



DIGITAL HEALTH CHECK · SPECIALLY CURATED

No more *cold calling.*

A close read of where Cindy's cakes is today as a sole operator, the smallest credible set of tools that turns cold-calling into warm inbound, and what comes next once the new foundation is humming.

PREPARED FOR

Cindy's cakes

DELIVERED

11 May 2026

REFERENCE

DHC-2026-0u1W

Where you are. Where this report takes you.

Cindy's cakes is a sole-operator professional-services business in its first year, serving around 6 clients a week. Your stated goal is "I want to find more customers without spending all week cold-calling."; your hated weekly task is "working"; the pain you described was "cold calling". The thread running through all three: you'd rather be doing the work than chasing the work.

This report works in service of that. Five of the six tools we recommend are free or near-free in their starting tier. The two paid items — Google Workspace at A\$10 and HelloSign at A\$22 — are the foundation a sole-operator service business genuinely needs: a custom-domain email so clients take you seriously, and an audit trail for the compliance gap you mentioned.

In your words, the future state is "less admin, more customers". Six tools, phased over twelve weeks, get you most of the way there — and we've designed the stack so cold-calling becomes the exception, not the routine.

KEY BENEFIT · 01

10–14 hours a week back.

Across lead chasing, contract admin, and ad-hoc client follow-up. At a consulting-rate of A\$80–150/hr, that's A\$3,200–8,400 a month of capacity unlocked.

KEY BENEFIT · 02

Cold-calling becomes the exception.

Calendly + HubSpot + Mailchimp turn outbound into inbound. Prospects book themselves; the pipeline stays warm without you working it nightly.

KEY BENEFIT · 03

A\$32 a month in software, total.

Four tools on free tiers. Two paid foundations: Workspace (A\$10) and HelloSign (A\$22). Everything else stays free until you've earned it.

What each move is worth, in hours and dollars.

Estimates use a sole-operator professional-services rate range of A\$80–150/hour — the realistic loaded value of your time when you're billing clients. Ranges, not point estimates.

THE CHANGE	HOURS SAVED · MONTHLY	DOLLAR VALUE · MONTHLY
Cold-calling → HubSpot pipeline + Calendly self-booking Leads land themselves. You see who's hot in 30 seconds, not after re-reading every email thread.	12–18 hrs	A\$960–2,700
@gmail.com signature → @yourdomain.com Instant credibility shift in B2B. Worth at least a few extra "yes, let's talk" replies per month.	– hrs	A\$300–1,200
Local hard drives → Drive Catastrophe insurance. Your work doesn't vanish if a laptop dies. Plus version history.	2–3 hrs	A\$160–450
DIY contracts → HelloSign template Compliance evidence trail. Plus saves 10 minutes per signed contract.	3–5 hrs	A\$240–750
Manual newsletter chase → Mailchimp automation Set-and-forget monthly touch with your full pipeline.	3–4 hrs	A\$240–600
<i>Time and admin recovered, monthly</i>	<i>20–30 hrs</i>	<i>A\$1,900–5,700</i>

Estimate basis: sole-operator professional-services rate of A\$80–150/hour. Time-recovery only — excludes additional revenue from inbound leads converted (harder to estimate but real).

The snapshot. Verbatim from your questionnaire.

INDUSTRY

Professional services (legal, accounting, consulting, design, etc.)

HEADCOUNT

Just me / 1 (sole operator)

YEARS OPERATING

Less than 1 year

CLIENTS PER WEEK

~6

STATED GOAL

"I want to find more customers without spending all week cold-calling."

PAIN NARRATIVE

"cold calling"

HATED WEEKLY TASK

"working"

FUTURE STATE VISION

"less admin, more customers"

TECH COMFORT

Medium — some integration / configuration acceptable

AI READINESS

Open to it if you can show it works.

Six tools. Mostly free.

Every recommendation here comes from the Rogue Night vetted catalogue. Pricing tiers shown — recommended starting tier highlighted, upgrade trigger noted. Sole-operator-appropriate sizing throughout.

