

HighLevel A2P Registration Checklist

Every step HighLevel's Help Center asks for to get an A2P 10DLC brand and campaign approved, from the EIN letter to the A2P Verified badge. Tick items as you go; your progress stays in this browser. Print it or download the PDF. No email needed.

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✓ Checked against HighLevel docs on 30 Oct 2026

13 sources

1 Before you start

A2P 10DLC registration is required to text US recipients from standard 10-digit local numbers. The Brand says who sends; the Campaign says what is sent, why, and how contacts agreed to it.

- ☐ Decide your brand type: Standard if the business has an EIN, Tax ID or other registration number; Sole Proprietor only if it has none and one employee.

A business with a Tax ID must register as Standard.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ Have a live, public business website that represents the business you are registering.
Campaign registration needs a website carriers can open.

Source: A2P 10DLC Campaign Registration Guide for HighLevel Users

- ☐ Check the business and its messages are not in a prohibited or restricted category.
Picking an available use case does not make restricted content eligible.

Source: Forbidden message categories for SMS and MMS in the US and Canada

- ☐ Find the registration: sub-account Settings, Phone System, Trust Center, then Start Registration on the A2P Messaging (SMS) card.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

From my CSM days: Write the whole story down before you open the Trust Center: who sends, who receives, what they get, and where they said yes. Every field you fill in later should repeat that story.

2 Brand registration: Standard (EIN or Tax ID)

- ☐ Enter the legal business name exactly as it appears on the IRS CP-575 or 147C letter.
Small mismatches cause delays or rejection. You can upload the CP-575 to fill the name, EIN and address for you.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ Enter the EIN (US) or the accepted registration number for your country. Do not use a DUNS number.
Canada uses the first 9 digits of the BN; Europe the numeric part of the VAT number; Australia the ABN; New Zealand the NZBN.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ If the EIN is brand new, expect verification to fail until it shows up in the records TCR checks.
The brand article says EINs issued in the last 15 days may be rejected; the brand best practices article says propagation can take a few weeks.

Source: A2P 10DLC Brand Approval Best Practices

- ☐ Use the business address that matches official records, with no P.O. box in the street address.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ Add an authorized representative with a reachable mobile number and a business-domain email.
Free email services can slow approval. Do not reuse one email or phone number for more than five brands.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ Nonprofit or political organization: make sure the EIN matches the name on the tax-exempt or registered political organizations list.

HighLevel links Twilio's nonprofit and government guide for the details.

Source: A2P 10DLC Brand Approval Best Practices

- ☐ Complete Persona identity verification or the email OTP if HighLevel asks for it.
You get 3 tries at the OTP and 2 resends before you have to restart.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

From my CSM days: Open the CP-575 or 147C next to the form and copy the name and address character for character, including commas and "LLC" versus "L.L.C.". A mismatch here is avoidable, and it is the first thing I would check on any failed brand.

2 Brand registration: Sole Proprietor (no Tax ID)

- ☐ Confirm there is no EIN, Tax ID or registered entity, and only one employee.

A Sole Proprietor brand using a corporate name (LLC, Inc.) is rejected with code 30915.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ Use your full name or the unregistered business name, without LLC, Inc., Corporation or similar.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ Use a real US or Canada mobile number that can receive the OTP. No VoIP, LeadConnector or other CPaaS numbers.

One mobile number can be used for up to three Sole Proprietor registrations.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ Use a public email address such as Gmail (not Google Workspace), Hotmail or Yahoo. Business-domain emails are not eligible.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

- ☐ Keep the sub-account to one local number. Sole Proprietor allows 1 campaign and 1 number per campaign.

A second local number can trigger error 30034 even when the first was approved.

Source: Link a Phone Number to an A2P Campaign in HighLevel

- ☐ Complete identity verification if prompted before you submit.

Source: A2P Brand Registration Guide for 10DLC in HighLevel

From my CSM days: If the business is about to get an EIN, it is usually worth waiting and registering as Standard. Sole Proprietor is capped at one campaign, one number and 3,000 segments a day.

3 Campaign registration: use case, description and samples

- ☐ Pick the messaging volume: Low Volume Standard or High Volume Standard. Sole Proprietor only offers single-number registration.

Source: A2P 10DLC Campaign Registration Guide for HighLevel Users

- ☐ Choose Chat Widget Setup (HighLevel generates the opt-in widget and pre-fills the campaign) or Manual Setup for your own forms, paper, QR codes, keywords or verbal consent.

