

XENOTRIX

DIGITAL AGENCY

COMPLETE FREE TOOL SETUP GUIDE

Zero to \$50K Agency Operating Manual

A step-by-step setup guide for every free tool your agency needs to go from zero clients to \$50,000/year revenue.

\$0 BUDGET	2 PEOPLE	12 FREE TOOLS	\$50K YEAR 1 TARGET
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WhatsApp Business

WhatsApp is your #1 weapon. You have 2,500+ phone numbers. WhatsApp has a 90%+ open rate. Cold email averages 20-25%. This is where your first clients will come from.

WhatsApp Business App

FREE FOREVER

Free forever — available on Android and iOS. Separate from personal WhatsApp.

URL: <https://www.whatsapp.com/business/>

Step 1: Download "WhatsApp Business" from Play Store or App Store — it is a separate app from regular WhatsApp.

Step 2: Register with your business phone number. Use a dedicated SIM for business only.

Step 3: Set up your Business Profile: Business Name = "Xenotrix", Category = "Technology", Description = "Fast websites, mobile apps, AI chatbots for businesses. Live in 7 days.", Website = xenotrix.com, Email = sk@xenotrix.com.

Step 4: Upload your logo as the profile picture.

Step 5: Go to Settings > Business Tools > Catalog. Add 3 service items: "Landing Page — \$500", "Full Website — \$1,500", "AI Chatbot — \$800".

Step 6: Set up Quick Replies (keyboard shortcut responses): Type /book → "Book a free 15-min call: xenotrix.com/book" Type /audit → "I will send you a free website audit video within 24 hours." Type /price → "Our packages start from \$500. We do fixed pricing, no hourly surprises."

Step 7: Set Auto-Reply for when you are busy: "Hi! Thanks for reaching out to Xenotrix. We build fast websites and AI chatbots. Book a free call here: xenotrix.com/book — we reply within 2 hours."

Step 8: Set Greeting Message for first-time contacts: "Welcome to Xenotrix! We help businesses get more customers through fast, professional websites. How can I help you today?"

Step 9: Enable: Settings > Privacy > Read Receipts (leave ON so prospects know you read their message).

Step 10: Start messaging. You can send 50-80 manual messages per day for free with zero tools.

TIP: Use a business phone number only. Never mix personal and business WhatsApp.

TIP: Send messages between 10AM and 6PM local time of your prospect. Response rate drops 60% outside these hours.

TIP: Always personalize the first line — mention their company or website. Generic = ignored.

DAILY TARGET

80 WhatsApp messages per day minimum. At a 12% reply rate = ~10 replies/day = 70 per week. Even at 5% discovery call conversion that is 3-4 calls per week. That is enough to close 2 clients/month.

Message Template — Copy and Customize

TEMPLATE 1 — WEBSITE AUDIT

Hi [Name],

I checked [Company]'s website and spotted 3 quick fixes that could bring you more inquiries this month.

I'm from Xenotrix — we build fast websites for local businesses.

Can I send you a free 5-minute audit video? Just reply YES.

TEMPLATE 2 — DIRECT OFFER

Hi [Name],

Are you getting enough leads from your website?

Most [business type] owners I speak to say their site looks outdated. We fixed this for 3 businesses last month — built in 7 days.

15-min call? Book here: xenotrix.com/book

FOLLOW-UP — 48 HOURS

Hey [Name], just following up on my message from [day].

We are only taking 2 new clients this month — wanted to give you first look.

Free audit call: xenotrix.com/book

Airtable CRM

You have 2,500 leads. You need to track every contact, every message, every follow-up. Airtable is your free CRM. Free tier allows 1,000 records per base. You can also use the included HTML CRM dashboard as your primary tracker.

Airtable (Free CRM) FREE TIER

Free forever up to 1,000 records. Perfect for Phase 1 and 2. Upgrade only if needed.

URL: <https://airtable.com>

Step 1: Go to airtable.com and sign up with your Google account or email.

Step 2: Click "Create a base" > "Start from scratch". Name it "Xenotrix Lead Pipeline".

Step 3: Rename the default table to "Leads".

