

A PLAIN-ENGLISH WALKTHROUGH FOR OPERATORS

GHL Command

Type a sentence in plain English. Watch it become real work inside GoHighLevel.

1 What it is

5 min

2 How to use it

10 min

3 What it can do

10 min

Jerry Relth · Elite DCS · agency owner — I run a healthcare agency on this exact stack every day

GoHighLevel is powerful. It also punishes the operator.



Silent workflow failures

Rename or delete a pipeline stage and every workflow pointing at it just stops. GHL still shows green. You find out when a lead falls through.



Per-sub-account AI fees

GHL's own AI is priced per sub-account. Ten client accounts means paying ten times for the same intelligence.



Death by clicking

Standing up one client account by hand — pipeline, fields, tags, workflows, funnel — is the better part of a day in the UI.

PART 1 · WHAT IT IS

Stop clicking through the UI. Tell it what you want.

YOU TYPE Build the core structure for this med spa: patient-journey pipeline, the custom fields a med spa needs, and a clean tag system.



Built. Pipeline with the right stages, the custom fields, the tag system — created in the real account while you watch.

By hand: ~2 hours of clicking. **This way:** **under a minute.**

GHM Command connects Claude to your GoHighLevel.

230+ tools that let the AI build, audit, and run your GHL work across every sub-account — from one place.



BUILD

Whole accounts by conversation: pipelines, fields, tags, calendars, workflows, funnels, forms.



AUDIT

Catches the silent failures GHL hides — dead stage references, broken automations — before your client does.



RUN

Switch between client accounts, load leads, send, report — the day-to-day operations, driven by AI.

What you need. (Shorter list than you think.)



A GoHighLevel account

Any agency plan. It works on the accounts you already run.



A Claude subscription

Anthropic's AI — from \$20/mo. The Claude Desktop app is the interface; GHL Command connects the two.



About 10 minutes of setup

Paste a config block, connect your account, done. No code, no developer. A walkthrough with screenshots holds your hand the whole way.

The first sentence you ever type.

YOU TYPE List my pipelines.



Connected. Claude reads your real pipelines back — names, stages, the lot. The AI is inside your account, reading real data.

This is the checkpoint. If this works, everything else in this walkthrough works.

The bug GoHighLevel hides.

When a workflow action points at something that no longer exists — a deleted pipeline, a renamed stage — GHG doesn't show an error. It silently skips that action and every action after it. The workflow still shows as live.

YOU TYPE Audit my workflows and tell me what's silently broken.



Found it. One workflow points at a stage that no longer exists. You get exactly what's dead, where, and why — before a client does.

Run it on your messiest account first. Most people find at least one thing.

Build a workflow from one sentence.

YOU TYPE Build a 5-day welcome sequence: SMS now, email in 1 hour, follow-up SMS in 2 days, email in 4 days, stop if they reply. Tag them at each step.



Built. The whole sequence — wait steps, stop-on-reply, tags at each step — created in the account, ready for your review.

In the **GHL editor**: ~45 minutes of dragging boxes. Here: **one sentence.**

One intake form. A whole client account.

YOU TYPE Build this client's whole account from their intake.

1 Point

2 Intake

3 Brief

4 Plan

5 Validate

6 Dry-run

7 Build

It builds the whole first build — pipeline, custom fields, tags, calendar, intake form, funnel, the emails and SMS, and the workflows — wired together, from a single intake. **Nothing is guessed: every reference is verified before it writes.**

It shows you exactly what it will — and won't — do.

Before it writes a single object, Blueprint dry-runs the plan and hands you two lists:

Blueprint builds automatically

- Pipeline, custom fields, tags
- Form + funnel + custom values
- Welcome / nurture / no-show emails
- Speed-to-lead & no-show SMS
- Workflows with full action chains

Only you can do (in order)

- Add a staff user
- Connect the calendar (OAuth)
- Register A2P so texts send
- Connect Stripe
- Design funnel pages, set triggers, publish

Validates before it writes · never overwrites existing work · workflows land as DRAFT — you review, you publish.

It's not one account. It's every account you run.

YOU TYPE Switch to another client account and show me their pipeline and workflows.



Switched. Same operator, different client. No logging in and out, no rebuilding context — every sub-account, from one place.

One flat setup covers **unlimited sub-accounts** — the more clients you run, the more this matters.

The hour of clicking you never do again.

YOU TYPE Tag every contact who booked but never showed.



Done. It finds every match and applies the change across the whole list in one pass — then reports exactly what it touched.

Bulk tag, bulk update, bulk enroll — **the glue work that eats afternoons.**

Agents that watch your accounts while you sleep.

ON A SCHEDULE Every morning: audit every account's workflows and send me a summary of anything broken.



Watched. The same tools you just saw, pointed at a clock. My accounts get checked before I've had coffee, and I read a short report instead of clicking through twenty accounts.

WHAT IT CAN'T DO (AND TELLS YOU SO)

What only a human can do.

A few things GHL and the outside platforms require a human for — and GHL Command tells you so up front:



Create the sub-account (agency-level)



Add the first team member / users



Google & calendar OAuth handoff



Register A2P so texts actually send



Connect Stripe / take the money

Showing the limits is what makes the rest believable.

WHERE TO LEARN MORE

If you want to go deeper.



ghlcommand.com

What it is, the demo clips, and the full setup walkthrough.



\$97/month, flat

Unlimited sub-accounts. Never billed per account.



The Skool community

Where it's built in public — prompts, templates, and questions answered by the operator who runs it.



Free scorecard — ghlcommand.com/grade

Grade your GHL account in 2 minutes. Free, no tool required.

No countdowns, no pressure. If it's useful, it'll be just as useful next month.

Honest answers to the usual questions.

Q — Do I need to be technical?

No. You type plain English into Claude (“build a 7-day nurture that stops when they reply”). No API keys to juggle per task, no code. Setup is about 10 minutes and the thank-you page walks you through both steps.

Q — What do I need to run it?

A GoHighLevel account (any agency plan) and a Claude subscription (Anthropic's AI, from \$20/mo). GHL Command connects the two.

Q — What if the AI breaks my account?

You see and approve what it is going to do; audits are read-only. And the guarantee: if the first real build does not save you 5 hours, first month back.

Honest answers to the usual questions.

Q — I already have a VA for this.

A VA clicking the GHL UI is \$800 to \$1,500 a month and still cannot detect silent workflow failures. This is \$97 and audits every account you own in minutes. Keep the VA for what humans are good at.

Q — Is this against GHL's terms?

It runs locally on your machine, authenticated with your own account's credentials, doing things you are allowed to do in your own accounts. You are automating your own work.

Honest answers to the usual questions.

Q — Why not GHL's AI Employee?

Per sub-account pricing (\$97 each), and it does not build or audit workflows. This is \$97 for all your sub-accounts, and workflow build + audit is the core of it.

Q — What happens when tools break or GHL changes?

Updates ship continuously (60+ new tools in 90 days) and land in your install automatically on restart. Every update is included while you are a member.