

PRACTICAL GUIDE 2026

The Lean Stack of the Profitable Solopreneur

How to go from 6-8 overlapping tools
to 1 central system that runs everything.

6-8

tools on average

\$200-400

spent/month

12h+

wasted/month

A free guide by [Éric Barzin](#)

Why this guide exists

In 2006, I was helping entrepreneurs launch their first website, their first newsletter. Then a virus attack destroyed everything — all my sites, at once. Full burnout. Back to nature, permaculture. I relaunched later — aquaponics, publishing houses. But every time, the same technical friction killed my projects before they were born.

In 2024, I left for Asia. And discovered TinyPages v2. For the first time in twenty years, I could go from idea to live without tech being the problem. This guide is what I wish I'd read in 2006.

What you'll discover

- 01 The real problem**
The average solopreneur stack costs a fortune in money and energy
 - 02 The minimalist philosophy**
1 central tool, 2-3 satellites maximum, zero friction
 - 03 The recommended stack**
TinyPages at the centre with the right tools around it
 - 04 The savings calculation**
What you can recover every month
 - 05 The next step**
How to take action today
-

01

The real problem

What the average stack really costs you

Most solopreneurs and freelancers accumulate tools month after month — often triggered by a promotion, a YouTube recommendation or a technical emergency. The result: a pile of solutions that don't talk to each other, each requiring its own learning curve, quietly draining the bank account.

The typical average solopreneur inventory:

Systeme.io / Kajabi	Sales funnel	\$27-99
Mailchimp / ActiveCampaign	Email marketing	\$13-50
WordPress + hosting	Website / blog	\$15-30
Canva Pro	Visuals	\$13
Calendly / TidyCal	Appointment booking	\$8-12
Zapier / Make	Automations	\$20-40
Stripe + fees	Payments	2-5% / sale
AVERAGE TOTAL		~\$250-350/month

Beyond money, **mental bandwidth** is the real problem. Every additional tool means another interface to master, updates to manage, bugs to fix. Entire projects stay in the drawer because of this friction.

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The minimalist philosophy

1 central tool, 2-3 satellites, zero friction

Digital minimalism doesn't mean depriving yourself of useful tools. It means **choosing one central tool that covers 80% of your needs**, then only adding what is strictly essential and unavailable elsewhere.

The 3 rules of the minimalist stack:

1. One central tool

It must handle your website, your funnels, your email marketing AND your payments. If a tool doesn't cover these 4 pillars, it's not a central tool.

2. Maximum 2-3 satellites

Highly specialised tools for specific needs (e.g. graphics tool, calendar, accounting). No more. Every addition must be justified.

3. Zero function duplication

If two tools do the same thing, one of them must go. Duplication creates confusion and unnecessary costs.

The concrete result of this approach:

BEFORE (classic stack)	AFTER (minimalist stack)
6-8 different interfaces	1 single dashboard
\$250-350/month	\$67-134/month
12h+ management/month	2-3h management/month
Blocked projects = lost revenue	Launch possible in 48h

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The recommended stack

TinyPages at the centre, 2 satellites maximum

After testing virtually every all-in-one tool available on the market, only one meets all the criteria of the minimalist stack for a solopreneur today: **TinyPages**.

TinyPages — The central tool

TinyPages brings together in a single platform everything a solopreneur needs to sell: website, capture pages, sales funnels, automated email, membership area, blog, forms and payments. **One subscription. One dashboard.**

What TinyPages replaces concretely:

WordPress + hosting	Integrated website & blog
Systeme.io / ClickFunnels	Unlimited sales funnels
Mailchimp / ActiveCampaign	Email & automations
Kajabi / Podia	Membership area & courses
Calendly + booking page	Appointment pages
Stripe + separate payment page	Payments integrated in the funnel

The 2 recommended satellites:

■ Canva Pro (£13/month)	For visuals and graphic assets. Not easily replaceable by TinyPages for this specific need.
■ An accounting tool (FreeAgent, Xero, etc.)	For quotes, invoices and tax tracking. Outside the scope of marketing tools.

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The savings calculation

What you recover every month

Here is a concrete example based on a solopreneur with a coaching or training offer who needs to sell online. Compare your current situation with the TinyPages stack:

Classic stack	Cost/month	TinyPages stack	Cost/month
WordPress + hosting	\$20	TinyPages (annual plan)	\$67
Systeme.io Starter	\$27	Canva Pro	\$13
ActiveCampaign Lite	\$29	Accounting tool	\$10
Kajabi (basic)	\$99		
Zapier Starter	\$20		
TOTAL	\$195	TOTAL	\$90

\$105
saved/month

\$1,260
saved/year

10h+
recovered/month

These figures are a conservative estimate. Depending on your current situation, savings could be significantly higher — especially if you pay for Kajabi or premium tools.

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The next step

How to take action today

Reading this guide is good. Acting is what changes the situation. Here are 3 concrete steps to migrate to a minimalist stack this week:

Step 1 — Take stock (30 min)

List all your current subscriptions with their monthly cost and main function. Identify duplicates and tools you no longer actually use.

Step 2 — Try TinyPages for free (\$0)

TinyPages offers a free trial. Create your first capture page or your first funnel in under an hour. No credit card needed to get started.

Step 3 — Migrate progressively (over 30 days)

Don't switch everything at once. Migrate one tool at a time, validate that TinyPages meets the need, then cancel the old subscription.

Ready to simplify your setup?

Try TinyPages for free today.

■ tinypages.co?ref=pCASPotcBs

This guide was created by Éric Barzin, content strategist and digital marketer since 2006. It contains a TinyPages affiliate link — meaning Éric receives a commission if you subscribe via this link, at no extra cost to you.

Want to talk it through?

No commitment, just a conversation

This guide has given you the foundations. But every situation is different, and you may have specific questions about your business, your offer, or your current setup.

A 30-minute call, free and with no commitment

I'm happy to help you take stock of your situation and look together at how to simplify your setup. No sales pitch — just a concrete conversation between people who share the same real-world challenges.

Book your slot here:

calendly.com/innerfieldllc/30min

You've chosen TinyPages? I'm right here with you.

The platform is designed to get up and running quickly — most people create their first page in under an hour. But if you have a question, a doubt or a sticking point, I'm available to help.

It's that simple. You're not alone.

Éric Barzin — Content Strategist & Digital Marketer since 2006

This guide contains a TinyPages affiliate link. If you subscribe via this link, I receive a commission at no extra cost to you.