4.1 Lead and customer management — stop the cold-calling pain

HubSpot CRM

Free-tier CRM with a sales pipeline view, contact management, and basic email tracking

PRIORITY · HIGH

GOES LIVE: DAY 1

WHY THIS FOR YOU

You said your hated weekly task is "working" and your pain narrative is "cold calling" — what you really need is a place where leads land themselves, so cold-calling becomes warm-calling. HubSpot CRM Free gives you a pipeline view (Lead → Contacted → Quoted → Won/Lost), contact management, and basic email tracking. You'll be able to see, in 30 seconds in the morning, which leads need a nudge today.

WHY NOT THE ALTERNATIVES

Pipedrive (A\$20/seat/mo) is sales-pipeline-focused with cleaner deal kanban — pick it if you outgrow HubSpot's free tier. **Zoho CRM Free** (3 users) is credible but the UI feels dated. HubSpot wins on free-tier generosity and integration ecosystem.

WATCH OUT FOR

Free tier features get progressively limited as you grow. Plan to either invest in Starter (A\$25/seat/mo) at ~50 active contacts or migrate to Pipedrive when you do.

PRICING TIERS · AU PLANS

Free · **RECOMMENDED** A\$0

Starter A\$25/seat/mo

Professional A\$1,300/mo+

Upgrade trigger: ~50 active contacts, or when you need email templates, sequences, and reporting beyond the free tier.

Integrations: **native** with Gmail (email tracking), Calendar (meeting bookings), Mailchimp (contact sync).

Calendly

Self-service meeting booking — let prospects pick a time without the back-and-forth

WHY THIS FOR YOU

Cold calling is your hated task. Calendly inverts the dynamic: instead of you calling out, prospects book a slot themselves. One link in your email signature and LinkedIn bio — they pick a time, your calendar fills, you stop chasing. Free tier covers one event type, which is perfect for a single 'Book a discovery call' link to start.

WHY NOT THE ALTERNATIVES

SavvyCal (A\$17/mo) has slicker UX. **Acuity Scheduling** (A\$22/mo) suits paid bookings. Calendly wins on free-tier capability and brand recognition.

WATCH OUT FOR

Free tier limits you to one event type. Once you have multiple service lines (free intro vs paid consultation), you'll need Standard (A\$15/mo).

Integrations: native with Google Calendar, Outlook, Zoom, HubSpot CRM (booking writes back as a contact activity).

PRIORITY · HIGH

GOES LIVE: DAY 7

PRICING TIERS · AU PLANS

Free · **RECOMMENDED** A\$0

Standard A\$15/mo

Teams A\$24/seat/mo

Upgrade trigger: when you outgrow one event type, typically when you start offering paid consultations.

4.2 Office suite — get off personal Gmail and local hard drives

Google Workspace

Business email + Drive + Calendar + Meet, under your own custom domain

PRIORITY · HIGH

GOES LIVE: DAY 14

WHY THIS FOR YOU

You're a sole-operator professional services business, and your top tool is Gmail. Two problems: you're emailing prospective clients from @gmail.com (looks amateur for B2B), and your files are on local hard drives (one laptop loss = catastrophe). Workspace Business Starter solves both for A\$10/mo — one user. cindy@yourdomain.com gives B2B credibility instantly; Drive replaces local hard drives.

WHY NOT THE ALTERNATIVES

Microsoft 365 Business Basic (A\$8.60/user/mo) is cheaper if you're an Outlook person. Workspace wins for the integrations with HubSpot, Calendly, and Mailchimp.

WATCH OUT FOR

You need Standard plan (A\$18) for shared drives. As a sole operator, Starter is plenty — you don't have a 'team' to share with yet.

PRICING TIERS · AU PLANS

Business Starter (1 user)	A\$10/mo
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RECOMMENDED

Business Standard	A\$18/user/mo
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Business Plus	A\$30/user/mo
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Upgrade trigger: when you hire someone and need shared drives (Standard), or device management (Plus).

Integrations: native with Calendly (Calendar), HubSpot CRM (Gmail email tracking), Mailchimp (Gmail signup forms).

Google Drive (Workspace-bundled)

PRIORITY · HIGH

GOES LIVE: DAY 14

Cloud file storage — included with your Workspace plan, replaces local hard drives

WHY THIS FOR YOU

You're storing files on local hard drives. That's the biggest compliance risk you have — one laptop crash, one stolen bag, and your client work is gone, your audit trail is gone, and there's no recovery. Drive (included with Workspace Starter) gives you 30GB of cloud storage with version history. For a sole-operator solo professional, that's 6-12 months of typical document volume.

