

## 2-Minute Stack Chooser

Pick a simple booking + CRM + automation combo you will actually use. Don't overbuild.

### **Q1: Do customers need to pick a specific staff member or service?**

- Yes ! use booking with service/staff routing.
- No ! basic scheduling is fine.

### **Q2: Do you quote before booking jobs?**

- Yes ! CRM matters more than booking. Start CRM-first.
- No ! booking-first is fine.

### **Q3: What breaks your day most?**

- Missed leads ! auto-reply + CRM deal creation.
- No-shows ! reminders + reschedule links.
- Admin overload ! automation glue + templates.

### **Recommended starter stack**

- Booking: Calendly or Acuity
- CRM: Pipedrive (simple) or HubSpot (free-first)
- Automation: Zapier (simple) ! Make (advanced later)

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