



The Tech Stack I Use for My Business and My Coaching Programs

A quick note on why using simple tools to launch (and grow) matters.

Creating a signature program allows you to leverage what you know, to get to where you want to go, using the resources you have access to right now.

Using simple tools to create your program, whether you've been at this a while or you're just starting out, makes it possible to launch and grow your program without tons of overhead or headache.

I picked these tools because I can use them to validate, scale and customize my client experience. This allows me to easily iterate and improve as I go.

Simple wins. Because. **What you really want to focus on is getting your clients results.** So, focus in. Keep the tech stuff simple.



I love to travel.

The tech tools and software I share here help me thrive and run my business 100% online.

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The Top 5

#1 - [Zoom](#) - I use Zoom for all my video calls. It allows me to connect live, face to face, with clients around the world. I can share my screen and participants can share theirs for easy collaboration and feedback. Each call can also be recorded and shared for review.

Pro Tip: Customize your preferences when you sign up - you can do things like update your background, customize your wait screen, and more.

#2 - [Google Docs](#) - Super useful for creating, sharing and collaborating on documents with your clients. I use one shared Google Doc to share need-to-know info like meeting times, important links and more. This makes everything accessible in one place for you and your program participants. Plus, you (and each person you add) can collaborate by adding comments.

I also use Google Docs to create worksheets and guides just like this one. Again, easy to use tool, multiple uses.

Pro Tip: Use the automatic outline feature in Google Docs when you want to jump to different sections in the doc. (To do this, once you're in Google Docs, go to: Tools > Document outline.)

#3 - [ActiveCampaign](#) - I use this one for all my email marketing and automations. It's easy to use - you can simply send an email to your list. And, when it's time, you can scale by building out custom automations and campaigns. ActiveCampaign has great reporting tools that allow you to view how many people are interacting with your emails and who your most active subscribers are.

Pro Tip: Look for "top contacts" on the main dashboard when you login, so you know who's most active.

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#4 - [Slack](#). - I use Slack to communicate with my team and contractors during a launch and to keep up with their progress, week to week. Slack also gives my clients direct access to me to ask questions and get feedback on the fly. You can use Slack just to do simple things like send messages, and when you need to scale, you can use their [multiple features and integrations](#) to customize your experience.

Pro Tip: Set specific alerts based on your preferences under: Account & Profile > Notifications.

#5 - [MoonClerk](#). - I use MoonClerk to set up custom branded payment links. What's the best thing about this one? You can start accepting recurring and one-time payments in minutes. You can also embed payment forms on your website. This is one of the fastest ways to set up a secure custom payment option. You can also create coupons and send automatic notifications.

Pro Tip: Clients can update their own credit card and email address inside the Payer Portal.

The Rest of The Tech Stack

The tools I just shared with you are the top 5 tools I use every day to run my business.

Below you'll find the rest of my tech stack.

Note: Some links I share are affiliate links. We share these links for simplicity. Sometimes clients ask for the link because they feel good about using them. Do what feels good for you.

Tools, Tech and Software

[Acuity Scheduling](#) - how we make scheduling online appointments easy. We use Acuity to easily schedule appointments. It eliminates back and forth emails and shows when Maya's available in your time zone. It also sends easy email reminders for upcoming appointments via email or text.

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[AgoraPulse](#) - our preferred social media management and scheduling tool.

[Amazon Web Services \(AWS\) S3](#) - we use this and Google Drive to securely store audios and PDFs.

[Blurb](#) – wonderful for full color, and all kinds of high-quality books.

[Buzzsprout](#) - podcast distribution and management tool with built-in analytics.

Cameras: - [For your laptop/computer.](#) - [Simple camera that's portable.](#)

[Camtasia](#) - our preferred video and audio editing tool.

[Canva](#) and [Adobe Spark](#) - for making graphics on the fly, for everything else we use a graphic designer.

[cloudconvert](#) - file convertor, used to convert almost any type of file into a different format.

[Facebook Debugger](#) - if your picture isn't showing up the way you want it to, or you need to refresh the info Facebook is picking up from your URL, this is where you do it.