Step 4: Set up these exact fields (click the + button to add each one): Name (Single line text), Company (Single line text), Phone (Phone number), Business Type (Single select: Restaurant, Clinic, Lawyer, Real Estate, Gym, Retail, Other), Channel (Single select: WhatsApp, Cold Call, SMS, LinkedIn), Status (Single select: New, Contacted, Replied, Call Booked, Proposal Sent, Closed, Follow Up, Rejected), Deal Value (Currency), Follow Up Date (Date), Website URL (URL), Notes (Long text), Last Contact (Date).

Step 5: Color-code the Status field: New = yellow, Contacted = blue, Replied = purple, Call Booked = orange, Proposal Sent = green, Closed = dark green, Rejected = red.

Step 6: Create a "Kanban View": click + New View > Kanban > Group by Status. This gives you a visual pipeline board.

Step 7: Create a "Follow Ups Today" filtered view: filter where Follow Up Date = Today. Check this view every morning.

Step 8: Import your 2,500 leads: prepare a CSV with at minimum Name, Phone, Business Type columns. Click the grid icon > Import CSV.

Step 9: Bookmark your Airtable base on your phone for instant access.

TIP: Alternative: Use the Xenotrix CRM HTML file provided — works offline, saves to browser, no signup needed.

TIP: Log EVERY contact in your CRM immediately. Memory fails. The system never does.

TIP: Set Follow Up Date on every lead you contact. No follow-up date = lead dies.

PRO TIP Use the provided Xenotrix CRM HTML dashboard as your primary tracker. It runs in any browser, saves all data locally, has Kanban view, CSV import/export, and requires zero signup.

Cal.com — Booking System

Every WhatsApp message, cold call, and email should end with a booking link. Cal.com is open-source and 100% free. No back-and-forth scheduling.

Cal.com (Open Source Booking)

FREE / OPEN SOURCE

Free forever. Self-hostable. Your link: cal.com/yourname/15min

URL: <https://cal.com>

Step 1: Go to cal.com and click "Get Started for free". Sign up with Google.

Step 2: Complete your profile: Name = Your Name, Username = xenotrix (if available), Timezone = your local timezone.

Step 3: Create your first Event Type: Click "New Event Type" > Name: "Free Website Audit Call" > Duration: 15 minutes > Description: "I will review your website live and share 3 quick wins you can implement immediately." > Location: Google Meet (auto-generated).

Step 4: Set your availability: Mon-Fri, 10AM - 6PM. Block lunch 1-2PM.

Step 5: Connect Google Calendar: Settings > Calendars > Connect Google Calendar. This prevents double-bookings automatically.

Step 6: Get your booking link: cal.com/[yourusername]/free-audit. This is the link you paste in every WhatsApp message.

Step 7: Set confirmation email: Go to Event Type > Email > Customize confirmation email. Add: "Looking forward to our call! Please have your website open when we start."

Step 8: Add the booking link to xenotrix.com as a "Book Free Call" button.

Step 9: Add to WhatsApp Business auto-reply and quick replies.

Step 10: Test it yourself: book a test appointment to confirm everything works.

Calendly (Alternative — Easier Setup)

FREE TIER

If Cal.com feels complex, use Calendly free tier. Same outcome, easier interface.

URL: <https://calendly.com>

Step 1: Sign up at calendly.com with Google account.

Step 2: Create one event: "15 Minute Free Website Audit" — Google Meet — Mon-Fri 10AM-6PM.

Step 3: Your link will be: calendly.com/yourname/15min

Step 4: Share this link in every outreach message.

n8n — Automation Engine

n8n replaces 4 hours of manual work per day. It is your automation backbone. Self-host it on Railway for free. Connect WhatsApp, Google Sheets, Gmail, and more.

Railway.app (Host n8n for Free)

FREE TIER

Deploy n8n on Railway in under 10 minutes. Free tier: \$5 credit/month = enough for basic use.

URL: <https://railway.app>

Step 1: Go to railway.app and sign up with GitHub.

Step 2: Click "New Project" > "Deploy from Template".

Step 3: Search for "n8n" in the template search bar.

Step 4: Click the n8n template and click "Deploy Now".

Step 5: Railway will build and deploy n8n automatically. Wait 2-3 minutes.

Step 6: Once deployed, click on the n8n service > Settings > Networking > Click "Generate Domain". Copy this domain (e.g. n8n-production-xxxx.up.railway.app).

