



THE ULTIMATE  
*Online Business Tech Stack*  
The Basics  
GUIDE

REMOVE THE OVERWHELM AROUND TECH  
AND CREATE YOUR AMAZING ONLINE  
BUSINESS

[www.gabbieandcompany.com](http://www.gabbieandcompany.com)

© 2022 Gabbie and Company, llc | Stephanie Marie | All Rights Reserved

# TABLE OF Contents

---

03	Why Do I Need Tech In My Business?	16	Payment Processor
04	Leveraging The Power Of Tech	19	Website
06	Hey There!	20	Link In My Bio
07	What is a "tech stack"?	22	My Online Business Tech Stack
08	The Basics	24	Bonus: Membership   Courses   Subscription Boxes
09	ESP   Email Service Provider	25	Nice To Have
12	Landing Pages   Sales Pages   Funnels	26	Assumptions
		28	Congratulations You Did It! What Now

# WHY DO I NEED TECH IN MY BUSINESS?

## Here's Why



### ✓ SAVE TIME

Time is one of our most valuable assets. The right tech stack lets you automate tasks, which in return gives you more time to do the things you love not the things you have to do. Automation is amazing!



### ✓ SAVE MONEY

By leveraging tech you are essentially cloning your best employee, YOU! If you are a one-person show or have a team, every minute of time spent working ON the business is money spent. Every minute that TECH saves you is a minute saved or allocated to another task.



### ✓ EARN MORE

By implementing systems and automating tasks you are freeing up resources to focus on revenue-generating tasks, allowing you to work ON your business more and work IN your business less. It's a win-win!

# LEVERAGING THE POWER OF TECH

Like most, when I launched my online business it was a side hustle.

Juggling so many priorities came with a lot of anxiety, panic attacks, and bathroom meltdowns. I began to question my ability to make "adult" decisions.

The reason for the overwhelm?

I had not **implemented** systems, processes, or simply put the basic **TECH Stack**.

I was using all the "right" **Apps** and **Tech** for my business but I had not organized or **implemented** the **Tech** to work FOR me.

See there is a difference. You can have all the tools but if you don't use them the way they were intended, well, they don't provide the intended result.

I was so busy working **IN** my business that I didn't have the time or energy to work **ON** my business. I was not maximizing automation in my business, even though I help others do this in their businesses.

I thought, of all people I should have a better handle on leveraging this "tech stuff"!

I kept thinking more and more about it and knew that there had to be a simple way to help others leverage and implement the **TECH** without the overwhelm.

I have gone down so many rabbit holes. I mean who doesn't love a good rabbit hole?

*continued ...*



# Continuation...

I have tried and tested so many and have decided on a few that I feel are the "best tech" for most consultants, coaches, membership, and subscription-based business owners.

I have suffered S.O.S (Shiny Object Syndrome) for us all!

If I can figure out a roadmap for myself then it will be perfect for others! And if it isn't perfect, well it's imperfectly perfect and most of the time that is just perfect!

I began helping more and more clients with launching, growing, and refining their businesses.

My clients love that I would either implement the TECH for them or guide them in conquering the **TECH**, teaching them how to leverage and maximize the **TECH** to work FOR them not against them. ([DIY with 1:1 Coaching](#) or [DFY Business Concierge Services](#)).

One size does not fit all. By understanding my client's business models and goals, we co-create and implement manageable, sustainable **TECH** solutions for them, minimizing the overwhelm and maximizing the results.

The power of **leveraging** the **TECH Stack** ... **TECH** should work FOR you NOT AGAINST you!



**Automating** tasks by leveraging and implementing a **Tech Stack** is what every coach and consultant needs to successfully manage and grow their online business.

# HEY THERE!

Before you dive into the details, let me properly introduce myself.

I am Stephanie Marie, sometimes known as Gabbie (akaGabbie) as I may have the gift of gab, at least that is what I have been told.

As for the *Company*? I created **Gabbie + Company** because it takes a team, a tribe, a circle, a village, to do ALL the things and I like having company!

As a **Business Concierge**, I make it possible for business owners, visionaries, creators, and entrepreneurs to **conquer** the overwhelm of tech, systems, operations, marketing, and all the Shiny Objects so that they can **launch, grow, or refine** their businesses. Co-creating custom **solutions** and **strategies** provides a space to **create** dream businesses, **achieving wealth and freedom** along the way!

I am in the business of helping others **create, launch, grow, pivot, share, laugh,** and **inspire**.

So ... Welcome! And Thank you!