[GoDaddy](#) – this is where we buy and manage domain names.

[Google Drive](#) – where we store business files and create shared documents.

[Handwrytten](#) and [Postable](#) - customizable cards in the mail to your clients.

[Hemingway App](#) - good for simplifying and clarifying your message in a blog post or for a newsletter.

[HTML color codes](#) - a tool we use, based on graphic designer recommendation, to get the exact color code, and stay on brand when making graphics on the fly.

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Images - Most of Maya's photos are taken by a photographer. When we do use stock photos, here are a few places we source them from: [unsplash](https://unsplash.com), stock.bodyliberationphotos.com, nappy.co, genderphotos.vice.com, canva.com/canvanaturalwomen, eyeforebony.com, deathtothestockphoto.com.

[LastPass](#) - how we create, store and share secure, multi-layered passwords.

[LeadPages](#) and [Elementor](#) - what we use to create customized landing pages.

[Listen Notes](#) - where we find podcasts to pitch.

[Moo](#) - good for business cards and customizable journals and print outs.

[Paid Memberships Pro](#) - good for when you have dedicated tech support; it's a highly customizable payment solution that makes it possible to process secure payments through Stripe and PayPal.

[Send2Fax](#) - on the rare occasion we need to send a fax, this is what we use.

[SiteGround](#) - where we host and manage mayagaddie.com, welcome.mayagaddie.com.

[Trint](#) and [Temi](#) - online speech transcription software. Trint is preferred for transcripts and a transcription that's closer to the final draft. Temi is good for rewrites and drafts.

[Typeform](#) and [Google Forms](#) - used to create forms, surveys, applications and more.

[Vimeo](#) - our preferred tool for video storage.

[Zapier](#) - use this to save time by creating simple automations.

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WordPress (Main Plugins We Use):

- **404page** customizes your 404 error page, works with (almost) every theme by Peter Raschendorfer.
 - **Broken Link Checker** checks your blog for broken links and missing images and notifies you on the dashboard if any are found by ManageWP.
 - **Colorlib Login Customizer** is an awesome and intuitive plugin that helps you personalize your login form directly from the Customizer by Colorlib.
 - **Contact Form 7** is a contact form plugin by Takayuki Miyoshi.
 - **Duplicate Post Settings** to clone posts and pages by Enrico Battocchi.
 - **Elementor** is an advanced frontend drag & drop page builder by Elementor.com.
 - **Google Analytics Dashboard** for WP (GADWP) displays Google Analytics reports and real-time Statistics in your dashboard by ExactMetrics.
 - **HubSpot All-In-One Marketing (free version)** allows you to create and track forms and popups by HubSpot.
 - **Leadpages Connector** connects your Leadpages account to your WordPress site to import your landing pages, pop-ups & alert bars by Leadpages.
 - **Loginizer** is a WordPress plugin that helps you fight against a brute-force attack by blocking login for the IP after it reaches maximum retries allowed by Raj Kothari.
 - **Official Facebook Pixel** is an analytics tool that helps you measure the effectiveness of your advertising and understand the actions people are taking on your website.
 - **Remove Dashboard Access Settings** removes dashboard access for certain users based on capability by Drew Jaynes.
 - **Title Remover** gives you the ability to hide the title of any post, page or custom post type item without affecting menus or titles in the admin area by WPGurus.
 - **MinervaKB Knowledge Base for WordPress with Analytics** what we use to build out a custom knowledge base with resources inside our client portal.
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About Maya

By the way...

Over the last decade, I've tuned, iterated and refined my process to help my clients deliver transformative programs that improve their client's lives.

I'd love to chat with you about the next phase of your coaching program.

Drop me a line at heymaya@mayagaddie.com or [dm me here](#).

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Disclaimer: Like all things that are recommended in business, use this tech stack as a guidebook of suggestions. Maya Gaddie International is not responsible for any items you purchase or any business relationships. I'm sharing this list because it's been incredibly useful for clients as they grow and scale their coaching business. My hope is that it's incredibly useful for you too.