Step 7: Open your n8n URL in browser. You will see the n8n setup wizard.

Step 8: Create your n8n owner account: email + password. Save these credentials.

Step 9: Your n8n instance is live. Bookmark it.

n8n — Build Your First Automation

AUTOMATION

Start with the Lead Follow-Up workflow. Saves 1 hour per day immediately.

Step 1: Open your n8n instance. Click "+ New Workflow".

Step 2: WORKFLOW 1 — Daily Lead Reminder: Add node: Schedule Trigger (every day at 9AM) > Google Sheets node (read leads where Follow Up Date = today) > Gmail node (send yourself a summary email of follow-ups needed today).

Step 3: WORKFLOW 2 — Auto WhatsApp Follow-Up Tracker: Add node: Google Sheets Trigger (watches for new rows) > Set node (format the message) > HTTP Request node (send to your Sheets log).

Step 4: WORKFLOW 3 — New Booking Alert: Trigger: Calendly Webhook > Gmail node (notify you of new booking) > Google Sheets node (log the booking).

Step 5: To connect Google Sheets: Click any Google node > Credentials > Create new Google credential > Sign in with your Google account.

Step 6: Activate each workflow by flipping the toggle in the top right corner.

Step 7: Test every workflow by clicking "Execute Workflow" manually first.

TIP: n8n has 350+ integrations. As you grow, add more automations weekly.

TIP: Start simple. One working automation beats five broken ones.

Notion — Operations Hub

Notion is your company's brain. Every SOP, client project, template, and process lives here. Free forever for up to 10 guests. Build once, reuse forever.

Notion (Free Workspace)	FREE FOREVER
Free plan: unlimited pages, unlimited blocks, up to 10 guests. More than enough.	
URL: https://notion.so	
Step 1: Sign up at notion.so with your business email.	
Step 2: Create a new Workspace called "Xenotrix".	
Step 3: Create these top-level pages in your sidebar (click + New Page for each): "Client Projects", "SOPs", "Templates", "Sales Scripts", "Weekly Reviews".	
Step 4: CLIENT PROJECTS page setup: Add a database > properties: Client Name, Status, Start Date, Deadline, Deal Value, GitHub Repo, Staging URL, Notes.	
Step 5: SOPs page setup: Create a page for each service you offer. Example "Landing Page SOP": Step 1 Kickoff, Step 2 Design, Step 3 Build, Step 4 Review, Step 5 Launch. Add checkboxes for each sub-step.	
Step 6: TEMPLATES page: Copy your proposal template, WhatsApp scripts, cold call scripts here. Never rewrite anything from scratch.	
Step 7: SALES SCRIPTS page: Keep all your WhatsApp templates, call scripts, objection responses. Update weekly based on what is converting.	
Step 8: WEEKLY REVIEWS page: Every Sunday, create a new page with your week's numbers: messages sent, replies, calls booked, proposals sent, deals closed, revenue.	
Step 9: Install Notion on your phone. You need this accessible everywhere.	
Step 10: Share Client Projects page with your partner developer: click Share > Invite > enter their email.	

Apollo.io — Lead Enrichment

You have phone numbers. Apollo helps you find emails for those contacts. Free tier gives you 50 email credits per month. Use them on your hottest prospects.

Apollo.io (Email Finder)

FREE TIER

Find emails by company name, domain, or LinkedIn. 50 free exports per month.

URL: <https://apollo.io>

Step 1: Sign up at apollo.io with your business email. Use Google Sign-In for fastest setup.

Step 2: Complete your profile. Add xenotrix.com as your company website.

Step 3: To find an email from a company name: Go to "People" search > type the company name > filter by job title (Owner, Founder, CEO, Manager) > click "Access Email".

Step 4: To find an email from a website domain: Go to "Companies" > search the domain > click the company > click "Contacts" > find the owner > click email.

Step 5: Use your 50 free credits only on leads that replied to WhatsApp or showed interest.

Step 6: Export found emails to a Google Sheet: Name, Company, Phone, Email.

Step 7: Once you have 50+ emails, use GMass (free) to send cold email sequences in parallel with WhatsApp.

Step 8: HUNTER.IO alternative: hunter.io gives 25 free email finds per month. Use both.

TIP: Do not waste Apollo credits on cold leads. Only enrich leads who replied or showed interest.

