

PORT JACKSON WORKSHOP · FREE COURSE · DO IT YOURSELF SERIES

Build It Yourself

How to start a business on what you already know and your own money — the whole method, free — so you never have to pay for a game plan, a mastermind or a program to begin

WHO THIS IS FOR

Anyone in Australia with real expertise and no business yet — especially mid-career people being marketed to by coaches, agencies and accelerators charging A\$3,000 to A\$35,000 to 'help'. Also for anyone who has paid once and wants to do the next one without.

WHAT YOU WILL HAVE AT THE END

A registered business with a one-sentence promise; a public record with every number sourced; your most valuable knowledge published free and cut into a year of content; an email list you own with an honest gate; your first paid product and first priced service sold to people who asked; a decision method for what help is worth buying; and the four questions that protect you before any sales call.

Christine de Vries · Port Jackson Group · v1.0 · 3 September 2026 · Free to read, copy and share unchanged with this notice. This course names no company, coach or product. Every figure is an estimate to check against your own numbers. It is general information, not financial, legal or tax advice. Nothing is sold inside it.

How to use this course

Seven modules, in order. Module 1 is paper; Module 2 is one afternoon and about A\$150; Modules 3–5 are the engine and take twelve weeks; Modules 6–7 are selling and buying, honestly. Every lesson ends with a 'Do this now' box. Worksheets are in the appendix. Figures are Australian, September 2026, and estimates. Nothing here is legal, tax or financial advice, and nothing is sold inside.

Course map

Module	Lessons	You finish with
One sentence, one person, one number	The sentence · The person, and where they already are · The most valuable thing you know	A promise sentence a stranger could repeat; a named customer; a first-give-away named.
The spine: legal and money, one afternoon	In this order · The one-page notice · What not to collect	ABN, business name, bank account, domain, a terms and privacy notice, an email platform on its free tier.
Your record, honestly, from day one	The ledger rule · What you may not borrow · Counts, published monthly	A public record page with a ledger rule and three sourced lines.
Give away the most valuable thing	Write the primary piece completely · Cut it twelve ways · The library · The fortnight routine	The primary piece published, twelve pieces cut from it, a library page with fixed topics.
The list you own	The trade, said plainly · Ten emails before you sell anything · Where the list comes from	An email list with an honest gate and ten useful emails written.
Sell few things to people who ask	The first paid thing answers the most repeated question · The priced service · The room, if ever · What you never sell	One paid product, one priced service, and a written rule for when a room would make sense.
Help: what to buy, what to build	The DIY-equivalent method · The four questions before any call · When help is worth buying · The quarterly review	A completed DIY-equivalent sheet for any offer you are considering, and the four questions answered in writing before any call.

Module 1 — One sentence, one person, one number

Businesses that pay for help usually pay to be told what they could have written on a page. Write the page.

Lesson 1.1 — The sentence

Fill this in: 'I help [one kind of person] do [one thing] so that [one measurable result]. I know this because I have done it [where, when]. The first thing I will give away is [the most valuable thing I know], for free, every [cadence].'

Every blank must be specific. 'Business owners' is not a person; 'tradie business owners doing their first job over A\$50K' is. 'Grow' is not a result; 'finish the job at the margin you quoted' is.

DO THIS NOW

Write the sentence on W1. Read it to two people in the target group. If either asks 'what do you mean?', fix the blank they asked about.

Check: Can the listener say back what you do and for whom, in one breath?

Worksheet: W1 The sentence (Appendix)

Lesson 1.2 — The person, and where they already are

Name the one place your person gathers — a Facebook group, an industry association, a trade counter, a school gate, a subreddit. If you cannot name it you cannot give them anything, and you will end up paying for ads to find strangers.

Then list the ten questions they ask in that place. These are your first ten posts and, later, your first paid product.

DO THIS NOW

Fill the place and the ten questions on W1.

Worksheet: W1 The sentence (Appendix)

Lesson 1.3 — The most valuable thing you know

Pick the thing people would pay you for today — the checklist, the method, the worked example. It will be given away in Module 4. Giving away the best thing is the model: it is what makes people trust the next thing. Sellers who tell you to hold it back for the paid tier are describing their model, not yours.

DO THIS NOW

Name it on W1 in one line, and estimate how long it would take to write it completely.

Worksheet: W1 The sentence (Appendix)

MODULE 1 — YOU ARE DONE WHEN

A promise sentence a stranger could repeat; a named customer; a first-give-away named.

Module 2 — The spine: legal and money, one afternoon

Everything a program charges thousands to 'set up' is a sequence of free or cheap registrations done in the right order.

