

IMMERSIVE DIGITAL CO.

FREE RESOURCE

— THE TOOL STACK

THE SOLO FOUNDER TOOL STACK

The free tools I use to run a business like a team.
Every one has a real free tier.

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RUN IT LIKE A TEAM OF TEN.

None of these are secrets. Almost nobody uses all of them well, and that gap is your unfair advantage. Free tiers noted honestly.

GET FOUND

Google Business Profile	The page that decides who gets found in a two mile radius. Fill every field.	Free
Apple Business Connect	Show up on Apple Maps and Siri, the half of the market on iPhone.	Free
AlsoAsked	The real questions people Google about your work.	Free, limited daily
F5Bot	Emails you when people mention your keywords on Reddit.	Free

CAPTURE LEADS

Tally	Unlimited intake and booking forms, no response cap.	Free
Cal.com	A booking link with unlimited meetings.	Free for individuals
tawk.to	Live chat on your site, runs on your phone.	Free forever
Brevo	Capture emails and send the follow up.	Free plan, daily cap

LOOK PRO

Canva	Templates, brand kit, and quick edits.	Free plan
Photopea	Photoshop in your browser, PSD support.	Free
Upscayl	Sharpen and enlarge low res photos, no watermark.	Free, open source
Kuula	Interactive 360 tours from your photos.	Free plan

CREATE CONTENT

DaVinci Resolve	Pro grade video editor, no watermark.	Free
Opus Clip	Turn one long video into captioned clips.	Free minutes/mo
ChatGPT / Claude	Kill the blank page and think, not just write.	Free tiers

RUN THE BACK OFFICE

Wave	Real invoices and accounting, no monthly bill.	Free
Zoho Invoice	Branded invoices and auto reminders.	Free forever
Systeme.io	Landing page, email, and funnel on one login.	Free plan
Notion	Calendar, client notes, and SOPs in one place.	Free personal

How to use this: pick the one gap that is costing you the most right now and set up that single tool this week. One at a time beats a pile of tabs you never open.