Source: A2P 10DLC Campaign Registration Guide for HighLevel Users

- ☐ Choose the use case that matches the messages you will actually send. Mixed in Chat Widget Setup becomes Low Volume Mixed.

Source: A2P 10DLC Campaign Registration Guide for HighLevel Users

- ☐ Write a description that says who sends, who receives, what is sent, why, and how contacts opt in.

Good: "Acme sends appointment reminders and service updates to existing customers who provide SMS consent through our online appointment form."

Source: A2P 10DLC Campaign Approval Best Practices

- ☐ Sending under a DBA? Add "We are doing DBA as [Business_Name]" to the description and show the DBA on the website, policies and consent checkboxes.

Source: A2P 10DLC Campaign Registration Guide for HighLevel Users

- ☐ Write realistic sample messages that name the business, match the use case and include opt-out language such as "Reply STOP to unsubscribe".

Use bracketed fields like [First Name], not custom fields. For mixed programs include a promotional and an informational sample.

Source: A2P 10DLC Campaign Approval Best Practices

- ☐ Make every sample and field distinct, in English, with full HTTPS links and no public URL shorteners.

Copy-pasted or identical samples are rejected (30911); non-English fields too (30910).

Source: Understanding A2P Campaign Rejection Reasons & Required Fixes

- ☐ Tick the message details that apply: links, phone numbers, age-gated or financial content.

An embedded phone number selected but missing from the samples is a rejection reason.

Source: A2P 10DLC Campaign Registration Guide for HighLevel Users

From my CSM days: Write sample messages from the real automations the client will run, then copy them into the workflows after approval. If what you send later does not match what you registered, you are back to square one.

4 Opt-in and consent flow

- ☐ Use separate, optional consent checkboxes for marketing and non-marketing messages.

Contacts must be able to choose one, both or neither, and still submit the form.

Source: HighLevel A2P Opt-In Compliance

- ☐ Leave every SMS consent checkbox unticked by default.

Source: HighLevel A2P Opt-In Compliance

- ☐ Never make SMS consent a condition of submitting the form or using the service, even if the phone field is required.

Source: A2P 10DLC Campaign Approval Best Practices

- ☐ Put the business name, message type, "Message frequency may vary", "Message & data rates may apply", HELP and STOP wording next to each checkbox.

HighLevel publishes exact wording for both checkboxes. The business name should match the CP-575 or 147C, or the declared DBA.

Source: HighLevel A2P Opt-In Compliance

- ☐ Make the checkbox wording name the same message types as the campaign description, not just "marketing messages".

Source: HighLevel A2P Opt-In Compliance

- ☐ Link the Privacy Policy and Terms & Conditions in the footer of every opt-in form, clearly visible.

Source: HighLevel A2P Opt-In Compliance

- ☐ If the opt-in is on paper, behind a login, pre-launch, a QR code or offline, upload a screenshot to Media Storage and submit its share link.

Source: A2P 10DLC Campaign Approval Best Practices

- ☐ Describe every opt-in method you selected, not just the main one.

Selecting several methods but describing one is rejection 30917.

Source: Understanding A2P Campaign Rejection Reasons & Required Fixes

- ☐ Set the STOP reply to confirm the opt-out, name the business and say no more messages will be sent. Set the HELP reply to name the business and give a phone number or email.

Source: Understanding A2P Campaign Rejection Reasons & Required Fixes

- ☐ Using the Chat Widget? Make it the only SMS consent form on the submitted page.

Source: A2P 10DLC Campaign Registration Guide for HighLevel Users

From my CSM days: Fill in your own opt-in form on a phone before you submit, as a stranger would. If you cannot tell from the form alone what you are agreeing to, a reviewer cannot either.

5 Website, Privacy Policy and Terms

- ☐ Show the registered business name, what the business does and contact details on the website.

A bare form or a single page with no business context is rejected (30919, 30920).

Source: Understanding A2P Campaign Rejection Reasons & Required Fixes

- ☐ Make the site, opt-in page and policies public: no login, no "under construction".

Source: Understanding A2P Campaign Rejection Reasons & Required Fixes

- ☐ Using a subdomain for the form? Keep it on-brand and show how people reach it (navigation, email, ads).

Source: HighLevel A2P Opt-In Compliance

- ☐ Add the exact non-sharing clause to the Privacy Policy: "No mobile information will be shared with third parties/affiliates for marketing/promotional purposes..."

