

# 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.

<b>\$0</b> BUDGET	<b>2</b> PEOPLE	<b>12</b> FREE TOOLS	<b>\$50K</b> YEAR 1 TARGET
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xenotrix.com · sk@xenotrix.com · 2025

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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](https://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](https://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](https://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](https://cal.com/yourname/15min)

URL: <https://cal.com>

Step 1: Go to [cal.com](https://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](https://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](https://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](https://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](https://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](https://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](https://apollo.io) with your business email. Use Google Sign-In for fastest setup.

Step 2: Complete your profile. Add [xenotrix.com](https://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](https://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](https://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](https://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](https://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](https://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](https://waveapps.com) — completely free.

Step 2: Set up your business profile: Name = Xenotrix, Address, Email = [sk@xenotrix.com](mailto:sk@xenotrix.com), Website = [xenotrix.com](https://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](https://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](https://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](https://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](https://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.

<b>Copywriter</b>	Tool: Claude.ai / ChatGPT Free	<p>Generate all WhatsApp scripts, cold call openers, proposal copy, follow-up messages.</p> <p>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."</p> <p>Never write outreach copy manually. Let AI generate 5 versions, pick the best.</p>
<b>Proposal Writer</b>	Tool: Claude.ai	<p>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 &gt; Solution &gt; Timeline &gt; Investment &gt; Next Steps."</p> <p>Ready-to-send proposal in under 5 minutes.</p>
<b>Lead Researcher</b>	Tool: ChatGPT + Apollo + Google	<p>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."</p> <p>Use Google: search "[city] [business type] site:yelp.com" to find businesses with weak online presence.</p>
<b>Sales Coach</b>	Tool: Claude.ai	<p>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."</p> <p>After failed calls: "Here is what I said on the call: [notes]. What did I do wrong and what should I say next time?"</p>
<b>Analytics</b>	Tool: ChatGPT + Google Sheets	<p>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?"</p> <p>Replaces a marketing consultant at zero cost.</p>
<b>Designer</b>	Tool: V0.dev + Figma Free	<p>Use V0.dev (free): type "Build a modern landing page for a law firm with dark color scheme and a consultation booking button" &gt; V0 generates React components instantly.</p> <p>Use Figma free for client mockups. Share the Figma link with clients for approval before building.</p>

# 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**

- 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**

- 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**

- 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	<a href="https://whatsapp.com/business">whatsapp.com/business</a>	FREE FOREVER
Airtable	CRM — track all leads and statuses	<a href="https://airtable.com">airtable.com</a>	FREE TIER
Cal.com	Self-hosted booking system	<a href="https://cal.com">cal.com</a>	OPEN SOURCE
n8n	All automation workflows	<a href="https://n8n.io">n8n.io</a>	OPEN SOURCE
Notion	SOPs, projects, internal wiki	<a href="https://notion.so">notion.so</a>	FREE TIER
Apollo.io	Email enrichment from phone leads	<a href="https://apollo.io">apollo.io</a>	FREE TIER
Hunter.io	Email finder from domains	<a href="https://hunter.io">hunter.io</a>	FREE TIER
Loom	Record website audit videos	<a href="https://loom.com">loom.com</a>	FREE TIER
Wave	Professional invoicing	<a href="https://waveapps.com">waveapps.com</a>	FREE FOREVER
Stripe	Online payment collection	<a href="https://stripe.com">stripe.com</a>	NO MONTHLY FEE
Botpress	AI chatbot on xenotrix.com	<a href="https://botpress.com">botpress.com</a>	FREE PLAN
Railway.app	Host n8n + Cal.com + tools	<a href="https://railway.app">railway.app</a>	FREE TIER
Vercel	Host all client websites	<a href="https://vercel.com">vercel.com</a>	FREE TIER
V0.dev	AI React UI generation	<a href="https://v0.dev">v0.dev</a>	FREE TIER
Google Meet	All sales and client calls	<a href="https://meet.google.com">meet.google.com</a>	FREE FOREVER
Claude.ai	Proposals, copy, strategy	<a href="https://claude.ai">claude.ai</a>	FREE TIER
ChatGPT	Lead research, analytics	<a href="https://chat.openai.com">chat.openai.com</a>	FREE TIER
Figma	UI mockups for clients	<a href="https://figma.com">figma.com</a>	FREE TIER
GMass	Email outreach at scale	<a href="https://gmass.co">gmass.co</a>	FREE TIER
Google Analytics	Track xenotrix.com traffic	<a href="https://analytics.google.com">analytics.google.com</a>	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](https://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**