



STARTER KIT

Systems to get started from scratch

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Build A Speaking Business From Scratch

Purpose: This is a broad checklist of the core infrastructure, tools, and subscriptions needed to launch a speaking business using a Virtual Assistant and automated systems.

- 1 Build Your Foundation**
 - 2 Build Your Online Presence**
 - 3 Create An Online Booking Engine**
 - 4 Create Your Media & Brand Assets**
 - 5 Content & Social Promotion**
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1

Build Your Foundation

Goal: Look legitimate, operate professionally, accept money, and communicate.

Tool	Purpose	Price Range	Link
• Namecheap • GoDaddy • Google Domains	Buy your domain	\$8-\$20 / year	https://namecheap.com https://godaddy.com https://domains.google
Google Workspace	Business email, Drive, Calendar	\$6-\$18 / month	https://workspace.google.com
Stripe	Payments & checkout	2.9% + \$0.30 / transaction	https://stripe.com
Zoom	Virtual meetings & webinars	Free – \$14.99+ / month	https://zoom.us



2

Build Your Online Presence

Goal: Give people somewhere professional to land and something to buy.

Tool	Purpose	Price Range	Link
Graphy	Website + course platform	\$0-\$99+ / month	https://graphy.com
Canva	Landing pages, brand visuals	Free – \$14.99 / month	https://canva.com
WordPress+	Optional advanced website	\$3-\$30 / month	https://wordpress.org
Linktree/Beacons	One-link speaker hub	Free – paid upgrades	https://linktr.ee / https://beacons.ai



3

Create A Booking Engine

Goal: Create a system that captures, books , nurtures, and converts them into clients — all while your VA runs the backend.

Tool	Purpose	Price Range	Link
Calendly	Discovery calls & event booking	Free – \$16+ / month	https://calendly.com
Google Calendar	Schedule management & team visibility	Included w/ Workspace	https://calendar.google.com
Flodesk	Email campaigns & automated sequences	\$38 / month	https://flodesk.com



3

Create A Booking Engine

Goal: Create a system that captures, books , nurtures, and converts them into clients — all while your VA runs the backend.

Tool	Purpose	Price Range	Link
HubSpot Marketing Hub	Email + CRM + automation	Free – \$20+ / month	https://hubspot.com
Notion	Lightweight CRM & operations	Free – \$8+ / month	https://notion.so
Zapier	App automation	Free – paid	https://zapier.com
Notion (Ops)	VA workflows & checklists	Free – paid	https://notion.so



4

Create Your Media & Brand Assets

Goal: Look like a real speaker with real credibility.

Tool	Purpose	Price Range	Link
HeadshotPro	AI professional headshots	Per package	https://headshotpro.com
ProfilePicture.ai	AI portraits	\$2-\$10+	https://profilepicture.ai
Canva	Media kits, decks, graphics	Free – \$14.99 / month	https://canva.com
Adobe Express	Visual portfolio assets	Free – paid	https://adobe.com/express



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Content & Social Promotion

Goal: Put your message in motion!

Tool	Purpose	Price Range	Link
Descript	Video editing, captions, speaker reels	\$16–\$65 / month	https://descript.com
Loom	Quick pitch & intro videos	Free – paid	https://loom.com
Buffer	Social scheduling & analytics	Free – paid	https://buffer.com
Hootsuite	Full social media management	Paid	https://hootsuite.com



No shortcuts. No confusion. Just systems and execution.
Start building.

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