The policy must never mention selling, buying or sharing leads. A policy that allows third-party marketing sharing is rejection 30932.

Source: HighLevel A2P Opt-In Compliance

- ☐ Put these in the Terms: business name and message description, STOP and HELP instructions with a support email or toll-free number, "Carriers are not liable for delayed or undelivered messages", message frequency and rates, and a link to the Privacy Policy.

Source: HighLevel A2P Opt-In Compliance

- ☐ Make the phone, email and website in the policies match the brand registration.

Source: HighLevel A2P Opt-In Compliance

- ☐ Age-restricted products: add an age gate inside the opt-in flow itself.

Source: Understanding A2P Campaign Rejection Reasons & Required Fixes

From my CSM days: HighLevel publishes sample Privacy Policy and Terms pages with the required language. Use them as a starting point, fill in every bracketed field, and have your own lawyer review them. HighLevel lists leftover text like "[company name]" as something to fix.

6 Submit and go live

- ☐ Run Review Application (the AI compliance review) and fix every failed check, then submit.
Passing the review does not guarantee carrier approval.

Source: A2P 10DLC Campaign Registration Guide for HighLevel Users

- ☐ Know that submitting starts the one-time registration fee and the monthly campaign fee, whatever the review outcome.

Delete a campaign you no longer want to stop future monthly charges.

Source: Phone System Pricing & Billing Guide

- ☐ While the campaign is Pending, wait. Do not resubmit or create another campaign.

Source: Understanding A2P Campaign Rejection Reasons & Required Fixes

- ☐ After approval, check every local number shows the green A2P Verified label in Settings, Phone System, Phone Numbers, and link any that do not.

Repeat this for every number you add later, or sends fail with error 30034.

Source: Link a Phone Number to an A2P Campaign in HighLevel

- ☐ Allow several business days for carriers to receive the updated registration after approval.

Source: US Phone Number Registrations

From my CSM days: Before you switch any automation on, open Phone Numbers and look for the A2P Verified badge on every sending number. If texts fail after approval, an unlinked number is the first thing to rule out.

A2P fees in HighLevel

These are the same Phone System guide figures the [usage cost calculator](#) uses. A2P fees are pass-through charges, and the guide says HighLevel adds its % pass-through markup to them.

Brand type	One-time fee	Monthly per campaign	Limits
Sole Proprietor	\$22.50	up to \$2.10 per campaign	1 number, 3,000 segments a day
Low Volume Standard	\$22.50	\$1.50 to \$10.50 per campaign	Multiple numbers, 6,000 segments a day
High Volume Standard	\$64.00	\$10.50 per campaign	Multiple numbers, 600,000 segments a day

- The one-time fee covers brand registration, campaign vetting and the \$3.00 Fast Track fee, which the Phone System guide says is non-refundable.
- Submitting a campaign starts both the one-time and the monthly fee, whatever the review outcome. Delete a campaign you no longer need to stop future monthly charges.
- Each additional campaign under the same brand: \$15.00 campaign vetting fee ([A2P fees article](#)).
- Resubmitting a rejected campaign: free since 1 Feb 2026, when the previous resubmission fee was removed.
- Per-message carrier fees and SMS rates are separate. Estimate them in the [usage cost calculator](#).

Source: [Phone System Pricing & Billing Guide](#), unless marked. Your account's billing page shows the price you will actually pay.

Where HighLevel's pages disagree

- Monthly A2P campaign fees differ between two Help Center articles. The Phone System guide lists Sole Proprietor up to \$2.10, Low Volume \$1.50 to \$10.50 and High Volume \$10.50 per campaign. The A2P fees article lists \$2.00 (Sole Proprietor), \$10.00 (standard use cases), \$1.50 (Low Volume Mixed), \$3.00 (charity) and \$5.00 (emergency services). The gap matches the 5%

pass-through markup HighLevel adds to A2P fees, so this page shows both.
([source](#))

How long it takes

HighLevel does not publish a guaranteed approval time. What its articles do say:

- The Fast Track fee included in registration is meant to expedite approval within 3 business days ([A2P fees article](#)).
- EINs issued within the last 15 days may be rejected ([brand registration guide](#)), and a new EIN can take a few weeks to reach the databases used for verification ([brand best practices](#)).
- While a campaign is Pending, wait for the review. Do not resubmit or create another campaign ([required fixes](#)).
- After approval, carriers may take several business days to receive the updated registration ([US phone number registrations](#)).

