  
07-troubleshooting/  
08-sales-page/
```

Recommended review order

1. 00-start-here/start-here.md
2. 00-start-here/choose-your-stack.md
3. 01-universal-assets/follow-up-scripts.md
4. 01-universal-assets/ai-prompt-pack.md
5. 01-universal-assets/testing-checklist.md
6. 02-simple-path/simple-path-walkthrough.md
7. 03-airtable-path/airtable-path-walkthrough.md
8. 08-sales-page/landing-copy.md

Style rules for later PDFs

- White/off-white background
- Black monospace headings
- Sparse command-line cards
- Plain-English explanation
- Honest scope and limitations
- No fake scarcity, no exaggerated income claims
- Every tool gets a simple use-case blurb

> boring systems_

implementation package draft