

Starter Tool List

Every tool here has a free tier or free trial. Run each through the filter before adopting.

WRITING & MARKETING

- **ChatGPT / Claude**

First drafts of anything: posts, emails, descriptions, review replies, summaries.

- **Canva (Magic Write & design tools)**

Seasonal graphics, event flyers, and social templates without a designer.

- **Mailchimp AI / Constant Contact**

Newsletter drafting and send-time suggestions inside tools you may already use.

- **Shopify Magic**

Product descriptions generated from spec lists (Shopify stores).

OPERATIONS

- **Square / Toast / Lightspeed**

Sales-pattern flags, inventory alerts, and scheduling built into your POS.

- **QuickBooks / Xero / Wave**

Auto-categorized expenses, receipt capture, and invoice chase-ups.

- **Homebase / Calendly / Square Appointments**

Shift scheduling, booking, and no-show reminders that send themselves.

CUSTOMER ENGAGEMENT

- **Google Business Profile**

Claim it, complete it, use suggested review replies. The highest-return free hour online.

- **Website-builder chatbots (Wix, Squarespace, Shopify)**

Scope to FAQs — hours, parking, menu — and disclose it's a bot.

PROTECTION (ALL FREE)

- **Google Alerts**

google.com/alerts — early warning when your business name appears online.

- **Authenticator apps (Google/Microsoft Authenticator)**

Two-factor authentication for email, bank, and social.

Remember the rules: human reviews everything • no sensitive data • start free • one tool at a time.

Not endorsements — starting points. Prices and features change; check current terms before you rely on any tool.