Course 1, Lesson 10: Assembling Your Simple, Low-Cost Tech Stack

1. Core Concept & Learning Objective

Concept: "Tech overwhelm" is a primary reason solopreneurs quit. You do not need 15 different, expensive tools. You need 3-5 *essential*, low-cost tools that "talk" to each other. This is your Minimum Viable Tech Stack, and it's designed for one purpose: to execute your launch.

Learning Objective: By the end of this lesson, you will **identify** the 4 core functions of your tech stack. You will **compare** and **select** one "all-in-one" or "best-in-class" tool for each function and **connect** them to ensure your funnel (L5-L7) is fully operational.

2. Interactive Content Activities (3 Activities)

Activity 1: The "4-Function" Stack Map (Strategic Exercise)

- **Description:** Every digital business needs to perform 4 core functions. We'll map these out and identify the *one* tool you need for each.

- **Instructions:**

  1. Draw 4 boxes on a piece of paper, flowing into each other:

     - **Box 1: The "Front Door" (Landing Page):** Where do you capture leads? (e.g., Carrd, ConvertKit, Kajabi, Mailchimp)

     - **Box 2: The "List" (Email Marketing):** Where do you store and email your leads? (e.g., ConvertKit, Mailchimp, Kajabi)

     - **Box 3: The "Checkout" (Payment):** How do you take money? (e.g., Stripe, PayPal, LemonSqueezy, Stan)

     - **Box 4: The "Delivery" (Product):** How do you *deliver* your MVO? (e.g., A private Zoom link, a Kajabi download, a private URL)

- **Expected Outcome:** A simple flowchart showing your 4 functions.

Activity 2: "All-in-One" vs. "Best-in-Class" (Case Study Analysis)

- **Description:** You have two choices: use one tool that does everything "okay" (All-in-One) or use 3-4 separate tools that are the "best" at their one job (Best-in-Class). We'll analyze the pros and cons.

- **Instructions:**

  1. **All-in-One (e.g., Kajabi, Kartra):**

     - *Pros:* Everything is in one place. No "gluing" tools together.

     - *Cons:* More expensive. The "landing page" or "email" tool might not be the best.

  2. **Best-in-Class (e.g., Carrd + ConvertKit + Stripe):**

     - *Pros:* Cheaper to start. You get the *best* tool for each job.

     - *Cons:* You need to connect them (e.g., "Zapier" or native integrations).

  3. Review your MVO (L7). If it's a simple workshop, "Best-in-Class" is perfect. If it's a 20-lesson course, "All-in-One" might be better.

- **Expected Outcome:** A 1-sentence decision: "I am choosing the [All-in-One / Best-in-Class] model for my launch."

Activity 3: The "Connection" Test (Tool Exploration)

- **Description:** This is the final check. You must ensure your tools "talk" to each other. We will connect your "Front Door," "List," and "Checkout" so your business is automated.

- **Instructions:**

  1. **Front Door > List:** In your landing page tool (L5), go to "Settings" > "Integrations." Connect your email tool (L6) via its API key. (This ensures new signups go *directly* to your Welcome Sequence).

  2. **Checkout > List:** In your payment tool (e.g., Stripe), find the "Integrations" section. Connect your email tool.

  3. **Create a Rule:** "When [Customer] buys [MVO Name]... Add tag [e.g., 'Customer - MVO'] in ConvertKit."

- **Expected Outcome:** Your 3 core tools are successfully integrated and "tagged," automating your business.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: Your 1-Page "Tech Stack" Schematic

- **Description:** This is your simple, 1-page operations manual. It lists your chosen tools, their "job," their cost, and how they connect.

- **Step-by-Step Instructions:**

  1. Create a new document titled "[Your Business Name] - Tech Stack Schematic."

  2. **Section 1: The Stack** (List your 4-5 tools)

     - **Landing Page:** e.g., Carrd ($19/year)

     - **Email Marketing:** e.g., ConvertKit (Free up to 1,000 subs)

     - **Payment:** e.g., Stripe (2.9% + 30c per transaction)

     - **MVO Delivery:** e.g., Zoom Link & Google Drive (Free)

     - **Scheduling (Optional):** e.g., Calendly (Free)

  3. **Section 2: The Flowchart**

     - Create a simple visual flowchart (like in Activity 1) showing *your* chosen tools and how they connect.

- **Evaluation Criteria:**

  - *Excellent:* The stack is lean (4-5 tools max), low-cost, and fully integrated. The flowchart is clear and accurately reflects their funnel.

  - *Adequate:* The stack is bloated (10+ tools) or missing a key function (e.g., "How will you take money?"). The tools aren't connected.

- **Connection to Final Project:** This **Tech Stack Schematic** is **Section 10: The Operations Stack** of your **Complete Launch Playbook**. This is the "machine" that runs your business.

4. End-of-Lesson Assessment (7 Questions)

  1. **(MC)** What are the 4 *core functions* every tech stack must perform?

     - A) Landing Page, Email Marketing, Payment, Product Delivery

     - B) Social Media, Video Editing, Logo Design, Blogging

- C) Facebook, Instagram, TikTok, LinkedIn

- D) Project Management, CRM, Accounting, Legal

2. **(MC)** What is the *main advantage* of an "All-in-One" platform like Kajabi?

    - A) It's the cheapest option.

    - B) It's the best at every single feature.

    - C) Everything is in one place, and you don't need to connect different tools.

    - D) It's required for all businesses.

3. **(MC)** What is the *main advantage* of a "Best-in-Class" stack (e.g., Carrd + ConvertKit)?

    - A) It's more complex.

    - B) It's usually cheaper to start, and you get the *best* tool for each job.

    - C) It's harder to manage.

    - D) It's what all 7-figure businesses use.

4. **(SA)** What is a "Trigger" in the context of automation (e.g., "When a customer buys... add a tag")?

5. **(SA)** Why is it critical to *tag* customers in your email list (e.g., "Customer - MVO") after they buy?

6. **(SA)** Name one tool for *each* of the 4 core functions.

7. **(Scenario)** A student is building their stack. They have Carrd (Landing Page), ConvertKit (Email), and Stripe (Payment). What critical "connection" must they make *between* Stripe and ConvertKit?

Correct Answers: 1(A), 2(C), 3(B) 4. (Example) It's the event that starts an automation. (e.g., "Subscribes to form," "Purchases product"). 5. (Example) So you can segment your list. You don't want to keep sending "sales" emails for your MVO to people who have already bought it. You send them a new sequence (e.g., "How to use your MVO," "What's next?"). 6. (Example) Page: Carrd. Email: Mailchimp. Payment: Stripe. Delivery: Google Drive. 7. (Example) They must connect Stripe to ConvertKit so that when a purchase is made, Stripe tells ConvertKit to "add a tag"

(e.g., "Customer") to that subscriber. This automatically stops the sales sequence (L6) for that person.