



FREE
RESOURCE

The Therapist Tech Stack **Flowchart**

2 tools to launch your first course and a decision framework so you stop switching platforms forever.

WHAT YOU'LL DISCOVER INSIDE:

- ✓ The only 2 tools you need to launch
- ✓ Platform comparison: Kajabi vs Teachable vs self-hosted
- ✓ The tech decision flowchart
- ✓ What to set up in what order

The Boring Stack Is the Right Stack

Tech overwhelm kills more courses than imposter syndrome.

Kajabi vs. Teachable vs. Thinkific vs. Podia vs. Circle vs. building your own with WordPress and 14 plugins. The platform decision alone stops thousands of course creators every year. They research for months, switch twice, and still haven't recorded Module 1.

The right tech stack for your first course is boring. It's the most familiar tool that can take a payment and host a video. That's it. You can optimize later. Right now, you need to ship.

- Course platform (where students access content): one decision, made today
- Email platform (where you build your list): one decision, made today
- Recording setup: laptop webcam + Loom is enough for a beta course
- Everything else can wait until after your first 10 students

Answer the flowchart questions below. By the end of this guide, you'll have made the platform decision and never need to revisit it until your course revenue justifies an upgrade.

"Keep it boring - because boring ships."

— Therapist Growth Partner

Your Course Platform Decision

1 Which course platform fits your launch stage?

Answer these 4 questions - they'll point you to the right platform.

THE PLATFORM DECISION FLOWCHART:

Q1: Are you in beta (under 20 students)? → Consider Gumroad or Teachable free tier first.

Q2: Do you want email + course in one tool? → Kajabi (\$59/mo) is worth it at \$500+/mo revenue.

Q3: Do you want full ownership of your content? → Self-hosted (WordPress + MemberPress) if tech-comfortable.

Q4: Do you want the lowest barrier to first sale? → Teachable or Podia. Set up in one afternoon.

YOUR ANSWER:

Write your platform decision and your reason (be specific - no 'I'll think about it'):

REAL EXAMPLES FROM THERAPIST COURSE CREATORS:

- Beta launch: Gumroad (\$0 until sale) + Beehiiv (free to 2,500 subscribers)
- First full launch: Teachable Basic (\$39/mo) + ConvertKit (\$0-\$25/mo)
- Scaling (2+ courses): Kajabi (\$59/mo) - replaces email platform too

You will want to switch platforms eventually. That's fine. Ship on the boring platform first, then migrate when revenue justifies the cost.

Recording Setup

2 What recording setup do you actually have right now?

Your beta course does not need a studio. It needs clear audio and a complete thought.

THE MINIMUM VIABLE RECORDING SETUP:

Video: Laptop webcam at eye level. Natural light from a window to your side.

Audio: \$30 USB lapel mic (Blue Snowball or similar) makes a dramatic difference.

Screen capture: Loom (free tier) for talking-head + slide presentations.

Editing: iMovie (Mac) or DaVinci Resolve (free, all platforms). Cut silences only.

YOUR ANSWER:

List what you have right now and what (if anything) you need to acquire before recording:

THERAPISTS WHO LAUNCHED ON MINIMAL SETUPS:

- "Recorded all 6 modules on my MacBook in my home office. 214 students to date."
- "iPhone on a \$15 tripod. Rode Wireless GO mic. \$45 total setup. 3 courses launched."
- "Loom for all modules. No editing. Students said the 'natural' feel built trust."il platform too

Do not buy equipment before you've made your first sale. Ship with what you have. Upgrade with revenue from students, not from savings.

Your Tech Stack: Decided

YOUR STATEMENT - complete and write it here:

“My course platform is [platform]. My email platform is [platform]. My recording setup is [equipment]. I will record my first module on [date].”

What Happens Next

1 Create your course platform account today

Not this week. Today. The act of creating the account makes the launch real in your nervous system.

2 Set up your email list before your course is live

Your email list is more valuable than your course. Start building it the moment you have a topic.

3 Record one test module this week

Not a real module – a practice run. 5 minutes on any topic. Watch it back once. You'll be less afraid of the camera.

4 Lock your stack for 90 days

No platform-switching allowed for 90 days after launch. Switching is procrastination dressed up as optimization.

Ready to go deeper?

The Clinician's Course Blueprint – a weekly newsletter for licensed therapists building course income without burnout. One practical step per issue.



SUBSCRIBE
Newsletter



Click Here to
Watch FREE Course

