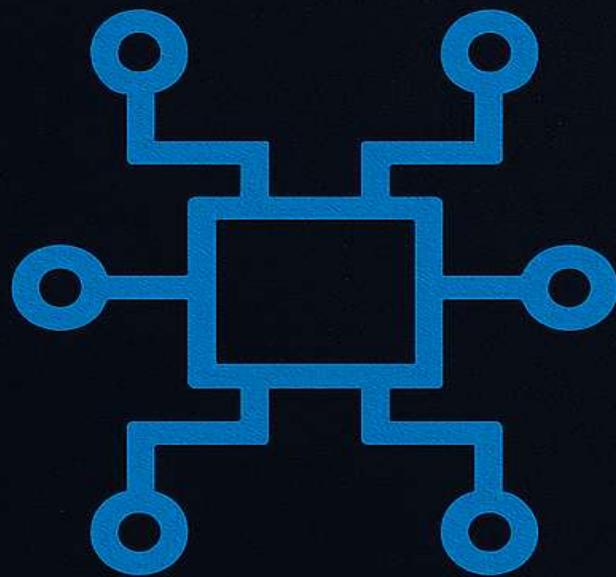


AUTOMATE YOUR STARTUP



Kevin Languedoc

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Chapter 3: Your First Build — A Simple CRM

Overview:

In this chapter, you'll build a lightweight CRM using Airtable and automate customer follow-ups with Zapier. Perfect for solopreneurs managing leads, clients, or subscribers.

What You'll Learn:

- How to structure a customer database in Airtable
- Setting up fields for name, email, status, and notes
- Creating filtered views for active leads vs. closed deals
- Using Zapier to send automated follow-up emails based on status changes

Project Walkthrough:

1. Create a new Airtable base called “Startup CRM”
2. Add fields: Name, Email, Lead Status (dropdown), Last Contacted (date), Notes
3. Build a Zap: When “Lead Status” changes to “Follow-Up,” send a templated email via Gmail
4. Bonus: Add a “Next Action” field and use Zapier to create calendar events

Outcome:

You now have a functional CRM that saves time and keeps your outreach consistent — no more missed follow-ups.

Chapter 4: Launch a Landing Page That Converts

Overview:

Your landing page is your digital storefront. In this chapter, you'll build a high-converting page using Webflow or Carrd, with integrated email capture and analytics.

What You'll Learn:

- Choosing between Webflow and Carrd based on your goals
- Structuring your page: headline, value proposition, CTA
- Embedding an email form (Mailchimp, ConvertKit, or Airtable form)

- Adding Google Analytics or Plausible for tracking

Project Walkthrough:

1. Pick a platform: Webflow for design flexibility, Carrd for speed
2. Use a proven layout: Hero section → Benefits → Social proof → CTA
3. Embed your email form and connect it to your mailing list
4. Add tracking scripts to monitor traffic and conversions

Outcome:

You'll have a polished landing page that collects leads and gives you data — ready to support your product launch or newsletter signup.

LAUNCH YOUR BUSINESS WITHOUT WRITING A SINGLE LINE OF CODE.

AUTOMATE YOUR STARTUP is the ultimate guide for solopreneurs, creators, and consultants who want to build products—automate workflows, and earn revenue—without hiring developers.

Learn how to use tools like Airtable, Bubble, Zapier, and Notion to go from idea to income in weeks, not months.

Whether you’re validating your first MVP or scaling a lean operation, this book gives you the blueprint to build smarter, faster, and on your terms.

**KEVIN IS A NO-CODE STRATEGIST
AND STARTUP BUILDER HELPING
THOUSANDS LAUNCH WITHOUT
TECHNICAL SKILLS.**



Build and launch your startup without coding. *Automate Your Business* by Kevin shows solopreneurs and creators how to use no-code tools to create products, automate workflows, and monetize fast.