Growth Stack Lab

One-Person Business Tool Stack Checklist

A simple checklist to decide which tools you actually need for your website, email, funnels, sales, and analytics.

1. WEBSITE

- □ I have a place to publish useful content
- □ I can create and update pages without outside help
- □ My website has a clear next step for visitors

Need now? Yes / No / Later

2. EMAIL MARKETING

- □ I can collect email subscribers
- □ I can send a welcome email
- □ Subscribers can unsubscribe easily

Need now? Yes / No / Later

3. LANDING PAGES & FUNNELS

- □ I have a focused page for one offer or lead magnet
- □ Visitors know exactly what happens after they sign up
- □ I can create a thank-you page

Need now? Yes / No / Later

4. AUTOMATION

- □ New subscribers can trigger an automatic action
- □ I can tag or organize subscribers
- □ I know which automations I actually need

Need now? Yes / No / Later

5. SELLING

- □ I know what I want to sell
- □ I can accept payment
- □ Buyers can receive the product or access automatically

Need now? Yes / No / Later

6. ANALYTICS

- □ I can see which pages people visit
- □ I can see where search traffic comes from
- □ I can measure important outbound clicks

Need now? Yes / No / Later

Start simple. Add a tool only when it solves a real problem.

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