



Workshop 5: Pulling Your Tech Stack Together

Simple Tools That Help Your Business Run Smoother

What a Tech Stack Is

A tech stack is the set of digital tools you use to run your business day to day.

This might include:

- How people discover you
- How they contact you
- How you stay in touch
- How they buy from you
- How you manage your time and work

Most early-stage businesses do not need complex systems. A small number of well-chosen tools is enough.

The Core Categories

Social Media

Where people discover your business

Tools:

CapCut

<https://www.capcut.com>

Instagram Edits

<https://www.instagram.com>

Buffer

<https://www.buffer.com>

Use these tools to:

- Create short-form video content
- Edit content quickly from your phone
- Schedule posts in advance

Focus on consistency rather than perfection.

Link and Lead Capture

Where you direct people next

Tools:

Linktree

<https://linktr.ee>

Stan Store

<https://stan.store>

ManyChat

<https://manychat.com>

Use these tools to:

- Share multiple links in one place
- Sell products or services
- Capture leads from social media
- Automatically respond to enquiries

This is how you turn attention into action.

Email

Building ongoing relationships

Tools:

Mailchimp

<https://mailchimp.com>

MailerLite

<https://www.mailerlite.com>

ConvertKit

<https://convertkit.com>

Use these tools to:

- Send newsletters
- Share updates and insights
- Stay connected with your audience

An email list is something you own. It is one of the most valuable assets in your business.

Selling and Booking

Making it easy for people to buy

Tools:

Stan Store

<https://stan.store>

Stripe

<https://stripe.com>

Use these tools to:

- Take payments
- Sell services or products
- Offer bookings or downloads

The key is simplicity. When someone is ready to buy, the process should feel easy.

Operations and Admin

Running your business day to day

Tools:

Timely

<https://www.timelyapp.com>

Fireflies

<https://fireflies.ai>

Use these tools to:

- Track how you spend your time
- Record and summarise meetings
- Reduce manual admin

These tools help you stay organised and work more efficiently.

AI Thinking Tools

Organising ideas and information

Tool:

NotebookLM

<https://notebooklm.google.com>

Use it to:

- Upload notes and documents
- Analyse information
- Identify patterns and insights

This supports clearer thinking as your business grows.

Keeping Your Stack Simple

You do not need every tool.

A simple setup might include:

- One social media platform
- One link hub or website
- One email platform
- One or two tools for operations

Add more only when there is a clear need.

Technology should reduce friction, not create it.

How It Works Together

A simple example:

- Someone discovers you on social media
- They click your Linktree or Stan Store
- They join your email list or book a service
- You manage communication and delivery using your tools

This creates a complete, functional system.

Final Takeaway

A tech stack is simply the set of tools that support your business.

The goal is not to collect platforms.

The goal is to build a simple system that helps you:

- Show up online
- Stay organised
- Build relationships
- Make it easy for people to work with you

When those pieces are in place, running your business becomes significantly smoother.