WHY NOT THE ALTERNATIVES

Dropbox (A\$18/user) is great for design files but unnecessary if you're already on Workspace. **OneDrive** only makes sense with Microsoft 365.

WATCH OUT FOR

Drive's permissioning is easy to mis-configure. Practice once: share a doc with yourself from another email, check it's view-only by default.

Integrations: native with Workspace apps (Docs, Sheets, Slides), HubSpot (file attachments on contact records).

PRICING TIERS · AU PLANS

Bundled with Workspace Starter (30GB) · A\$0

RECOMMENDED

Bundled with Standard (2TB) · A\$0

Google One (consumer) from A\$2.49/mo

Upgrade trigger: when 30GB fills up — usually 18-24 months of typical solo professional work.

4.3 Compliance and documents — start the audit trail you don't yet have

HelloSign / Dropbox Sign

E-signatures for client agreements, proposals, and compliance documents

WHY THIS FOR YOU

Your secondary pain is compliance — and you said evidence is stored 'nowhere'. For a professional services sole operator, the highest-leverage compliance evidence is signed client agreements. HelloSign at A\$22/mo lets you send unlimited e-signature requests, every signature is timestamped and logged, and the PDF is dropped in your Drive. That's your audit trail done.

WHY NOT THE ALTERNATIVES

DocuSign Standard (A\$45) is the gold standard but priced for higher volume. **PandaDoc Essentials** (A\$35) adds proposal templates — worth it if you do many quotes.

WATCH OUT FOR

Templates are the actual setup work. Build one master client agreement template in week one — saves you 10 minutes every time you send a contract.

Integrations: native with Google Drive (signed PDFs land in Drive automatically), Gmail (send directly from Gmail).

PRIORITY · MEDIUM

GOES LIVE: DAY 21

PRICING TIERS · AU PLANS

Essentials (1 user, unlimited sigs) · A\$22/mo

RECOMMENDED

Standard (3 users) A\$45/mo

Upgrade trigger: when you hire your first contractor and they need to send signatures too.

4.4 Marketing — the long-term cold-call replacement

Mailchimp

Free email marketing up to 500 contacts — newsletters and nurture flows to replace cold calling

WHY THIS FOR YOU

Cold calling is your hated weekly task. The long-term replacement is consistent, helpful content that keeps you top-of-mind with prospects so when they're ready, they come to you. Mailchimp Free runs you to 500 contacts. Monthly newsletter, welcome sequence for new contacts, re-engagement at 90 days — set up once, runs forever.

WHY NOT THE ALTERNATIVES

ActiveCampaign (A\$22+/mo) is more powerful for automation. **Klaviyo** is e-commerce specialist (overkill). Mailchimp is the friendliest starting point.

WATCH OUT FOR

Pricing scales with list size. Plan to invest in Essentials (A\$17/mo) at 500+ contacts. Don't pay before you have to.

Integrations: **native** with HubSpot CRM (contact sync), Google Workspace (signup forms in Gmail).

PRIORITY · MEDIUM

GOES LIVE: DAY 30

PRICING TIERS · AU PLANS

Free (≤500 contacts) · A\$0

RECOMMENDED

Essentials A\$17/mo

Standard A\$25/mo

Upgrade trigger: 500+ contacts.

4.5 What we left out — and why

- **Salesforce or enterprise CRM** — you're a sole operator. HubSpot Free will serve you for the first 18 months.
- **Slack / Microsoft Teams** — you don't have a team to chat with. Revisit if you hire your first contractor.
- **Project management tools (Asana, Monday, ClickUp)** — sole operator with 6 clients/week, your project tracking is your HubSpot pipeline. PM tools add overhead without payback.
- **Field service / salon / trades software** — wrong vertical.
- **Workflow automation (Zapier, Make, n8n)** — your tech appetite is Medium and the recommended stack has native integrations covering the main flows. Revisit at Month 6 if specific glue need emerges.
- **Stripe as a separate payment tool** — you already use Xero, which has invoice payment links built in. No need for a parallel system.
- **Phorest / Timely / Fresha** — salon-specific software, wrong vertical.

