

PLATINUM

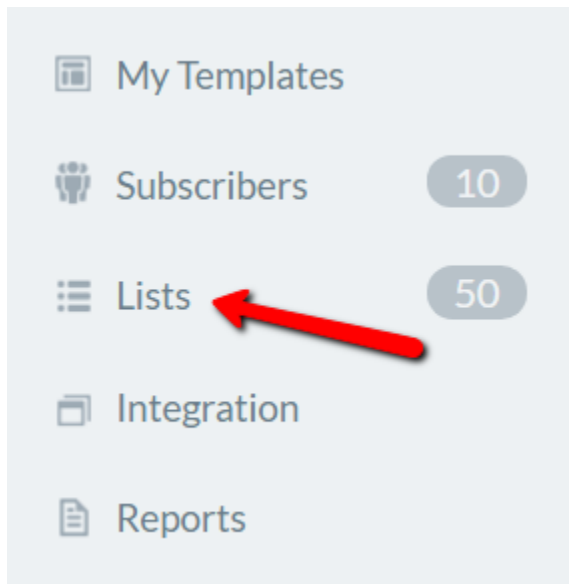
by **Lurn**TM

Workflow Checklist

Creating a “Workflow” To Transition From LaunchPad to SendLane

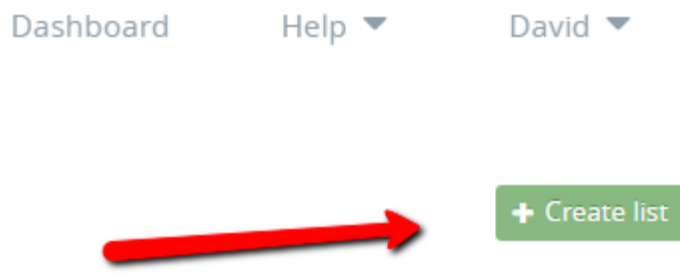
From your SendLane Dashboard...

Step 1 – Go to Lists



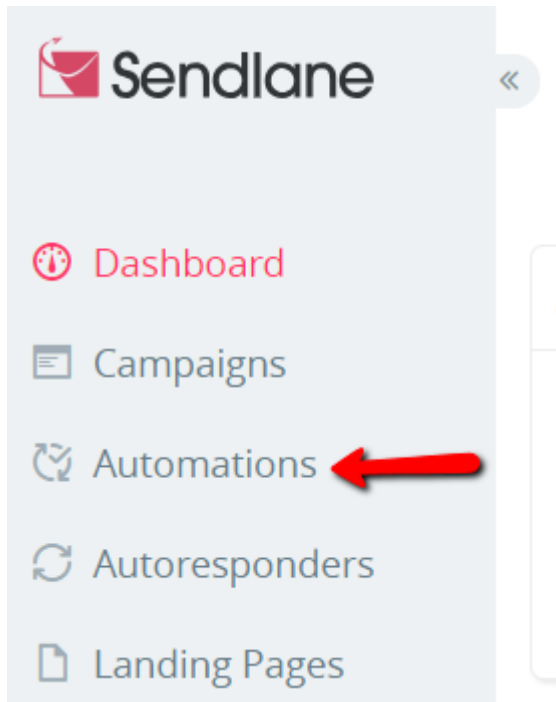
Step 2 – Create a NEW List

This is the list you’ll be mailing daily (sending “broadcast” emails)

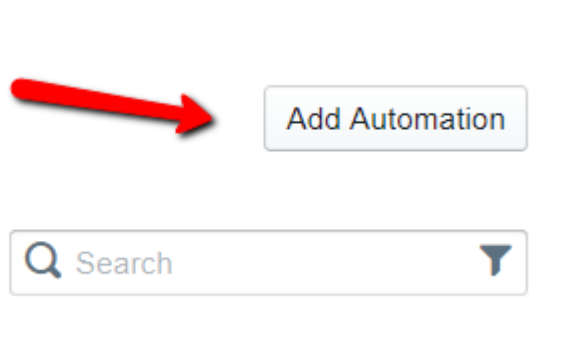


TIP: Name your new list something that you can easily remember as the list you will email daily. You might use the word “Daily”- Example: Daily Fitness Tips