Lesson 2.1 — In this order

1 ABN — free, online, minutes. 2 Business name at ASIC — needs the ABN first; about A\$44 a year or A\$102 for three. 3 Business bank account — needs both. 4 Domain — A\$15–25 a year. 5 Email platform free tier (to 500–1,000 contacts) with double opt-in turned on. 6 GST — register only when you expect A\$75,000 in a year, or voluntarily if you want to show '+GST'.

Getting the order wrong is what freezes payment accounts later: the name on the ABN, the business name, the bank account and any payment gateway must match.

DO THIS NOW

Complete W2 with a screenshot per step. Total cost written at the bottom.

Check: Do all four names match exactly?

Worksheet: W2 The spine (Appendix)

Lesson 2.2 — The one-page notice

If you collect an email you need a privacy notice: what you collect, why, how to leave. If you sell anything you need terms: what it is, price, refunds (the Australian Consumer Law guarantees you cannot exclude), contact. One page each, plain English. A lawyer reads them once (A\$300–500) before you take money — the cheapest insurance in this course.

DO THIS NOW

Write both pages from the W3 template.

Worksheet: W3 Terms and privacy (Appendix)

Lesson 2.3 — What not to collect

Do not ask for a phone number unless you will call or text, and if you will, say so on the form in one line, the same line everywhere. Do not run prize draws; they are regulated trade promotions in several states. Do not describe any gate one way on the homepage and another way on the form.

DO THIS NOW

Write your one-line gate description on W3 and use it verbatim on every form.

Worksheet: W3 Terms and privacy (Appendix)

MODULE 2 — YOU ARE DONE WHEN

ABN, business name, bank account, domain, a terms and privacy notice, an email platform on its free tier.

Module 3 — Your record, honestly, from day one

The sites selling you help all have a ledger of numbers. Yours will be smaller and completely true, and that is worth more than theirs.

Lesson 3.1 — The ledger rule

Every number on your site has four fields: the claim, the number, the date, and a link a stranger can open. If the fourth field is empty the number does not go up. This rule is the whole of your credibility, and it costs nothing.

Start small and true: 'first guide published, 3 Sep 2026, link'; '12 subscribers, 30 Sep 2026, screenshot'.

DO THIS NOW

Create the record page from W4 with your first three lines.

Worksheet: W4 The ledger (Appendix)

Lesson 3.2 — What you may not borrow

An audience you managed for someone else, a family business's followers, a former employer's results, a channel you ran for a client — these are credited with your role stated ('social media manager for X, 2022–24'), never listed as your record. Internal records ('my files') are not sources. A paid-entry award is 'a category win in a paid-entry competition'. An hourly sub-category bestseller badge is not 'best-selling'.

When you see a seller's ledger, pull the largest number first. If it has no source, the ledger is decoration.

DO THIS NOW

Audit your own draft site copy against W4's 'may not borrow' list. Delete or re-label anything that fails.

Worksheet: W4 The ledger (Appendix)

Lesson 3.3 — Counts, published monthly

Readers, subscribers, products sold, hours worked. Dated, in one place, updated monthly, never backfilled. When a number goes down, it goes down on the page. This is what turns a website into a record.

DO THIS NOW

Add the counts table to the record page with today's zeros.

Worksheet: W4 The ledger (Appendix)

MODULE 3 — YOU ARE DONE WHEN

A public record page with a ledger rule and three sourced lines.

Module 4 — Give away the most valuable thing

The engine of this model is one complete, ungated piece of your best knowledge every fortnight, cut into a year of content by an AI assistant you direct.

Lesson 4.1 — Write the primary piece completely

The thing from Lesson 1.3: a guide, a method, a worked example, written so that a stranger could do it without you. Two to six pages. Real numbers, a real example (composite if needed, labelled). No gate, no 'to get the rest, book a call'. If you find yourself holding something back, that is the thing to include.

DO THIS NOW

Write it. Publish it on your site with a date. Add the ledger line.

Check: Could a stranger execute it from the page alone?

Worksheet: W5 The primary piece (Appendix)

Lesson 4.2 — Cut it twelve ways

Prompt: 'Here is my guide. Cut it into twelve standalone posts, each teaching one step completely, each ending with the name of the next step. Plain Australian English, no sales language, no superlatives. Then give me a one-minute video script for the three most useful steps.' Edit every piece for truth. Twelve posts is four weeks at three a week; one primary piece a fortnight sustains a year.

DO THIS NOW

Generate, edit and schedule twelve posts on W5.

Worksheet: W5 The primary piece (Appendix)

Lesson 4.3 — The library

A page listing everything you have published, sorted into six to eight fixed topics you never rename, each entry with its real publication date and link. Re-publishing old work is fine; re-dating it is not. The library is what people send to each other; the feed is what they scroll past.