How the six tools work together.

Three priority groups. Five named data flows. The whole stack at one glance.

Priority groups

High priority (Day 1–14): HubSpot CRM Free · Calendly Free · Google Workspace Starter · Google Drive

Medium priority (Day 21–30): HelloSign Essentials · Mailchimp Free

Low priority (revisit Month 6+): workflow automation (Zapier or Make) once volume justifies the glue.

How the tools connect

Prospect arrives at your website

LinkedIn / referral / Google → Calendly link → HubSpot logs the booking

Lead becomes a client

HubSpot deal won → HelloSign agreement → signed PDF saved in Drive

Newsletter goes out

HubSpot list → Mailchimp campaign → leads click through, HubSpot logs activity

Invoice raised

Xero (you already use it) → Stripe payment link in email → Xero auto-reconciles

Compliance evidence captured

Signed contract from HelloSign → Drive folder → audit trail with timestamps

Twelve weeks, in five phases.

Plain-language tasks for a sole operator. Real provider names, no jargon. Your tech appetite is Medium, so you can layer tools moderately quickly — but we still lead with one tool mastered before adding the next.

Week 1 — Foundations

- Sign up for HubSpot CRM Free at hubspot.com — import any contact list you have (Excel export, CSV)
- Spend 30 minutes setting up your pipeline stages: Lead → Contacted → Quoted → Won / Lost
- Import your last 30 days of email contacts manually — every recent prospect should be visible

Week 2 — Customer-facing

- Sign up for Calendly Free at calendly.com — set up one event type called "Discovery call" (30 minutes)
- Connect Calendly to your existing calendar
- Add the Calendly link to your email signature, LinkedIn bio, and any website you have

Weeks 3–4 — Email and storage upgrade

- Sign up for Google Workspace Business Starter at workspace.google.com — pick your custom domain
- Set up cindy@yourdomain.com — migrate your inbox from personal Gmail (Workspace has a migration tool)
- Move your client files from local hard drives to Drive — start with the active ones, work backward
- Build a folder structure: Clients/[client-name]/Contracts, Clients/[client-name]/Work, Admin/

Week 6 — Compliance and contracts

- Sign up for HelloSign Essentials at hellosign.com
- Draft one master client agreement template (review with a lawyer if you haven't yet)
- Send the next contract through HelloSign — the signed PDF lands in Drive automatically

Week 12 – Newsletter and review

- Sign up for Mailchimp Free at mailchimp.com — import contacts from HubSpot
- Build a simple monthly newsletter template — three sections: a win, a useful tip, a CTA to book a call
- Send first newsletter
- Run the report-card: hours saved, pipeline growth, inbound vs cold-call ratio

A\$32 a month in software, total.

Four of six tools free. The two paid tools are the minimum credible foundation for a sole-operator service business. Where the stack grows once you're ready is also mapped.

Recurring software

TOOL	TIER	MONTHLY COST (AUD)
HubSpot CRM	Free	A\$0
Calendly	Free	A\$0
Google Workspace	Business Starter (1 user)	A\$10
Google Drive (Workspace bundled)	30GB bundled	A\$0
HelloSign / Dropbox Sign	Essentials	A\$22
Mailchimp	Free (≤ 500 contacts)	A\$0

Total recurring

A\$32/mo

Where the stack grows once you're ready

TRIGGER	WHAT COMES NEXT	ADDITIONAL COST
HubSpot Free → Starter	At ~50 active contacts	+A\$25/seat/mo
Calendly Free → Standard	Multiple event types (free intro vs paid consult)	+A\$15/mo
Workspace Starter → Standard	When you hire and need shared drives	+A\$8/user/mo
Mailchimp Free → Essentials	500+ contacts	+A\$17/mo
+ Workflow automation	Zapier or Make to glue tools	+A\$13–30/mo

Rogue Night can implement this for you

Data migration, account setup, configuration, integrations, process design, scoping. **What we don't do:** hands-on team training. We provide written guides and pointers to official video training, plus availability for questions during the first month at no extra cost.

Implementation quote provided on request.

Once the foundation is humming, agents that earn their keep.

You told us your AI appetite is "open to it if you can show it works." — fair, you want proof before you commit. These are agents we'd build for you once the stack above is humming. You can engage Batch 01 standalone, see results in 30 days, then decide on the next batches.