TIP: Apollo also has a Chrome extension. Install it for LinkedIn prospecting.

Hunter.io (Additional Email Finder)

FREE TIER

25 free searches per month. Great for finding emails from company domains.

URL: <https://hunter.io>

Step 1: Sign up at hunter.io.

Step 2: Use the Domain Search: enter a company website > Hunter shows all emails found for that domain.

Step 3: Use Email Finder: enter person's name + company domain > Hunter guesses the email format.

Step 4: Combined with Apollo: 75 free email enrichments per month total.

Loom — Free Audit Videos

The highest-converting outreach move: record a 3-minute Loom video showing a prospect's website problems and send it on WhatsApp. No one ignores a personalized video about themselves.

Loom (Free Screen Recording)

FREE TIER

Free plan: up to 25 videos, 5 minutes each. More than enough for audit videos.

URL: <https://loom.com>

Step 1: Sign up at loom.com with your Google account.

Step 2: Install the Loom Chrome extension.

Step 3: To record an audit video: open the prospect's website in Chrome > click the Loom extension > select "Screen + Camera" > click Record.

Step 4: AUDIT VIDEO SCRIPT (3 minutes): "Hi [Name], I'm [Your Name] from Xenotrix. I just checked [Company]'s website and I found 3 things hurting your customer conversions..." > show screen, point to the issues > "Fix 1: Your contact form is broken on mobile — I will show you..." > "Fix 2: Your page loads in 8 seconds, Google recommends under 3..." > "Fix 3: No call-to-action button above the fold..." > "I can fix all three in 7 days. Book a free call at xenotrix.com/book."

Step 5: After recording: click Share > copy the link.

Step 6: Send the Loom link on WhatsApp: "Hi [Name], I recorded a quick 3-min video about your website — spotted 3 things that are costing you leads. Here is the link: [loom link]"

Step 7: Loom shows you when the prospect watches the video. Follow up within 30 minutes of them watching.

TIP: Loom videos get 3x higher response rate than text messages. Use for your hottest 10-20 leads per day.

TIP: Keep it under 3 minutes. Long videos get abandoned.

TIP: Always end with a clear CTA: "Book here: xenotrix.com/book"

Wave + Stripe — Get Paid

You need to send professional invoices and collect deposits fast. Wave is 100% free invoicing software. Stripe collects online payments with zero monthly fee.

Wave (Free Invoicing)

FREE FOREVER

100% free invoicing, accounting, and receipt scanning. No monthly fee ever.

URL: <https://waveapps.com>

Step 1: Sign up at waveapps.com — completely free.

Step 2: Set up your business profile: Name = Xenotrix, Address, Email = sk@xenotrix.com, Website = xenotrix.com.

Step 3: Upload your logo.

Step 4: Create invoice template: Go to Invoices > Settings. Add payment terms: "50% deposit due immediately."

Step 5: To create an invoice: Invoices > Create Invoice > Add client details > Add line items (Website Design: \$1,500, CRM Integration: \$500) > Set due date > Send.

Step 6: Client receives a professional PDF invoice via email with a payment link.

Step 7: Set up payment reminders: automatic follow-up emails at 3 days, 7 days overdue.

Step 8: Track all invoices in Wave's dashboard. You will see Paid / Overdue / Draft.

Stripe (Online Payments)

FREE TO USE

No monthly fee. 2.9% + 30 cents per transaction. Industry standard.

URL: <https://stripe.com>

Step 1: Sign up at stripe.com. Complete identity verification (required to receive payouts).

Step 2: Connect Stripe to Wave: Wave > Settings > Payments > Connect Stripe.

Step 3: Now your invoices have a "Pay Now" button. Client clicks, enters card, you get paid.

Step 4: Payouts land in your bank account in 2-7 business days.

Step 5: For Indian market: use Razorpay instead of Stripe. Sign up at razorpay.com — same process, supports UPI, NEFT, cards. 2% fee per transaction.

Botpress — AI Chatbot on xenotrix.com

While you sleep, your website should be capturing leads. Botpress is a free AI chatbot builder. Install it on xenotrix.com in under an hour. Captures visitor phone numbers 24/7.

Botpress (Free AI Chatbot)

FREE PLAN

Free plan: 1 bot, unlimited conversations. No credit card required.