I look forward to co-creating, inspiring, and always being M.I.A. (Mindful, Intentional, and Authentic)

Check out my free [Business Growth Society - Community](#) or learn more about [Gabbie + Company](#) here.

*Stephanie Marie*  
akaGabbie

[stephanie@gabbieandcompany.com](mailto:stephanie@gabbieandcompany.com)  
[www.gabbieandcompany.com](http://www.gabbieandcompany.com)



# WHAT IS A Tech Stack

For the purpose of this Guide, an Online Business Tech Stack is the Apps (Tech) used to support an online business - THINK automation, foundation, a framework, roadmap, you get the idea. This is not all the TECH, it does not include Social Media, Fulfillment, Operations, or the many facets of Marketing, those topic each require a "Guide" of their own.

I will share what **I have found** to be effective for coaches, consultants, online service providers, and membership and subscription business models that require TECH (Apps) to leverage for a successful, stress-less business.

Are there other ways and more? Absolutely!

I am a firm believer that one size does not fit all. So, what I have to offer is one way of a million, but it may be the one in a million that you have been looking for.

## 01 Official Definition

An Online Business Tech Stack is a set of Technologies (Apps) that are "stacked" or "connected" to work together to easily maintain business processes.

## 02 My Explanation

It's all the Apps (Tech) that are used to support your business processes so that you can work smarter - not harder; work less - not more; work when you want to work; and work from where you want to work. Maximizing Tech to create freedom.



I only recommend products that I have used in my business or have used in my client's businesses and love. Some of my recommendations have affiliate links, which means I may get a commission if you purchase. None of the fees associated with the products have been increased to compensate me.





## TECH STACK

# The Basics

- **#1 - CRM AND MARKETING AUTOMATION**  
Everyone needs one! This is non-negotiable. There are FREE versions available. I recommend: MailChimp, MailerLite, or KEAP
- **#2 - LANDING PAGE | SALES PAGE | FUNNEL**  
This one is controversial. There are several "popular" options for this one. I recommend: No Hassle Funnels 3.0, ClickFunnels, or SamCart
- **#3 - PAYMENT PROCESSOR**  
Pick one! Just pick one. They all have processing fees. It's the cost of doing business. Work with one or two that are in alignment with your business.
- **#4 - ONLINE SCHEDULE**  
Time is money. Stop messaging back and forth trying to find a convenient time to "meet". Use a scheduling platform to provide your availability. It is that simple.
- **#5 - WEBSITE**  
Websites are not dead, they are evolving. Top search engines LOVE a good website, NOT a landing, sales, or funnel page.
- **#6 - "LINK IN MY BIO"**  
Reference "landing" page or a mini landing page so that you can share all your important links easily with anyone





#1

E mail

S ervice

P rovider

## ESP

# MailChimp

- There is a FREE version
- Non-Techie friendly
- Basic
- Free version limits you on how many emails you can send. If you are sending over the allotted FREE amount you may want to upgrade or look at a different platform; unless of course, it is working for you then stay with MailChimp and upgrade.



# MailerLite

- There is a FREE version
- Non-Techie Friendly
- Basic
- FREE version limits the number of subscribers and monthly emails.
- May want to upgrade at a certain point in your business, however, if MailerLite is working for you, again, UPGRADE don't switch!

## ESP

# Keap

- I consider this a "higher-end" option
- Paid Version
- Excellent tool with many features. With the many features, there is a learning curve. If you have a large email list and NEED the many features then invest the time it will take to learn Keap and stick with it.



## Take Action, Pick One:



- MailChimp
- Mailer Lite
- Keap



- I only recommend products that I have used in my business or have used in my client's businesses and love.
- Some of my recommendations have affiliate links, which means I may get a commission if you purchase.
- None of the fees associated with the products have been increased to compensate me.



## ONE IN THE SAME

# Landing Page | Sales Page | Funnels

- Oh my! Honestly, they are one and the same. And honestly, are you ready for this? Nothing more than a simplified website page with a very specific marketing purpose. Gasp! I said it. Simplified website pages. The process is the Funnel not the page. The page is part of the customer journey where you "capture" the client/customer.
- These "pages" can be integrated within your website without being "visible" on your website. You can do it affordably with [WordPress](#), [WooCommerce](#), [MemberPress](#), and maybe a few plugins. My top recommendation is [NHW](#).
- If you are wanting a more "plug and play" platform there are thousands out there, all with monthly recurring expenses.
- I recommend [SamCart](#) or you may be interested in [ClickFunnels](#)



- Want to go down a rabbit hole? Google search "funnels" or "landing pages".
- Before you "search" write a list of the MOST IMPORTANT features and your budget and commit (time block) 30 minutes to making the decision.
- If you don't make the list and set the budget it may take you weeks to find your way out of the rabbit hole that you choose to enter.
- Remember, time is your most valuable asset, don't waste it.

