

Answer repeat support questions with macros

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.

Same five questions steal hours every week.

Suggested stack

Shared help center + canned replies. Primary tools: Help Scout, Gmail templates, Notion.

Do this

1. List your top 15 support questions from the last 90 days.
2. Write clear answers in a public Notion/Help Scout docs site.
3. Create Gmail/Help Scout macros that link to those docs.
4. Update macros when a product change breaks an answer.

Operator tip

Macros start the reply; personalize the first sentence.

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