URL: <https://botpress.com>

Step 1: Sign up at botpress.com — click "Get Started Free".

Step 2: Click "Create Bot" > Choose "Empty Bot" > name it "Xenotrix Assistant".

Step 3: Build the conversation flow: click the Start node > add a Text node: "Hi! I am the Xenotrix assistant. We build fast websites and AI tools for businesses. What are you looking for?"

Step 4: Add a Choice node with options: "I need a new website", "I want to improve my current site", "I want an AI chatbot", "Just browsing".

Step 5: For each option, add a Text node collecting their info: "Great! What is your name?" > "And your WhatsApp number?" > "Perfect! [Name], book a free call here: xenotrix.com/book — we will call you within 4 hours."

Step 6: Add a fallback: "No problem! Leave your WhatsApp number and I will have someone reach out."

Step 7: Publish the bot: click "Publish" in the top right.

Step 8: Install on xenotrix.com: Botpress > Integrations > Web Chat > copy the embed script > paste it before the tag in your website HTML.

Step 9: Test it: visit xenotrix.com, the chat bubble should appear in the bottom right.

Step 10: Set up webhook to receive leads: Botpress > Integrations > Webhook > send captured leads to your Google Sheet via n8n.

TIP: Alternative free option: Tidio (tidio.com) — even easier to install. Drag and drop setup.

TIP: Check your chatbot leads every morning. These are hot — they came to you.

Railway.app — Free Cloud Hosting

Railway gives you \$5 free credit per month. That is enough to run n8n, Cal.com, and a custom Node.js app. Zero credit card required for free tier.

Railway.app (Free Cloud Hosting)

FREE TIER

\$5/month free credit. Host n8n, Cal.com, databases, Node.js apps. No credit card.

URL: <https://railway.app>

Step 1: Sign up at [railway.app](#) with your GitHub account.

Step 2: DEPLOY n8n: New Project > Deploy from Template > search "n8n" > Deploy. Done in 5 minutes.

Step 3: DEPLOY Cal.com: New Project > Deploy from Template > search "Cal.com" > Deploy.

Step 4: Each service gets a free Railway subdomain (e.g. n8n-xxxx.up.railway.app).

Step 5: To add a custom domain: Service Settings > Networking > Add Custom Domain > type "automation.xenotrix.com" > follow DNS instructions.

Step 6: Monitor usage: Railway Dashboard > Billing. Free \$5 credit resets monthly.

Step 7: Add environment variables: Service > Variables tab. Required for n8n:
N8N_BASIC_AUTH_ACTIVE=true, N8N_BASIC_AUTH_USER=admin,
N8N_BASIC_AUTH_PASSWORD=yourpassword.

Step 8: Keep services running by checking Railway dashboard weekly.

TIP: Alternative: Render.com — also free tier, slightly simpler. Use if Railway feels complex.

TIP: Vercel is best for your client websites (Next.js/React). Railway is for backend tools.

AI Agent Team — Your Virtual Staff

You are 2 people. But you operate like 10 using AI tools. Here is how to use each AI tool to replace a full-time team member.

Copywriter	Tool: Claude.ai / ChatGPT Free	Generate all WhatsApp scripts, cold call openers, proposal copy, follow-up messages. Prompt: "Write a 3-touch WhatsApp sequence for a web agency targeting local restaurants in [city]. Tone: professional but conversational. Goal: book a 15-min call." Never write outreach copy manually. Let AI generate 5 versions, pick the best.
Proposal Writer	Tool: Claude.ai	After every discovery call, paste your notes into Claude: "Here are my call notes: [paste notes]. Generate a complete professional proposal using this structure: Problem > Solution > Timeline > Investment > Next Steps." Ready-to-send proposal in under 5 minutes.
Lead Researcher	Tool: ChatGPT + Apollo + Google	Prompt ChatGPT: "Give me a list of 20 restaurants in [city] that likely have outdated websites. Include their Google Maps rating and website URL if available." Use Google: search "[city] [business type] site:yelp.com" to find businesses with weak online presence.
Sales Coach	Tool: Claude.ai	Before important calls, brief Claude: "I have a call with a gym owner who is interested in a website. They mentioned budget concerns. Give me 5 objection responses and how to close." After failed calls: "Here is what I said on the call: [notes]. What did I do wrong and what should I say next time?"
Analytics	Tool: ChatGPT + Google Sheets	Every Sunday, paste your weekly CRM data into ChatGPT: "Here are my outreach metrics: Sent 400 WhatsApp messages, 48 replies, 6 calls booked, 1 deal closed at \$1,500. What should I change next week?" Replaces a marketing consultant at zero cost.
Designer	Tool: V0.dev + Figma Free	Use V0.dev (free): type "Build a modern landing page for a law firm with dark color scheme and a consultation booking button" > V0 generates React components instantly. Use Figma free for client mockups. Share the Figma link with clients for approval before building.

