
BUILD YOUR OWN

TECHNOLOGY STACK

GETTING STARTED

If you're a clinician creating a course, coaching program, or community, you're in the right place. While technology isn't always necessary to get started, the right tools can absolutely help you improve the quality of your content, streamline your workflow, and grow your impact more efficiently.

That said, don't feel like you need *everything* on day one. Be thoughtful about your investments - start small, scale as you go, and focus on what will make the biggest difference for your goals right now.

Below, you'll find a curated list of tools and platforms that we've either used ourselves or continue to use in our business. Some of these are affiliate links, which means we may earn a small commission if you choose to purchase through them - at no extra cost to you. We only recommend what we genuinely trust and believe in.

Let's make tech work for you, not overwhelm you.

BUILD YOUR OWN

RECORD VIDEO & AUDIO

Tools we use and love for recording videos, content, and Zooms:

- **Webcam** – [Logitech](#) or built-in
- **Lights** – [Softbox lighting](#) is best for glasses or a [ring light](#)
- **Microphone** – [Logitech Yeti](#)
 - *Tip: Buy a [pop filter](#) to avoid harsh “puh” sounds*
- **Software** – Zoom, Loom, or even Canva recording depending on what you're creating.

Remember, most of the time your phone is all you need to record!

BUILD YOUR EMAIL LIST

Flodesk

- Gorgeous templates, super easy to use.
- Includes opt-in forms, landing pages, and email flows.
- Great for simple funnels and sequences.
- Use code **CLINICALBOSS** for a special discount at checkout.

High Level

- More advanced capabilities.
- Ideal if you need complex tagging, automation, or multi-step sequences.

GHL is FREE for Clinical Boss members on the Circle + Tech plan!

[LEARN MORE](#)

GET PAID

Flodesk Checkout

- Great for simple offers with beautiful design.
- Easy to use and integrates directly with Flodesk Email.

ThriveCart

- Powerful checkout system with upsells, bump offers, and automations.
- One-time payment option makes it cost-effective long term.

High Level

- Fully integrated checkout with workflows and upsells.
- Ideal if you're building everything in one system.
- Included FREE in our membership.

BUILD YOUR OWN

HOST A WEBINAR

Tools to Run Live Events

Zoom Webinar

- Affordable and widely used.
- Bit fiddly to set up but gets the job done.
- Starts at \$21/month.

SELL YOUR CEU

CEU Lab offers your very own, branded storefront that allows you to upload your videos, automatically verify attendance, and send certificates.

[[See a sample here](#)].

>> [Get your own store](#) <<

HOST YOUR COURSE

Kajabi

- All-in-one, polished, and powerful.
- Higher price point but robust features.
- Especially strong with page builder and sales options.

High Level

- Integrated course delivery.
- Great for those who want everything in one place.
- Included FREE in our [membership](#).

BUILD YOUR WEBSITE

To Create Sales Pages and Landing Pages

High Level

- Our top pick for building full funnels, from landing page to checkout.
- Drag-and-drop builder with full customization.
- Included FREE in our [membership](#).

Flodesk

- Great for simple, aesthetic sales pages.
- Perfect if you're already using [Flodesk](#) email and checkout.
- Not as flexible, but very beginner-friendly.

START A PAID COMMUNITY

Skool

- Easily accessible.
- Lower cost until you grow.

High Level

- Create unlimited community groups.
- One flat rate for unlimited members.
- Easy integration with courses, resources, and more.

AVOID THIS COSTLY MISTAKE: MAKE SURE YOUR TOOLS INTEGRATE. CAN THEY SHARE DATA AND EASILY TALK TO EACH OTHER?