DO THIS NOW

Build the library page with your topics and the first entries.

Worksheet: W5 The primary piece (Appendix)

Lesson 4.4 — The fortnight routine

Week 1: write the primary piece (four to six hours). Week 2: cut and schedule (two hours). Every week: answer every question you receive, in public where possible, and log the ones that repeat — the repeated ones become Module 6. Six hours a week, sustained, beats forty in a burst.

DO THIS NOW

Diary the routine for twelve weeks.

Worksheet: W5 The primary piece (Appendix)

MODULE 4 — YOU ARE DONE WHEN

The primary piece published, twelve pieces cut from it, a library page with fixed topics.

Module 5 — The list you own

Platforms change the rules; an email list does not. It is the only asset in this model no one can take from you — if you build it honestly.

Lesson 5.1 — The trade, said plainly

The gate is a sentence: 'You get [the free thing]. I email you [cadence]. Leave any time.' Email only unless you will text. The same sentence on every form. This is the opposite of 'unlock full access' with three required fields and a changelog that says two.

DO THIS NOW

Write the sentence on W6 and put it on the form.

Worksheet: W6 The list (Appendix)

Lesson 5.2 — Ten emails before you sell anything

Each email teaches one thing completely and asks one question back. No product, no link to a call, for ten emails. The replies to the questions tell you what to build in Module 6. People who paid for a funnel course will tell you this is leaving money on the table; it is leaving trust on the table, which is where it compounds.

DO THIS NOW

Write the ten emails from W6's plan and load them as a sequence.

Worksheet: W6 The list (Appendix)

Lesson 5.3 — Where the list comes from

Every post from Module 4 ends with the primary piece; the primary piece ends with the list sentence. No pop-ups, no exit-intent, no countdowns. Growth will be slow and real. Count it on the record page.

DO THIS NOW

Add the list sentence to the bottom of the primary piece and every cut post.

Worksheet: W6 The list (Appendix)

MODULE 5 — YOU ARE DONE WHEN

An email list with an honest gate and ten useful emails written.

Module 6 — Sell few things to people who ask

Selling comes last and comes small. Three products, in order, each priced on the page, each answering a question the free work already produced.

Lesson 6.1 — The first paid thing answers the most repeated question

Look at the log of repeated questions from Modules 4 and 5. The most repeated one becomes a A\$29–99 product: a workbook, a template pack, a recorded walkthrough. It is sold from a page with the price, what is in it, and a refund line. Announced once to the list and once on the site. If fewer than ten people who asked the question buy it, the question was not the repeated one.

DO THIS NOW

Build and price it. Record the first ten sales on W7 with the date.

Worksheet: W7 What I sell (Appendix)

Lesson 6.2 — The priced service

A session, a review, a build — whatever people keep asking you to do for them. Price on the page, including GST. A booking form is fine. 'Find out if you qualify' and 'limited to five per week' are not, unless the limit is real and the filled count is published. Deliver in writing where you can; a written review outlives a call.

DO THIS NOW

Publish one service with its price. Book the first three.

Worksheet: W7 What I sell (Appendix)

Lesson 6.3 — The room, if ever

Only when the same people keep coming back with new questions. Small, priced on the door (A\$79–97 a month), seven-day trial, two-click cancel — built to the subscription rules that commence 1 July 2027. Ten free weeks first with people you invite. The 'Run Your Own Room' course covers it in full.

DO THIS NOW

Write the trigger for when you would build one on W7. Do not build it yet.

Worksheet: W7 What I sell (Appendix)

Lesson 6.4 — What you never sell

Anything your free work says nobody needs. Anything with an outcome you cannot measure ('financial freedom'). Anything with a revenue figure and no cost beside it. Investment, wealth or asset advice of any kind without a licence. And nothing sold on a call you have to 'qualify' for.

DO THIS NOW

Copy W7's 'never' list onto your record page.

Worksheet: W7 What I sell (Appendix)

MODULE 6 — YOU ARE DONE WHEN

One paid product, one priced service, and a written rule for when a room would make sense.

Module 7 — Help: what to buy, what to build

You will be offered help every week. This module gives you the two tools that decide it: the DIY-equivalent method and the four questions.

Lesson 7.1 — The DIY-equivalent method

Take any offer. List every item it includes. Beside each, write the free or cheap equivalent and its cost: training modules → free platform courses and a A\$29 guide; group calls → a A\$97 room; supplier introductions → free directories; a website → a weekend or a A\$800 freelancer; a strategist → a fractional consultant at A\$300–500 a month; an event → the trade fair you can walk for free. Sum the column. If the offer is ten times the sum, you are buying company and certainty; the first is real, the second is not for sale.

