

The AI Mortgage Follow-Up Playbook

A 12-touch sequence for LOs — the exact SMS, email, and voicemail scripts top producers run on autopilot.

What's inside

- Why pipeline goes cold
- The 12-touch sequence
- Rate-drop triggers
- Rescue plays
- Measuring lift

Chapter 1: Why pipeline goes cold

This chapter walks through **why pipeline goes cold** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 2: The 12-touch sequence

This chapter walks through **the 12-touch sequence** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 3: Rate-drop triggers

This chapter walks through **rate-drop triggers** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 4: Rescue plays

This chapter walks through **rescue plays** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 5: Measuring lift

This chapter walks through **measuring lift** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.