Journey automation checklist

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- [ ] **Write out one real journey**
  Use a lead from the last 30 days. List every stage, touchpoint, owner, and time to the next step.
- [ ] **Measure each gap from your own data**
  Export created time and first-touch time. List leads that waited past your threshold.
- [ ] **Give each gap one trigger**
  Event, action, stop condition, and a named owner.
- [ ] **Add a stop rule that runs first**
  A reply must end the sequence before any further message sends.
- [ ] **Test the rules on sample events**
  Run them with a fixed date and check each lead by hand.
- [ ] **Decide re-enrollment on purpose**
  Many tools enroll a record only once by default.
- [ ] **Review monthly**
  Fired, replied, stopped on reply, alerts actioned. Change one threshold at a time.

Sample thresholds in the related post are examples, not benchmarks.