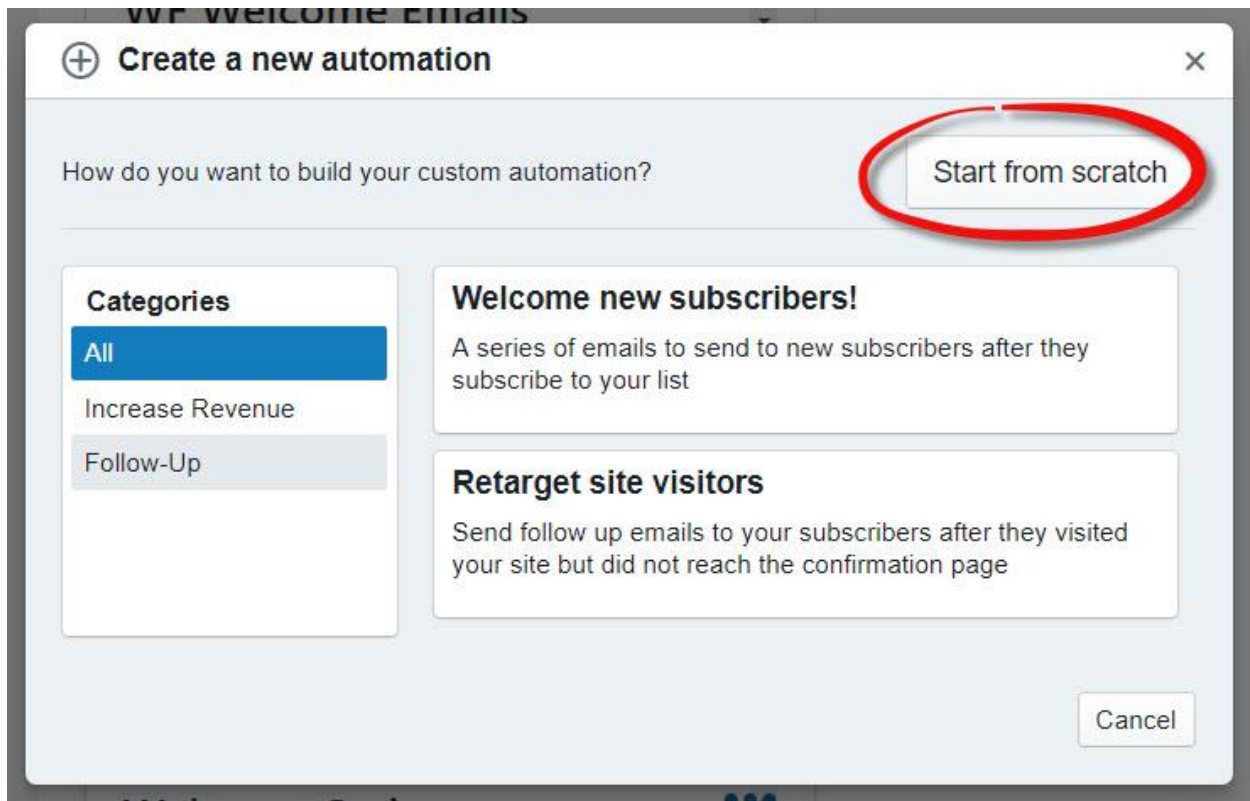
Step 3 – Choose “Automations”



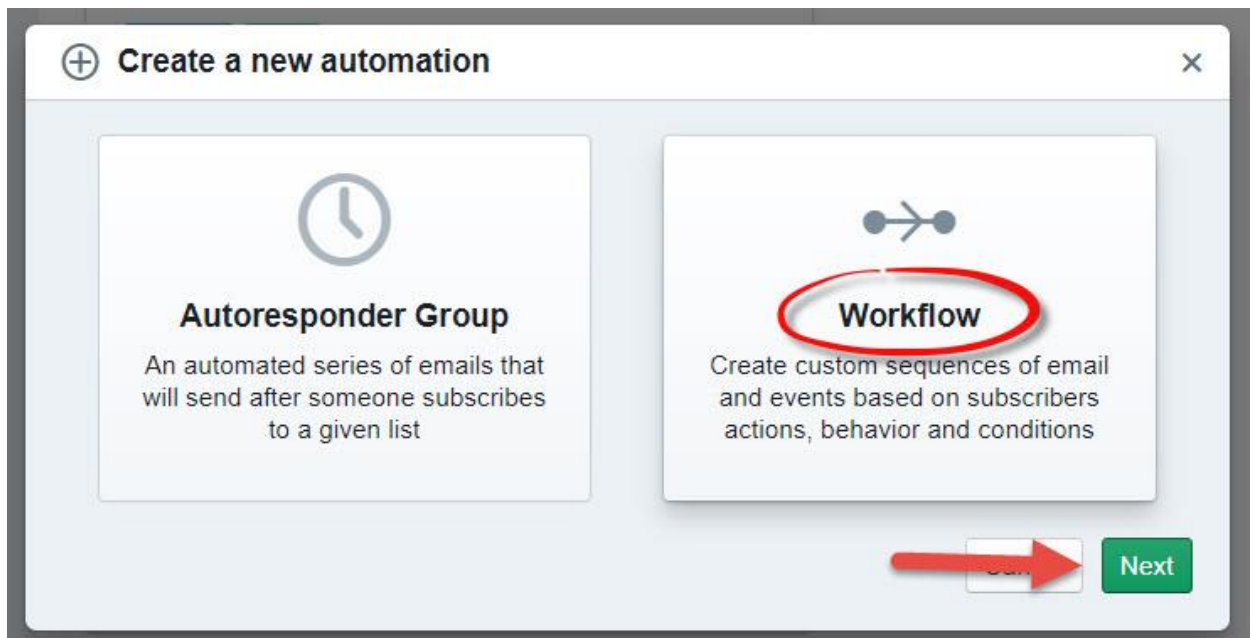
Step 4 – Click on “Add Automation” (Top Right) to Create New Workflow Automation