Daily Execution System

Tools mean nothing without execution. This is your daily non-negotiable schedule. Follow it for 90 days. No deviation. This is the system that gets you to \$50K.

TIME	PERSON	TASK	TOOL	MIN
9:00 AM	Frontend Dev	Review CRM. Plan 80 WhatsApp messages for today.	Airtable / HTML CRM	20
9:20 AM	Backend Dev	Check active projects. Plan development sprint.	Notion	15
9:30 AM	Frontend Dev	Send 80 WhatsApp messages using saved templates.	WhatsApp Business	60
10:30 AM	Backend Dev	Build client projects. Development work.	VS Code + GitHub	120
11:00 AM	Frontend Dev	Cold calls — 25-30 calls. Log each in CRM.	Phone + CRM	90
1:00 PM	Both	Discovery calls booked from morning outreach.	Google Meet + Notion	60
2:00 PM	Frontend Dev	Write proposals for calls completed today. Send within 2 hrs.	Claude.ai + Wave	45
3:00 PM	Frontend Dev	Frontend development / client delivery.	VS Code + Vercel	120
3:00 PM	Backend Dev	Build n8n automations. Maintenance work.	n8n + Railway	120
5:30 PM	Frontend Dev	Reply to all WhatsApp messages from the day.	WhatsApp Business	30
6:00 PM	Frontend Dev	LinkedIn post (3x per week). Enrich 10 leads with Apollo.	LinkedIn + Apollo	30
7:00 PM	Backend Dev	Document completed SOPs. QA client projects.	Notion + GitHub	60

MINIMUM DAILY

80 WhatsApp messages + 25 cold calls = non-negotiable. At 3% conversion on 105 daily contacts = 3 interested leads/day = 21/week = 3-5 discovery calls/week = 2 clients/month at current close rates. This is the math. Do the inputs. The outputs follow.

12-Month Revenue Plan

PHASE 1 — Foundation	Days 1-14	\$0 → First Client
<ul style="list-style-type: none"> → Day 1: Set up WhatsApp Business, Airtable CRM, Cal.com booking link. → Day 2: Import all 2,500 leads into CRM. Segment by business type. → Day 3: Deploy n8n on Railway. Set up Botpress on xenotrix.com. → Day 4: Begin 80 WhatsApp messages/day + 25 cold calls/day. Log every contact. → Day 5-7: Build 1 free demo project — redesign a local business site. Use as portfolio. → Day 7+: First discovery calls. Send proposal within 2 hours of each call. → Day 10-14: Close first client. Collect 50% deposit. Begin delivery. 		
PHASE 2 — First 3 Clients	Days 15-60	\$2,000/month
<ul style="list-style-type: none"> → Scale WhatsApp to 100/day. A/B test 2 message templates weekly. → Send Loom audit videos to your hottest 10 leads per day. → After first delivery: get video testimonial immediately. Post on LinkedIn. → Build 3 real projects on xenotrix.com portfolio page. → Introduce Tier 1 Fast Closer offers: \$500-\$1,500 landing pages. → Pitch maintenance retainer (\$200-300/month) on every project launch. → Start email enrichment via Apollo for phone leads that showed interest. 		
PHASE 3 — Scale to \$4K/Month	Month 2-5	\$4,000/month
<ul style="list-style-type: none"> → Convert 3 one-time clients to monthly retainers (\$200-300/month). → Launch cold email outreach in parallel with WhatsApp using GMass free. → Hire first freelancer on 10% commission only — zero salary risk. → Build 2-3 reusable templates: clinic, restaurant, law firm. Sell for \$800. → Introduce Tier 2 offers: \$2K-\$4K full websites, CRM systems, AI chatbots. → Post 3x per week on LinkedIn about SMB website problems. → Target: \$2K MRR from retainers + \$2K new projects = \$4K/month. 		

