How to Run Your Online Coaching Business

for less than $100 a month

Cassie Rajewich

So, you're looking to cut costs—or maybe you're finally ready to dive into running your online business with confidence and strategy? Either way, friend, that's worth celebrating!

Most people are surprised when they find out I run my online coaching business for under $100 a month. It didn't happen overnight, and it definitely wasn't easy to figure out.

Here's a little background on how I trimmed the fat and landed on the lean, efficient tools I'm sharing with you today.

When I first entered the online business space, I had a solid background, including a bachelor's degree, years of experience in corporate settings, and a track record of selling millions in the private education sector. But building an online platform? That was a whole new world.

I could see others doing it, but what I needed was a trusted guide—someone who understood the space and could help me navigate it. Instead, I found myself overwhelmed by a flood of online "experts" offering advanced strategies that were way beyond what I needed as a beginner.
Like many starting out, I needed something simple, foundational, and affordable.

But because my inner circle wasn't part of the online business world, I quickly realized that even the basic industry knowledge often came with a steep price tag. $2,500 for a mastermind, $500 for a one-hour consult, $1,500 for a weekend workshop? No, thank you.

Don't get me wrong—there is value in investing in high-level coaching and insider circles. But I also believe there's room to generously share and support one another, especially for those just getting started.

So today, I'm sharing with you what took me years of trial, error, money, and energy to figure out—for free.

From my home office to yours, here's to building your business with clarity, simplicity, and heart. Go forth, my friend, into the wide-open spaces of online coaching—and make the world a better, more creative place.

-Cassie

Are you ready for the goods? I'm so excited to share! Let's Dive In...

Here are the sixteen main accounts I currently use to run my online business.

1. Canva Pro - $12.95 per month
2. Flowdesk (email marketing) - $35.00 per month
3. Acuity Scheduling - $16.00 per month
4. Paypal - 2.9% of every transaction
5. Business bank account - Free
6. ZOOM Workplace - $13.33
7. LOOM (videoing sharing) - Free version
8. Meta - Free (or you can pay for your cute little blue check mark)
9. Trello (business organization system) - Free version
10. Voxer (communication)- Free version
11. Linktree (ability to share links in bio) - Free version
12. Grammarly (editing) - Free version
13. Google Docs - Free
14. Google Calendar - Free
15. ChatGPT - Free version until you are ready for their paid version

BONUS- Lots of FREE software for podcasting. Audacity is a robust software, available for free, plus many more options are available.

As you can see, some of these accounts have recurring monthly expenses, while some I am using the free version.

I do not have a signed contract or yearly agreement with the abovementioned companies.
These are all month-to-month agreements that can be easily canceled at any time.

If you're new to the online space or unfamiliar with the services I've mentioned, I recommend sorting through each and researching them, as well as their competitors. I've done a bit of the legwork for you and listed the main categories and options below.

1. Email marketing - Mailchimp, ConvertKit, Flodesk, MailerLite, Hubspot
2. Design - Canva, Figma, VistaCreate, Crello, Vectr
3. Appointment scheduling - Acuity, Calendly, Square, Zoho Bookings, Workyard, just to name a few

I did not check all, but I believe most of the services I mentioned above offer a free version with regards to Flodesk, which only offers a 30-day free trial.

Please note - I have the expense of web hosting, website URL, and one or two plug-ins. I pay those on a yearly, or every 3-year, basis. For the purpose of this resource, I've not built that cost into these monthly fees. I'm assuming you have already purchased these or, at this time, it's not something you need to invest in. You may simply want to know how to get up and running and in that case, you could use a Facebook Business page (FREE) or any other social media free platform to sell along with an email marketing tool that offers landing pages.

From one online business friend to another, I'm totally cheering you on!

xoxo

Cassie