

THE TOOL SHEET

The 5 tools that run a service business, with free options for each, what they cost, and what I use.

You do not need twenty apps. You need five jobs done: find the email, track the pipeline, book the call, send the invoice, post everywhere. Prices move; the ranges below are what to expect in late 2026. Start free, pay only when the free plan is the bottleneck.

THE 5 TOOLS

Job	Free option	Paid range	What I use
1. Email finder	EmailClik.com free plan	\$20-\$50/mo	EmailClik.com (my own tool)
2. Pipeline	Google Sheets, 4 columns	\$0-\$30/mo for a CRM	A sheet until 50 leads, then a CRM
3. Booking link	Calendly free, Google Calendar appointments	\$10-\$20/mo	A free booking page
4. Invoicing	Wave, PayPal invoices, Square	\$0-\$30/mo	Automatic reminders turned on
5. Scheduler	Meta Business Suite (FB + IG)	\$20-\$40/mo for all platforms	Blotato for all 12 placements

THE 4-COLUMN PIPELINE (COPY THIS)

Contacted	Replied	Booked	Paid
Name, date sent	What they said	Date + time	Amount, date

- Move the name right as it progresses. Count the first column every Friday: under twenty new names a week means the pipeline is the problem, not the pitch.
- Contacted means a real email or call, not a like.

THE MORNING ROUTINE WITH THE 5 TOOLS

1. Email finder: pull twenty new businesses with the owner's email (ten minutes).
2. Pipeline: add them to Contacted with today's date.
3. Send the twenty emails with your booking link in the signature.
4. Invoice app: check reminders went out, nothing to chase by hand.
5. Scheduler: one post, scheduled to every platform. Done by 9 AM.

Educational only. Prices and features change; check each tool's site. EmailClik is my own product. No income or results promised.

Tools set. Need the 600 names to start?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com