PHASE 4 — \$50K Year Run

Rate

Month 6-12

\$6K+/month

- 10+ retainer clients at \$200-400/month = \$2K-\$4K locked MRR.
- Launch productized services on xenotrix.com — clients buy without a call.
- White-label deals: you build, freelancers sell, you keep 60%.
- Build internal SaaS tool or client reporting dashboard — additional MRR.
- LinkedIn thought leadership: 3 posts/week, case studies convert best.
- Referral system: every client gets referral code, 10% commission.
- Target: \$6K+/month = \$72K/year run rate, exceeds \$50K target.

Key Performance Indicators

Track these numbers every week. If any metric is below target, fix it before anything else.

METRIC	TARGET	MEASURE	IF BELOW TARGET
WhatsApp Reply Rate	12%+	Replies / Messages sent	Change message template angle
Cold Call Answer Rate	25%+	Answered / Calls made	Try 11AM or 4PM time slots
Call > Discovery Rate	20%+	Calls booked / Conversations	Offer free audit first
Discovery > Proposal	80%+	Proposals sent / Calls done	Always send proposal — even if unlikely
Proposal > Close Rate	25%+	Deals closed / Proposals sent	Add urgency + follow up harder
Avg Project Value	\$1,500+	Total revenue / Clients	Upsell add-ons on every proposal
Client > Retainer Rate	40%+	Retainers / Total clients	Pitch retainer on every launch call
Delivery On Time	100%	On-time / Total delivered	Reduce scope before missing deadline

WEEKLY RITUAL

Every Sunday: open CRM, count your numbers, paste into ChatGPT: "Here are my metrics: Sent [X] messages, [Y] replies, [Z] calls, [N] deals. What are the 3 most important changes I should make next week?" This replaces a marketing consultant at zero cost.

Complete Free Tool Stack Summary

TOOL	PURPOSE	URL	TIER
WhatsApp Business	Primary outreach — 90% open rate	whatsapp.com/business	FREE FOREVER
Airtable	CRM — track all leads and statuses	airtable.com	FREE TIER
Cal.com	Self-hosted booking system	cal.com	OPEN SOURCE
n8n	All automation workflows	n8n.io	OPEN SOURCE
Notion	SOPs, projects, internal wiki	notion.so	FREE TIER
Apollo.io	Email enrichment from phone leads	apollo.io	FREE TIER
Hunter.io	Email finder from domains	hunter.io	FREE TIER
Loom	Record website audit videos	loom.com	FREE TIER
Wave	Professional invoicing	waveapps.com	FREE FOREVER
Stripe	Online payment collection	stripe.com	NO MONTHLY FEE
Botpress	AI chatbot on xenotrix.com	botpress.com	FREE PLAN
Railway.app	Host n8n + Cal.com + tools	railway.app	FREE TIER
Vercel	Host all client websites	vercel.com	FREE TIER
v0.dev	AI React UI generation	v0.dev	FREE TIER
Google Meet	All sales and client calls	meet.google.com	FREE FOREVER
Claude.ai	Proposals, copy, strategy	claude.ai	FREE TIER
ChatGPT	Lead research, analytics	chat.openai.com	FREE TIER
Figma	UI mockups for clients	figma.com	FREE TIER
GMass	Email outreach at scale	gmass.co	FREE TIER
Google Analytics	Track xenotrix.com traffic	analytics.google.com	FREE FOREVER

START TODAY

Your Day 1 Checklist

Everything in this guide means nothing without execution. Complete these 5 actions today.
Not tomorrow. Today.

1 Set up WhatsApp Business

Download the app, set Xenotrix profile, upload logo, set auto-reply with xenotrix.com/book link.

2 Create Airtable CRM

Sign up, build the Lead table, import your first 100 phone leads.

3 Set up Cal.com booking

Create "Free Website Audit" 15-min event. Get your booking link.

4 Pick 10 leads

Go to their websites. Note 1-2 specific problems each.

5 Send 10 WhatsApp messages

Use Template 1. Personalize the specific problem you found. Track in CRM.

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\$0 Budget · 2 Developers · 12-Month Path to \$50K