



the next move

FREE RESOURCE 01

The GHL Skills Roadmap

Most people quit GoHighLevel because it feels like a hundred features at once. It isn't. It's four stages. Find where you are, then learn the next thing.

STAGE 01 · BEGINNER

Learn the furniture before you rearrange it.

- » GHL Basics: navigate sub-accounts and the dashboard
- » CRM: contacts, tags, custom fields, and smart lists
- » Pipelines: opportunities and how stages actually work
- » Contacts: import, organize, and segment a real database

YOU'VE ARRIVED WHEN: You can find anything inside GHL without panicking.



STAGE 02 · INTERMEDIATE

This is where you stop being a user and start being useful.

- » Workflows: the engine room of everything automated
- » Triggers: what starts an action, and when
- » Automations: if/then logic, waits, and branching paths
- » Calendars: booking links, availability, and reminders

YOU'VE ARRIVED WHEN: You can build an automation that runs without you.



STAGE 03 · ADVANCED

Now you're building revenue machines, not just tasks.

- » Funnels: pages that convert, not just pages that exist
- » AI: Conversation AI and Voice AI for 24/7 qualification
- » Lead Management: speed to lead, scoring, and routing
- » Client Systems: full end-to-end builds you can hand over

YOU'VE ARRIVED WHEN: You can build a complete system from a blank sub-account.



STAGE 04 · FREELANCER

The skills that turn knowledge into income.

- » Client Onboarding: intake, expectations, and access
- » System Building: designing for someone else's business
- » Troubleshooting: finding why an automation didn't fire
- » Reporting: showing clients what their system is doing

YOU'VE ARRIVED WHEN: You can charge for this, confidently.



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HOW TO USE THIS

Where are you right now?

Be honest about your stage. Skipping ahead is the fastest way to get overwhelmed and quit. Mastering one stage at a time is the fastest way to get hired.

1

Circle your stage

Read the four stages and find the one where you can honestly say yes to most items. That's your real level, not the one you wish you were at.

2

Pick the next single item

Not the whole stage. One item. Learn it this week, build something small with it, and move on.

3

Build, don't just watch

Watching a tutorial is not learning. Open a sub-account and build the thing while the video plays. Break it, then fix it.

4

Document what you build

Screenshot every workflow you finish. That folder becomes your portfolio, and your portfolio is what gets you paid.

5

Repeat until Stage 04

You do not need to be an expert to start. You need to be one stage ahead of the problem in front of you.

Nothing you learn is wasted.

Every skill compounds. The workflow you build today becomes the system you sell next year. Keep going.