

Rule The Internet â Free automation guide

Catch every lead from forms, DMs, and calendars

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

Leads die in DMs and random inboxes when you are busy shipping.

Suggested stack

Form tool + CRM (even a Notion DB) + Zapier. Primary tools: Typeform, HubSpot free, Zapier.

Do this

1. Pick one CRM truth: HubSpot free, Notion, or Airtable â not three.
2. Every form and Calendly booking creates or updates a contact.
3. Tag source (site, LinkedIn, referral) automatically.
4. Daily digest of new leads at 8am â no live ping spam.

Operator tip

Speed-to-lead still wins. Autoreply in under 2 minutes; human reply same day.

Free PDF

This file is free to keep and share with attribution to Rule The Internet. Re-read official tool docs before you automate money or customer data.