

FREE RESOURCE 04 — INFOGRAPHIC

# The GTM stack map.

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01 10 stages, 30+ tools

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02 What you need on day one

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03 The five-tool minimum

04 The order to build in

Which tool does what, at which stage, and what you can skip when you're starting out.

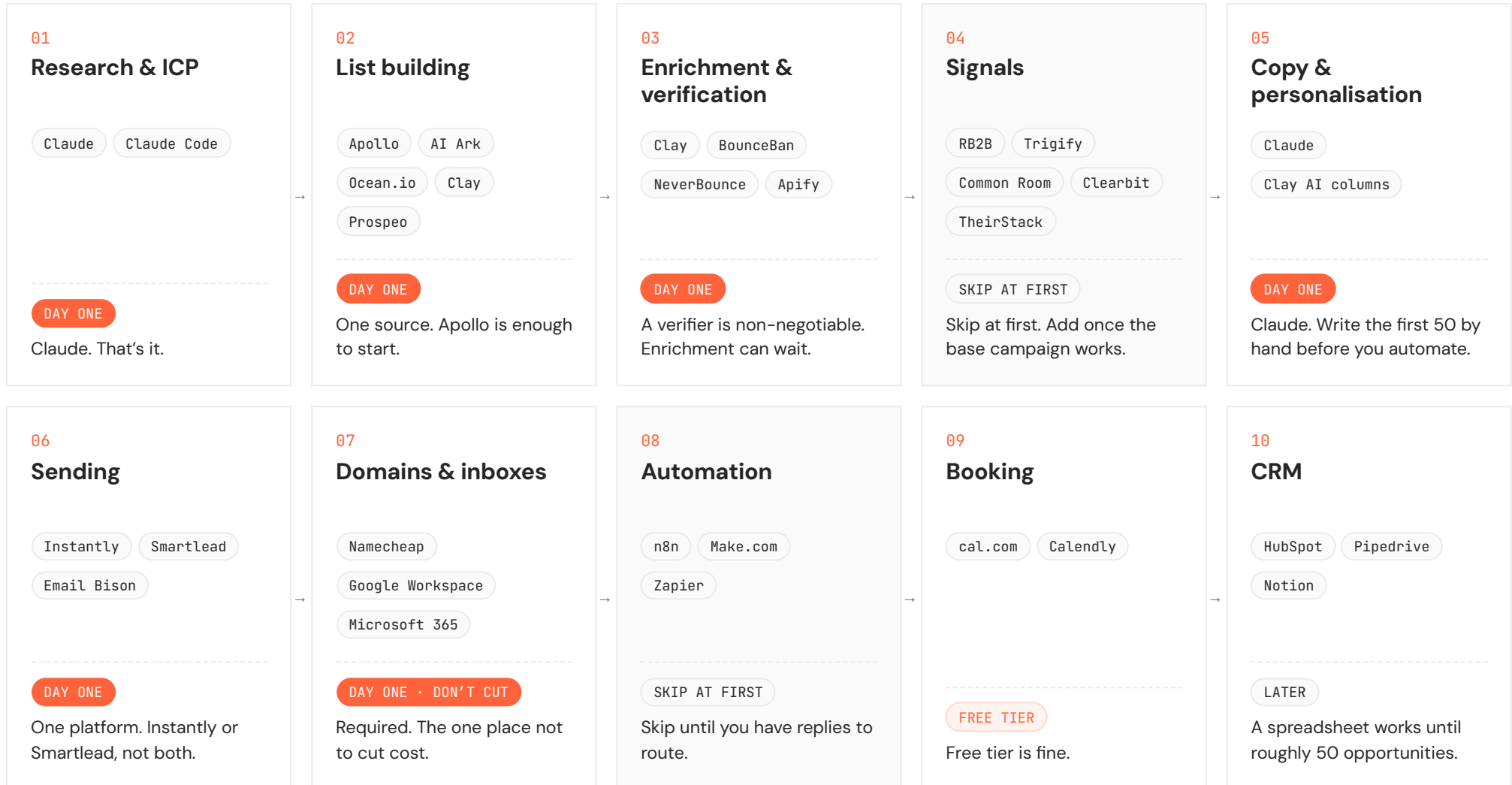
(01) THE MAP

# Ten stages. Most of them can wait.

DAY ONE

FREE TIER

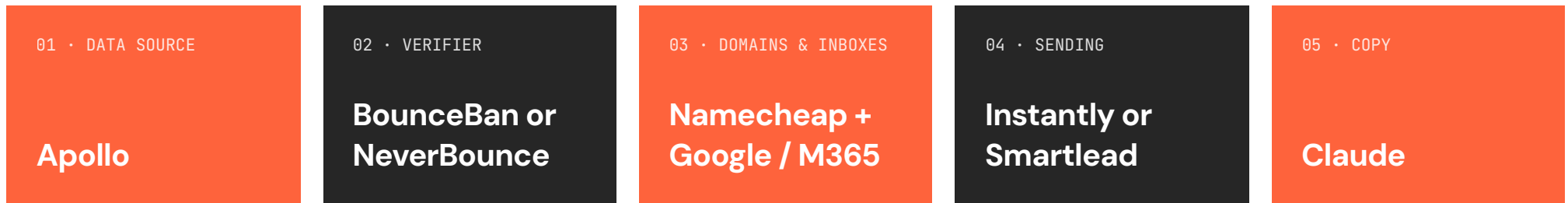
SKIP / LATER



## (02) THE HONEST TAKE

# You can run a working engine **with five tools.**

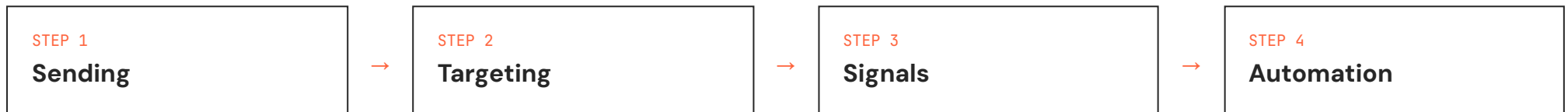
Everything else is optimisation you add once the base works.



## ! The order people get wrong

BUILD IN THIS ORDER

Buying signal tools and automation before the fundamentals work. A perfect n8n workflow routing replies you aren't getting is a waste of a month.



### THE RULE

**Add a tool only when the step before it already works.** If you can't name the problem a tool fixes in your campaign today, you don't need it yet.

# Not sure what your stack actually needs?

I build outbound stacks end to end — list, enrichment, sending, reply routing and booking. Tell me what you're running and I'll tell you what to cut.

[Book a free 20-min teardown →](#)

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