

Tool Stack Cheat Sheet for Solopreneurs

Overview:

Use this cheat sheet to find the essential tools to run your business. We've highlighted easy, low-cost options to get you started — and once you're ready to grow, TechLauncher can replace many of these with powerful, done-for-you tools and systems.

1. CRM (Customer Relationship Management)

Purpose: Keep track of your leads, customers, and communication history.

- Starter Options:
 - HubSpot CRM – Good free version to begin with.
 - Zoho CRM – Flexible and beginner-friendly.
 - TechLauncher CRM – Built-in lead tracking, follow-ups, and automation with integrated messaging and tagging.
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2. Email Marketing

Purpose: Send email blasts, welcome sequences, and drip campaigns.

- Starter Options:
 - Mailchimp (Free Plan) – Great for small lists and basic templates.
 - MailerLite – User-friendly with automation built in.
 - TechLauncher Email System – Full campaign automation, reactivation, follow-ups, and broadcast tools built into your CRM.
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3. Website

Purpose: Build trust and credibility online with a basic site.

- Starter Options:
 - Wix or Weebly – Drag-and-drop sites that are free to start.
 - TechLauncher Website – Custom-built website with integrated CRM, forms, and automations — all hosted and maintained for you.
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4. Automation

Purpose: Save time by automating repetitive tasks.

- Starter Options:
 - Zapier – Connect tools like Gmail, Google Sheets, and CRMs.
 - Make (formerly Integromat) – Powerful workflows for more technical users.
 - TechLauncher Automation – Integrated automations for lead capture, texting, email, review requests, and more.
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5. Scheduling & Appointments

Purpose: Let clients book time with you easily.

- Starter Options:
 - Calendly – Very user-friendly and integrates with calendars.
 - Acuity Scheduling – Great for coaches, consultants, and freelancers.
 - TechLauncher Scheduling – Built-in to your system, fully integrated with follow-ups, reminders, and contact syncing.
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6. Project Management

Purpose: Keep your to-dos and client work organized.

- Starter Options:
 - Trello – Visual card-based project system.
 - Asana – Task list management with collaboration features.

(Note: TechLauncher does not offer project management tools — feel free to use these standalone tools alongside your CRM.)

7. Social Media Management

Purpose: Plan, schedule, and track posts on platforms like Facebook and Instagram.

- Starter Options:
 - Buffer (Free Plan) – Easy to use and beginner-friendly.
 - Meta Business Suite – Free and integrates directly with Facebook and Instagram.

(TechLauncher does not currently offer social media management, so we recommend using these free tools as you grow.)

8. Payment Processing

Purpose: Accept payments from clients.

- Starter Options:
 - Stripe – Easy setup, great for service businesses and online payments.
 - Square – Especially useful for in-person payments.

(TechLauncher doesn't handle payments directly, but we can help you integrate your Stripe checkout into your website or funnels.)

9. Analytics & Reporting

Purpose: Track how your marketing, website, and outreach are performing.

- Starter Options:
 - Google Analytics – Great for website performance.
 - Meta Insights – For Facebook and Instagram business pages.
 - TechLauncher Analytics – Monitor contact engagement, campaigns, site visits, conversions, and more from one dashboard.
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10. Legal & Financial Tools

Purpose: Make your business legit and prepare for taxes.

- Starter Options:
 - Wave Accounting – Free invoicing and accounting.
 - QuickBooks Self-Employed – Tracks expenses and mileage.
 - Stripe – Also handles invoicing and payouts.

(TechLauncher does not offer tax tools, but we can connect you with partners if needed.)

How to Use This Cheat Sheet

1. Pick the free/low-cost tools to get started with.
2. As your business grows, consider upgrading to TechLauncher's all-in-one system for CRM, automations, scheduling, websites, and more.
3. Keep this as your reference guide — and reach out to TechLauncher when you're ready to scale.

What to do now that you have a legitimate business:

1. Follow the link to get the free [7-Step Google Business Photo Upgrade](#) next!