**Take Action, Pick One.**



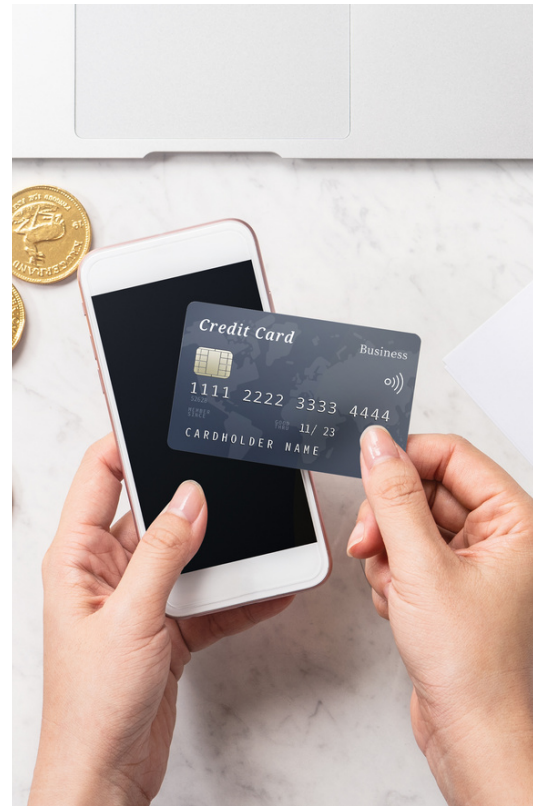
#3

PAYMENT  
PROCESSOR

\$\$\$

# Top 5

- Shopify
- Stripe (my personal favorite)
- Amazon
- Square
- Apple Pay



- Regardless, there will be processing fees. So pick a couple that works best for your business.
- Why pick a couple or a few? When, not if one goes down you have a backup option to collect payments easily. Don't put all your money in one bucket.
  - Do your research
  - Which one integrates with your website/platforms seamlessly
  - If you have selected a plug-and-play option it most likely already has integration with its preferred payment processors.



## OTHER OPTIONS

- Venmo
- CashApp
- Zelle
- Quickbooks
- Do your research and make sure that you understand the terms and conditions of the payment processor that you choose.
- You do not want any surprises when it comes to your livelihood. Save yourself some grief and do the research.



#4

## ONLINE SCHEDULE



## ONLINE SCHEDULE

*Time is your most valuable asset!*

Time and time again (pun intended) I ask ...

“*How much time do you waste going back and forth to get your clients scheduled?*”

No one is saying to ditch your traditional planner (paper). In fact, I still use one alongside my online scheduling system. I am a time-blocking advocate! I color code, and organize, I create multiple lists for chores, to-dos, projects, marketing, tasks, and reminders. I have multiple online calendars and a traditional planner that is all integrated and mostly automated together.



Nothing is more frustrating and time-wasting than going back and forth and back and forth to schedule an appointment.

- Does someone want to get on your calendar?
  - They can go to your WEBSITE or your Calendar Link, see when you are available, and schedule the appointment.
  - It's really that simple

I personally use Calendly and love it! There is a FREE and upgraded version available.

Don't have an assistant? Even if you do, this is one piece of **TECH** that is a time and lifesaver.



## WEBSITE

*Websites are not dead, infact they are far from obsolete!*

With the new features apps and platforms, websites are far from obsolete.

If a website is obsolete it is because the owner of the site has not kept it relevant.

The highest traffic of a site is typically the About page and of course the Home page.

People want to know who is behind a business which is why the About page is most important. Statistically, businesses give this page the least amount of attention but it is the most clicked on page.

Websites are still so much relevant that Google recently released an update to its search engine result requirements that puts an emphasis on relevant, organic, value-centered content. Remember when blogs were a thing? Newsflash, they kind of sort still are, they have just evolved.

Literally, there are thousands of website platforms/builders.

My recommendation and favorite is [NHW](#)! It is a WordPress framework that is absolutely hands down the best for many reasons.



I stumbled across [NHW](#) when I was at my highest frustration level and they saved me!