Common rejection codes and fixes

When a campaign is rejected, open it in the Trust Center and click **View required fixes** for each reason. Fix every listed issue, then review the whole campaign before you resubmit: description, use case, samples, website, opt-in flow and both policies should tell the same story. The use case and opt-in message may not be editable on resubmission, so a change there can mean a new campaign.

Code	What it means	Fix
30909	Reviewers cannot verify the call to action or message flow.	Describe every way people consent. If it is behind a login, give hosted screenshots.
30913	Marketing consent is not separate from informational consent.	Add a separate marketing checkbox, or say in the description that you only send transactional messages.

Code	What it means	Fix
30923	SMS consent is bundled into mandatory terms.	Make opt-in a separate, optional action people can decline.
30924	Consent language is missing disclosures.	Add message type, frequency, "message and data rates may apply" and STOP wording next to the checkbox.
30925	No SMS checkbox, or it is pre-ticked.	Add an SMS checkbox that is unticked by default.
30932	Privacy Policy allows sharing opt-in data for marketing.	State that mobile information is not shared with third parties for marketing.
30887	Opt-out workflow unclear or missing keywords or reply.	Describe the opt-out process; the STOP reply confirms, names the brand and says no more messages will be sent.
30890	HELP reply has no brand name, phone or email.	Add the business name and a phone number or email to the HELP reply.
30919	Website lacks business information or SMS disclosure.	Add company name, services, contact details, Privacy Policy and a mention of the SMS program.
30908	No compliant Privacy Policy found.	Make the policy public and link it directly in the message flow.
30915	Sole Proprietor brand using a corporate name.	Register a Standard brand with the EIN instead.
30918	DBA name does not match the legal name on file.	Add the DBA to the brand registration before resubmitting.
30971	Contact email is on a personal domain.	Use a business-domain email address.

Code	What it means	Fix
30911	Fields or sample messages are copy-pasted or identical.	Write unique content for each field and each sample.

A selection from HighLevel's full list in [Understanding A2P Campaign Rejection Reasons & Required Fixes](#), which also covers vetting errors and content that cannot be resubmitted. Error 30034 after approval is a number-linking problem: see [Link a Phone Number to an A2P Campaign](#).

More A2P help

- The [A2P 10DLC hub](#) collects GHL Weekly's A2P guides and the official resources.
- The [GoHighLevel usage cost calculator](#) estimates what texts, calls and numbers cost once you are approved.
- The [missed call text back calculator](#) estimates whether texting missed callers pays for itself.
- [A2PReady](#), my own product: help getting an A2P 10DLC brand and campaign registered and approved.
- HighLevel support: the Help (?) button in the top right of the app, then Start Chat and Agent Chat, and ask for A2P help ([source](#)).

Estimates, not guarantees. This checklist follows HighLevel's published guidance. Carriers and The Campaign Registry make the approval decision, and ticking every box does not guarantee approval. Fees are HighLevel's published figures; your billing page shows the real charge. This is not legal advice: have your own counsel review your Privacy Policy and Terms.

FAQ

▼ What do I need before I start A2P registration in HighLevel?

For a Standard brand: the legal business name, EIN and address exactly as they appear on the IRS CP-575 or 147C letter, an authorized representative with a business email, and a live public website with a Privacy Policy, Terms & Conditions and a compliant SMS opt-in form. For a Sole Proprietor brand you need no EIN, but you do need a US or Canada mobile number that can receive a one-time code and a public email address such as Gmail.

▼ Can I register for A2P without an EIN?

Yes, as a Sole Proprietor, if the business has no EIN or Tax ID and one employee. HighLevel limits Sole Proprietor brands to 1 campaign, 1 phone number and 3,000 message segments a day, and the name must not include LLC, Inc. or similar. A business that has a Tax ID must register as a Standard brand.

▼ How much does A2P registration cost in HighLevel?

HighLevel's Phone System guide lists a one-time fee of \$22.50 for Sole Proprietor and Low Volume Standard and \$64.00 for High Volume Standard, each including the \$3.00 Fast Track fee. Monthly campaign fees are listed as Sole Proprietor up to \$2.10 per campaign, Low Volume \$1.50 to \$10.50 per campaign, High Volume \$10.50 per campaign. Each additional campaign under the same brand costs a \$15.00 vetting fee, and resubmitting a rejected campaign has been free since 1 Feb 2026. Fees start when you submit, whatever the review outcome.

