

HEADCOUNT: 1

THE HEADCOUNT ONE

Toolkit

A whole company. Headcount: one.

You don't need a team to build a business anymore — which means you don't need to raise capital to get to market. One person, some AI, and the willingness to learn. This is the exact stack and 7-day plan to run a company of one.

1. The New Reality

For most of history, starting a business meant clearing gates you couldn't control: capital, a technical co-founder, an expensive agency, a network of the right people. Those gates are gone.

In 2026, one person can run what used to take a whole team. You describe what you want in plain English and AI tools build the website, write the content, follow up with customers, and send the invoices. The cost of starting collapsed from tens of thousands of dollars to roughly the price of a few subscriptions — which means you no longer need to raise money to get to market.

You don't need a team. You don't need funding. You need one person who's willing to learn one tool at a time. That's the whole game. Headcount: one.

2. The Headcount One Stack

Seven tools, organized by the job they do. Each one replaces a role you'd otherwise hire for. Start with the first two; add the rest as you need them.

THINK & ORGANIZE

Notion

Your business brain — plans, tasks, a lightweight CRM, everything in one place. Replaces: an operations hire.

EMAIL LIST (DO THIS FIRST)

Kit (ConvertKit)

Collect emails from day one. The one asset you own outright. Replaces: renting an audience from an algorithm.

CONTENT & COPY

Jasper

Turn one idea into a week of posts, emails, and pages. Replaces: a content team.

WEBSITE

Framer

Describe a site, publish it the same day. No code, no developer. Replaces: a \$2,000 web project.

SALES & FOLLOW-UP

HubSpot

Track leads and follow up automatically, even while you sleep. Replaces: a sales assistant.

VOICE & VIDEO

Speechify

Turn any text into studio-quality voiceover in one click. Replaces: a recording setup.

FUNNELS & GETTING PAID

Systeme.io + FreshBooks

Build a full sales funnel and send invoices that get paid by card. Replaces: a checkout developer and a bookkeeper.

3. The 7-Day Launch Plan

One week from idea to live. Don't aim for perfect — aim for started.

Day 1 — Pick the problem. Choose one problem you understand and one group of people who have it. Write it in a single sentence.

Day 2 — Shape the offer. Use Jasper to draft what you'll offer and the words to describe it. Keep it simple enough to explain in a sentence.

Day 3 — Build the page. In Framer, publish a one-page site: the problem, your offer, and a button. Live today, not someday.

Day 4 — Set up email capture. In Kit, create a free resource and a signup form. Start collecting emails immediately.

Day 5 — Wire up getting paid. Set up Systeme.io for checkout (or FreshBooks to invoice). Make it possible to actually receive money — no funding required.

Day 6 — Create content. Make your first 5 short videos or posts about the problem you solve. Point them at your page.

Day 7 — Launch & tell people. Publish. Share it. Send your first email. You now run a real company. Headcount: one.

4. The 5 Mindset Shifts

"I need a technical co-founder." → **I can build the first version myself and decide what I actually need later.**

"I need to raise funding to start." → **I can start for the price of a few subscriptions and let revenue fund the rest.**

"I need a team." → **AI does the work of the team. Headcount: one.**

"I need permission / the right network." → **Nobody's coming to give it. The tools are right here.**

"I need it to be perfect." → **I need it to be started. Perfect comes from iterating on something real.**

5. What To Do Next

You have the stack and the plan. The only thing left is to begin — today, with one step, not someday with all of them.

1. Open Notion and write your one-sentence problem.
2. Set up your email capture in Kit (10 minutes — do it now).
3. Follow Headcount One for daily, specific how-to.

Want the whole system, done for you?

Headcount One OS — a ready-to-use Notion workspace, the full AI prompt library, and the 7-day plan with walkthroughs. Plug in and go. (Link in the email that sent you this toolkit.)

Headcount One · A whole company. Headcount: one. · No team. No funding. Just an idea, AI, and the willingness to learn.

Tools mentioned may include affiliate links — tools genuinely used to build a company of one. The price is the same for you either way.