Affordable, excellent customer service, perfect for the non-techie and the techie, and an amazing community. I can't say enough good things about [NHW](#).

Honestly, I can't recommend other website platforms/frameworks. If a client wants a different framework I refer them to Fiverr.

That is how much I love [NHW](#) and WordPress.

Others to consider depending on your business model?  
Shopify and possibly Square.



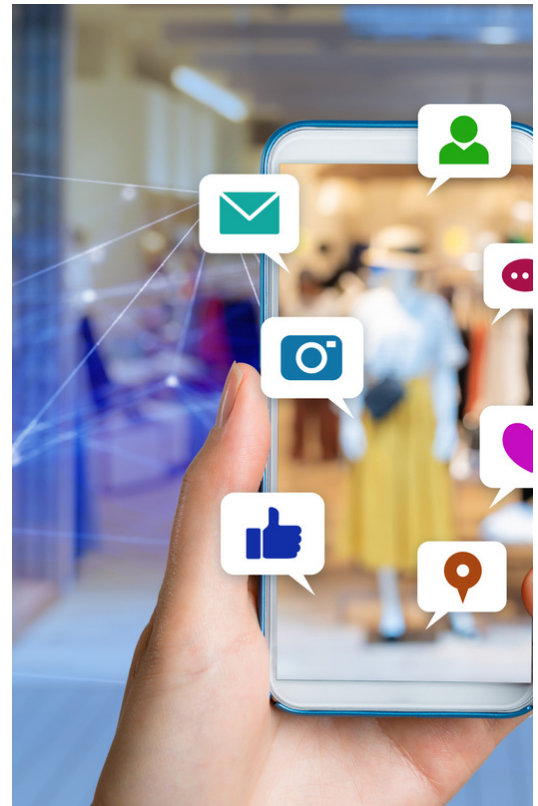
#6

LINK IN MY BIO

## LINK IN MY BIO

# Top 5

- Linktr.ee
- MilkShake
- Link in Profile (InstaGram)
- Beacons
- Koji



You hear it all the time "Link in my Bio"

Link in my Bio is a very simple link landing page. It's a place for you to put all the links that are relevant to your business. Website, email, social media, promotions, and affiliate marketing links. Some apps even let you embed videos, music, and more. It is basically a central page for ALL your links.

I suppose it could be considered a business card for your links.

## OTHER OPTIONS

- Leadpages
- Shorby
- ContactInBio
- Link.bio
- elink.io
- and more are created daily, Google search "best link in bio apps"



# MY ONLINE BUSINESS TECH STACK

Pick one and Write YOUR Online Business Tech Stack Below (add details like the email you used to sign up, user name, password, and how much the platform will cost you monthly (transfer this to your monthly budget tracking system, know your numbers!)

## 01 ESP |Email Service Provider

---

---

I currently use MailChimp

## 02 Landing Pages | Sales Pages | Funnels

---

---

I currently use No Hassle Funnels and No Hassle Website

## 03 Payment Processor

---

---

I personally use Stripe, PayPal, and Quickbooks

## 04 Online Schedule

---

---

My favorite is Calendly. My current favorite traditional planner is MY PA. However, I am currently in the process of creating a Gabbie + Company planner. Stay tuned.

# MY ONLINE BUSINESS TECH STACK

Pick one and Write YOUR Online Business Tech Stack Below *(add details like the email you used to sign up, user name, password, and how much the platform will cost you monthly (transfer this to your monthly budget tracking system, know your numbers!)*

## 05 Website

---

---

My favorite: NHW for \$99 and very low monthly hosting.

## 06 Link In My Bio

---

---

My favorite: Pick one and go with it, I personally use Linktr.ee

## Bonus Membership | Courses | Subscriptions

---

---

My favorite for membership and courses in NHW with the Membership add-on.  
For an out of the Box solution - Cratejoy and ShipStation for shipping

## Notes

---

---

---

## IF YOU OFFER ...

## Membership | Courses | Subscriptions

- You can do it all for less money and still have all the bells and whistles and control with WordPress, MemberPress, WooCommerce, and a few plugins. My top recommendation is NHW for this.
- If you feel the need to pay more and like to have less control and have a more "plug and play" platform for your membership, course, or subscription Google search "course platforms" or "membership platforms".
- I will warn you, it is a rabbit hole. Before you "search" write a list of the MOST IMPORTANT features and your budget. Commit 30 minutes to making a decision.
- If you don't make the list and set the budget it may take you weeks to find your way out of the rabbit hole that you chose to enter. Remember, time is your most valuable asset, don't waste it.