▼ How long does A2P approval take?

HighLevel does not publish a guaranteed approval time. The \$3.00 Fast Track fee included in registration is described as expediting approval within 3 business days. Brand-new EINs may be rejected until they show up in the records The Campaign Registry checks, and after approval carriers can take several business days to receive the registration.

▼ Why was my A2P campaign rejected?

Open the campaign in the Trust Center and click View required fixes for each listed reason. It shows the error code, what it means and the correction needed. Common causes in HighLevel's list are consent problems (no separate marketing checkbox, a pre-ticked box, consent bundled into terms), websites without business details or a Privacy Policy, and brand details that do not match the campaign.

▼ Do I have to pay again to resubmit a rejected campaign?

No. HighLevel says resubmissions are free from 1 Feb 2026. Some fields, such as the use case and the opt-in message, may not be editable on resubmission; if one of those needs to change you may need a new campaign. HighLevel lists a \$15.00 campaign vetting fee for each additional campaign under the same brand.

▼ My campaign is approved but texts fail with error 30034. What now?

Go to Settings, Phone System, Phone Numbers and check the number has the green A2P Verified label. If it does not, link it to the approved campaign from the three-dot menu. On a Sole Proprietor brand, having two or more local numbers can also cause 30034, because only one number is allowed.

▼ Does this checklist save my progress?

Yes, in this browser only, using local storage. Nothing is sent to GHL Weekly or anyone else. Clearing your browser data or using another device starts it fresh. You can also print it or download the PDF.

Sources

Checked against HighLevel docs on 30 Oct 2026. The Help Center is the primary source; where another page disagrees, the Help Center figure is used. The Twilio guide is listed because HighLevel's brand articles link to it. How I check facts is on the [editorial standards](#) page.

1. [HighLevel Help Center: US Phone Number Registrations \(What is A2P 10DLC: Brand and Campaign Registration\)](https://help.gohighlevel.com/US-Phone-Number-Registrations-What-is-A2P-10DLC-Brand-and-Campaign-Registration) help.gohighlevel.com
2. [HighLevel Help Center: A2P Brand Registration Guide for 10DLC in HighLevel](https://help.gohighlevel.com/A2P-Brand-Registration-Guide-for-10DLC-in-HighLevel) help.gohighlevel.com
3. [HighLevel Help Center: A2P 10DLC Brand Approval Best Practices](https://help.gohighlevel.com/A2P-10DLC-Brand-Approval-Best-Practices) help.gohighlevel.com
4. [HighLevel Help Center: A2P 10DLC Campaign Registration Guide for HighLevel Users](https://help.gohighlevel.com/A2P-10DLC-Campaign-Registration-Guide-for-HighLevel-Users) help.gohighlevel.com
5. [HighLevel Help Center: A2P 10DLC Campaign Approval Best Practices \(A2P Compliance & Approval Checklist\)](https://help.gohighlevel.com/A2P-10DLC-Campaign-Approval-Best-Practices-A2P-Compliance-&-Approval-Checklist) help.gohighlevel.com
6. [HighLevel Help Center: HighLevel A2P Opt-In Compliance](https://help.gohighlevel.com/HighLevel-A2P-Opt-In-Compliance) help.gohighlevel.com
7. [HighLevel Help Center: Understanding A2P Campaign Rejection Reasons & Required Fixes](https://help.gohighlevel.com/Understanding-A2P-Campaign-Rejection-Reasons-&-Required-Fixes) help.gohighlevel.com
8. [HighLevel Help Center: Link a Phone Number to an A2P Campaign in HighLevel \(error 30034\)](https://help.gohighlevel.com/Link-a-Phone-Number-to-an-A2P-Campaign-in-HighLevel-error-30034) help.gohighlevel.com
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11. [HighLevel Help Center: Phone System Pricing & Billing Guide](https://help.gohighlevel.com/Phone-System-Pricing-&-Billing-Guide) help.gohighlevel.com
12. [HighLevel Help Center: Understanding the 5% Markup on Phone System Pass-Through Charges](https://help.gohighlevel.com/Understanding-the-5% Markup on Phone System Pass-Through Charges) help.gohighlevel.com

- Registering Your A2P Brand) help.twilio.com