

The Tech Stack Guide for Heart-Centered Business Owners

The essential tools you need to run a streamlined, professional business — without the tech overwhelm.

You don't need fifty different apps. You need a few reliable tools that work seamlessly together. Here is the core tech stack recommended by Blue Butterfly Solutions for coaches, healers, and creatives.

YOUR CORE TOOLS

Google Workspace

Communication & Operations

The foundational hub of your business. It provides a professional email address (you@yourdomain.com), secure cloud storage via Google Drive, and a reliable calendar system. Keep all core operations within the Google ecosystem to minimize friction and avoid paying for redundant tools.

MailerLite

Email Marketing

Best for those who want robust features — automation, tagging, and segmentation — with an intuitive, easy-to-learn interface. Powerful yet accessible for the non-techie business owner.

Flodesk

Email Marketing

Perfect for highly visual brands. If beautiful, design-forward emails are your priority and you prefer a simpler feature set, Flodesk is a fantastic choice. Consistency matters more than the platform — choose the one you'll actually use.

TidyCal

Scheduling

Stop the endless back-and-forth emails. TidyCal syncs with your Google Calendar so clients book based on your real availability. It handles time zone conversions automatically and offers an affordable lifetime deal — ideal for solopreneurs.

Zoom

Video Conferencing

The industry standard for reliability and ease of use. Integrate Zoom with TidyCal so a unique meeting link is automatically generated and added to every calendar invitation the moment a client books a call.

Trello

Project & Content Management

Trello uses a visual Kanban board system — lists and cards — that is incredibly intuitive. Use it to build a Content Bank (a centralized place for newsletter ideas and social posts), manage client onboarding pipelines, or organize your weekly tasks. It gets the "to-dos" out of your head and into a structured, visual format.

Are your tools working together?

Let's talk: www.bluebutterflysolutions.com

Blue Butterfly Solutions
Tammy Schaefer