## Boxes

I can talk boxes all day if you let me ... *Guide coming soon.*

If you are in the business of Subscription Boxes

- My favorite NHW solution can do this as well. (WooCommerce, MemberPress)
- Want a quick-to-market, plug-and-play, all-in-one platform?
- The "Box" Platforms I recommend:
  - CrateJoy
  - Subbly
  - Shopify
- Shipping? Hands down ShipStation!





## NICE TO HAVE

### ● TEXTING

Websites are not dead, they are evolving. Top search engines LOVE a good website, NOT a landing, sales, or funnel page.

### ● INBOXING

There are several apps that can help you tame your inbox. You can also create filters. Zero inbox is attainable with processes and automation.

### ● SOCIAL MEDIA CONTENT

If you struggle with content for your social media platforms? I recommend [Social Curator](#).

### ● SOCIAL MEDIA SCHEDULER

automating posts after you have batched your social media content is essential to remain consistent and growing your audience.

### ● VIDEO PLATFORM

Zoom and Loom are excellent for meetings as well as recording for online courses and training.

*...of course there is more .... for another Guide and place*

# YOU SHOULD ALREADY HAVE

# Assumptions

---

As much as I do not like to ASSUME as we all have heard the saying about what assuming does or means. *(If you don't know what I am talking about send me a message and ask)*

The previous pages of this guide *assume* that you have done the following for your business

## 01 Official Business

You have contacted the appropriate authorities and have set up a legal entity according to your local requirements.

I am not an accountant or an attorney and do not offer that sort of advice, but I do know it is better to have your "business" in order before you go too far down the road to success. It's better to have a plan than be surprised.

Do the research, do it right, or hire someone that you trust to do it for you.

A book that I recommend: [Profit First](#) by Mike Michalowicz

## 02 URL or Domain Name

You have secured your desired company name URL/domain name (the web address used for landing pages, branded email, websites, etc.)

Recommend: GoDaddy to purchase the URL|domain

## 03 Social Media Accounts

Secured all Social Media Accounts with your preferred profile name (preferably your business name or your name or both.)

Secure at least the top 5 - 10, even the ones you are not using.

It's better that you "own" your name than someone else.

# A FEW MORE Assumptions

## 04 Bio | About Me | Elevator Pitch

You have crafted the perfect response to the question "What do you do?"  
"Tell me about yourself"

A short version and a long version of both answers are perfect to be **consistently** used on all online platforms.



## 05 Mission | Purpose | Client | Customer

Know your "Why" and your business's "Why" they are most likely similar if not the same. Know your purpose, and who your ideal Client |Customer is, and SERVE that client|customer. If you don't know the "why" , "how" and "who" then your clients|customers will not know either.

## 06 Logo | Colors

Often "Branding" is confused as being solely a business logo fonts and the colors associated with the logo and fonts. These are a small part of the actual "brand".

Have your logo, font names, taglines, and colors (and the codes) easily accessible and available so that you can use them easily and **consistently** (there is that word again...because consistency is important)

Don't have a logo? Font? or Colors? Logos can be created in the free version of [Canva](#) .

Help with Fonts? Check out [Google Fonts](#)

Help with Colors? Check out [Coolors](#)

*Is there more,? Of course there is, but that is all for this Guide*

## CONGRATULATIONS

# You Did It!



You have conquered the **TECH** Stack. Now it's time to TAKE ACTION! Think about your business model and its processes. Pick the **TECH** that works best for your business. Learn it or hire someone to implement it for you. It really can be that simple.


If you have a **TECH** Stack, audit what you have in place and make sure that your **TECH** Stack is working for you and not against you. Make the necessary adjustments.

## What Now?

If you enjoyed **The Ultimate Online Business Tech Stack Guide**, then you are going to love **Business Growth Society** - my new \$67/month membership that removes overwhelm in launching, growing, or refining your coaching, training, membership, or subscription box business. I am bringing my 1:1 Business Concierge services to many. **Business Growth Society** provides high-ticket value at an affordable price. In addition to the monthly kick-off live Zoom call and live weekly office hours, receive and participate in a supportive community. Together we can conquer the **Tech Stack** and more all while creating successful businesses and freedom, whatever that looks like for you.

**BUSINESS GROWTH SOCIETY**





"Sometimes the road to "success"  
is long, curvy, and feels like you  
are in the middle of nowhere ...  
Don't forget to stop and take a  
look around to enjoy the journey.