Step 5 – Choose “Start from scratch”



Step 6 – Click on “Workflow” then Click “Next”



Step 7 – Make sure “Subscribes to a List” is selected in the dropdown box, then tick the box next to your Welcome Series list from the options otherwise choose the name of the first list you created (you may only see one list to choose from), then click “Next”

Create a new automation

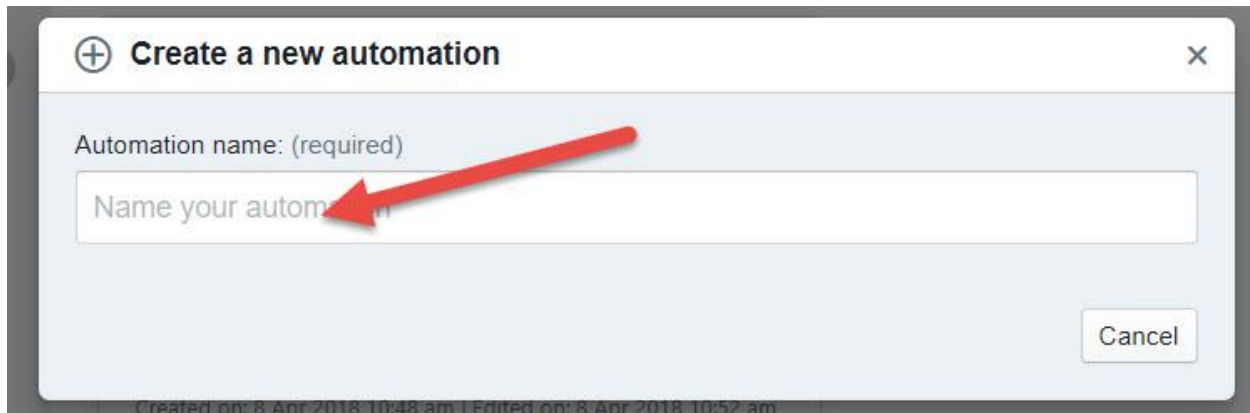
When should this Workflow start? (required)

Subscribes to a List

Include	Exclude
<input type="checkbox"/> List 222	<input type="checkbox"/> Widget Leads
<input type="checkbox"/> cooking-test-funnel	<input type="checkbox"/> Widget Customers
<input type="checkbox"/> Fitness Tips	<input type="checkbox"/> Weight Loss Secrets
<input checked="" type="checkbox"/> Welcome Series Demo 123	<input type="checkbox"/> Campaigns Only
<input type="checkbox"/> Daily Fitness Tips DEMO2	<input type="checkbox"/> Company ABC
<input type="checkbox"/> Welcome Series 123	<input type="checkbox"/> Muscle Building Secrets

Next

Step 8 – Give Your Automation/Workflow a Name - Example: Welcome Series Workflow, Broadcast Transition, etc.



Step 9 – Finally, Tell the Workflow What to Do

To help you remember what to choose when clicking the + sign in each step, just remember these four actions in order:

Wait	Enter 8 and choose day
Subscribe	Select name of NEW list you created
Wait	Enter 1 and then hour
Unsubscribe	Select LaunchPad list name

*The 8-day “Wait for” setting in the first step is based on having a 7-day AR series...

If your series contains a different number of emails, set this number to the next day - Example: if using a 10-day email series, then set this to 11.

*Here is a screenshot reflecting those actions and what your workflow **should look like** once completed:*



(Don't forget to click on the green floppy icon at each step to save your work!)