

M0L1 - THE MACHINE ON ONE BOARD

One real offer mapped end to end, with a named owner and a failure route at every handoff - nothing dies in silence.

HOW TO USE THIS PACKET

Beat 2 gives you the four-card board. Beats 3 to 6 fill it in. Beat 7 walks one sanitized identity across it.
Write the answer before the video moves on - this is a writing lesson, not a watching one.
If a box is hard to fill, that is the lesson working: it found a handoff nobody owns.
Pause at every gold focus box and fill the matching row before the cursor moves again.



SIGN THIS BEFORE YOU BUILD ANYTHING

Before I automate any handoff, it has a named owner, a failure signal, and a recovery route on this board.

Signed

Date

COMPANION - This guided packet ships beside the M0L1 System Map and Access Checklist (operational worksheet). Neither document is complete alone: build and prove here, keep your operating...

FIND YOUR BEAT

- BEAT 2 - PAGE 1
the four-handoff test
- BEAT 3 - PAGE 2
choose one offer
- BEAT 4 - PAGE 2
map the four handoffs
- BEAT 5 - PAGE 2
where the truth lives
- BEAT 6 - PAGE 3
break it on purpose
- BEAT 7 - PAGE 4
verification card

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ONE OFFER, WITH EDGES

BEAT 3

One offer, one conversion event. The fourth line matters most - it says no on paper now so the machine never has to say it badly later.

Offer being mapped

Qualified audience

Primary business outcome (the win that counts)

Explicitly out of scope

THE FOUR COLUMNS

BEAT 4

List only what you actually operate today. Honest beats impressive - a column you wish you had is not a column.

CONTROL	CONTENT	CAPTURE	FOLLOW-UP	OUTCOME
Actual channel, door, or result				
Required data at this handoff				

Each cell should name something you could show a stranger today - a page, an inbox, a calendar - not a plan.

WHERE THE TRUTH LIVES

BEAT 5

Two answers per column: the one system where current state is true, and the one person who owns the next move. An inbox is not a source of truth; a notification is not an owner.

STAGE	SYSTEM OF RECORD	HUMAN OWNER (A NAME)
Model: Capture	The CRM record, created on submit	Dana - responds and books
Content		
Capture		
Follow-up		
Outcome		

SYNTHETIC EXAMPLE - NOT A RESULT

The shaded row is a synthetic example written for this sheet. Nobody ran it and it is not your answer - one name per box, and when two people own a handoff, nobody does.

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BREAK IT ON PURPOSE

BEAT 6

Arrow by arrow: if this handoff fails at 2am, what tells a human, and who repairs it? Until both cells are filled, a lead can die here silently.

ARROW	FAILURE SIGNAL A HUMAN WILL SEE	RECOVERY ROUTE AND NAMED OWNER
Content to Capture		
Capture to Follow-up		
Follow-up to Outcome		

Test each signal once by forcing the failure in a sanitized way - a signal you have never seen fire is a hope, not evidence.

ACCESS CHECKLIST

BEAT 6

A board built on accounts you cannot reach is a drawing. Verify access while nothing is on fire.

SYSTEM	ADMIN OWNER	ACCESS VERIFIED	MFA / RECOVERY OWNER	EXPORT PATH
HighLevel				
Domain / DNS				
Website host				
Email / SMS provider				

Verified means you signed in and exported one record today - not that credentials exist somewhere.

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WALK ONE SANITIZED IDENTITY

BEAT 7

One test identity, never a real customer. Record what actually happened at each stage - the event you can point at, not the event you expected.

STAGE	ENTRY EVENT OBSERVED	OWNER WHO ACTED	NEXT ACTION VISIBLE	EVIDENCE LINK OR SCREENSHOT
Content				
Capture				
Follow-up				
Outcome				

Fill this during the walk, never before it. An expected value written in advance is not evidence.

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CHECKPOINT

BEAT 7

☐ Entry

☐ Next action

☐ Every arrow has to show its evidence

☐ Owner

☐ Outcome

FAILURE TRUTH - WHAT IT COSTS WHEN IT BREAKS	
A lead arrives and no owner is assigned	COSTS: the lead waits in silence while intent cools, and nobody even knows
Two systems create two contacts for one person	COSTS: history splits, messages double, and the customer meets a business with amnesia
A downstream tool goes dark with no fallback	COSTS: every handoff behind it quietly stops, and revenue leaks until someone notices by accident

RETRIEVAL CHECK - ANSWER WITHOUT LOOKING

1. For your weakest handoff, answer the three-question test from memory - next step, owner, break behaviour.

2. Which system is the source of truth for a new lead, and what proves the handoff into it occurred?

3. Where would you see a silent failure first - and who repairs it?

FRESHNESS GATE - A SHEET WITHOUT A DATE GOES STALE SILENTLY

Worksheet board version seen

As of (date you verified it)

Changelog - what changed since

Support route

https://am-academy.net/support?lesson=M0L1

GATE: No live campaign proves this board. One sanitized identity walks the path quietly; a hole found now is a customer saved later.