Batch 01 – Day 90 (foundation agents)

Lead Capture Specialist

Replaces: Manual lead entry from email and LinkedIn DMs · Saves ~3-5 hrs/month · Worth A\$84-175/month

Watches Gmail and LinkedIn for new inquiries, extracts contact details + the question, drops a contact into HubSpot with the right pipeline stage, sends you a one-line summary. No more leads ghosted because you didn't get to email in time.

Lead Follow-up Specialist

Replaces: Cold-call follow-ups you hate doing · Saves ~4-6 hrs/month · Worth A\$112-210/month

Sends timed follow-up emails when a HubSpot lead doesn't respond — friendly, on-brand, never aggressive. Three touches over fourteen days, then quietly drops them into Mailchimp's nurture list.

Compliance Evidence Filer

Replaces: Ad-hoc filing of contracts and proofs · Saves ~2-3 hrs/month · Worth Audit insurance + A\$56-105/month

Watches your inbox and HelloSign for new signed contracts, files them into the right Drive folder named by client + date + service type. Builds the audit trail you currently don't have, without you having to think about it.

Batch 02 – Day 180 (customer-experience agents)

Review-Request Specialist

Replaces: Forgetting to ask happy clients for reviews · Saves ~1-2 hrs/month · Worth Reputation lift + A\$28-70/month

Detects a completed engagement (contract signed off, final invoice paid) and sends a personalised review request 48 hours later. Tracks who responded and stops nagging. Google reviews build the social proof that replaces cold calling.

Onboarding Specialist

Replaces: Ad-hoc new-client setup · Saves ~3-5 hrs/month · Worth A\$84-175/month + retention uplift

Triggers a five-touch welcome sequence on signed contract: welcome email, your service overview, FAQs, calendar link for a check-in call, and a feedback ask at day 30. Sets every new client up to feel looked-after from minute one.

Loyalty Specialist

Replaces: Clients who quietly stop engaging · Saves ~2-3 hrs/month · Worth A\$200-500/month retained

Watches HubSpot for clients who've gone quiet (90 days since last interaction) and reaches out with a low-pressure 'thinking of you' message. Win-back rate typically 10-18% in professional services.

Batch 03 – Day 270 (strategic agents)

Profitability Analyst

Replaces: Guessing which work was actually profitable · Saves ~3-4 hrs/month · Worth Strategic – A\$500-2,000/month in pricing insights

Pulls Xero + HubSpot data monthly and shows which client types, service lines, and project sizes are most profitable per hour. Surfaces the bottom 20% of work you could shed without hurting the business.

Marketing Specialist

Replaces: Mailchimp newsletters you keep meaning to write · Saves ~4-6 hrs/month · Worth A\$112-210/month + pipeline lift

Drafts your monthly newsletter from a brief or recent client wins. Segments the list (active, prospect, lapsed) and recommends which message goes to whom. You review and send — never auto-send.

Pricing Optimiser

Replaces: Pricing by gut feel · Saves ~1-2 hrs/month · Worth Margin improvement – typically 5-15% across the book

Looks at win rates by quote tier and lost-deal patterns. Recommends adjustments — usually finding A\$100-500 of margin per engagement you'd otherwise leave on the table.

Rogue Night can build and deploy these for you

Discovery, build, supervised deployment, handoff, and monitoring. You can engage Batch 01 standalone, see results, then commit to the next batches. **What we don't do:** replace you. The agents work alongside you, handling the repetitive so you stay on client work.

Implementation quote provided per batch.

Three doors.

STEP 01

Feel strongly about something? We'll amend the report.

This report is yours. If something doesn't fit your business — a tool you've already tried, a phase that doesn't make sense, a number that feels off — tell us, and we'll revise. Free of charge. The A\$350 covers the work, including refinement.

STEP 02

Engage Rogue Night for the implementation.

Fixed-fee, fixed-scope. Quote provided after a scoping call. We handle setup, configuration, and integration; you keep the clients, the work, and the cash.

STEP 03

Take the report and run it yourself.

The recommendations are vendor-neutral. The A\$350 has covered the work. Six tools, twelve weeks, ten-plus hours a week back.