DO THIS NOW

Run W8 on the last offer you were sent.

Worksheet: W8 DIY-equivalent (Appendix)

Lesson 7.2 — The four questions before any call

In writing, before you book: (1) Who is the legal entity and its ABN/ACN? (2) What is the full price, including GST and any payment-plan premium, and what are the refund terms? (3) What does the person I will speak to earn if I buy? (4) Show me one named, permitted result with the definition, the period and the cost beside it. A seller who answers all four in writing has earned a call. A seller who says 'let's discuss it on the call' is selling the call.

DO THIS NOW

Send the four questions to the next seller who invites you to book. Keep the reply on W8.

Worksheet: W8 DIY-equivalent (Appendix)

Lesson 7.3 — When help is worth buying

A one-hour session with a practitioner who publishes prices, when you are stuck on one decision. A lawyer to read your terms. A fixed-fee ads manager with your baseline and your accounts, after you have run ads yourself for 90 days. A room with a price on the door. Anything above A\$2,000 only when the business has paid you a wage for a quarter and the fee is a mistake you can afford. That is the whole list.

DO THIS NOW

Write your own 'worth buying' list on W8 and the amount you would spend this year.

Worksheet: W8 DIY-equivalent (Appendix)

Lesson 7.4 — The quarterly review

Every quarter: the counts, the ledger, the products sold, the hours, what you bought and what it returned, what you retired. Publish the honest version on the record page. Then the kill criteria: twelve primary pieces and under 100 subscribers → change the person or the problem; first product under ten sales to people who asked → wrong question; any quarter you cannot keep the ledger rule → stop adding numbers until you can.

DO THIS NOW

Diary the first quarterly review and pre-fill W9's headings.

Worksheet: W9 Quarterly review (Appendix)

MODULE 7 — YOU ARE DONE WHEN

A completed DIY-equivalent sheet for any offer you are considering, and the four questions answered in writing before any call.

Appendix — Worksheets

W1 The sentence

Field	Yours
I help [one kind of person]	
do [one thing]	
so that [one measurable result]	
I know this because [where, when]	
The first thing I give away, and cadence	
The one place they gather	
Ten questions they ask there	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.

W2 The spine

Step	Done (date)	Cost	Name matches ABN?
1 ABN		free	
2 Business name (ASIC)			
3 Business bank account			
4 Domain			
5 Email platform, double opt-in on		free	
6 GST decision			
Total			

W3 Terms and privacy (template)

Section	Wording
Privacy: what I collect	Name and email address
Privacy: why	To send you [the free thing] and [cadence] emails
Privacy: how to leave	Unsubscribe link in every email; reply 'remove'
Terms: what you are buying	
Terms: price incl. GST	
Terms: refunds	Australian Consumer Law guarantees apply and cannot be excluded; plus: [your policy]
Terms: contact	[email], [ABN]
The gate sentence (verbatim everywhere)	

W4 The ledger

A number without a date and a link a stranger can open does not go on the page.

Claim	Number	Date	Link a stranger can open

Claim	Number	Date	Link a stranger can open
MAY NOT BORROW: audiences built by others (credit with role) · internal records as sources · paid-entry awards as prizes · hourly badges as 'best-selling' · re-dated archives			

W5 The primary piece

Field	Content
Title and date published	
Ungated link	
Twelve cut posts (titles, scheduled dates)	
Three one-minute scripts	
Library topic	
Questions received this fortnight (log the repeats)	

W6 The list

Field	Content
The gate sentence	
Email 1–10: one lesson, one question each	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.
Subscribers (dated, monthly)	
Replies that repeat	

W7 What I sell

Product	Question it answers	Price incl. GST	Refund line	First ten sales (dates)
Paid thing 1				
Service 1				
Room — trigger only				
NEVER: unmeasurable outcomes · revenue without cost · investment/wealth advice · 'qualify' calls · anything my free work says nobody needs				

W8 DIY-equivalent and the four questions

Offer item	Free / cheap equivalent	Cost
Sum of equivalents vs offer price		
Q1 Entity and ABN/ACN (in writing)		
Q2 Full price incl. GST, plan premium, refunds		
Q3 What the caller earns if I buy		
Q4 One named, permitted result with definition, period, cost		

W9 Quarterly review

Item	This quarter
Readers / subscribers / sales / hours	
Ledger lines added (all sourced?)	
Bought: what, cost, return	
Retired	
Kill criteria checked	
Published on the record page (date)	

Honest limits

- Registration costs, platform tiers and thresholds are September 2026 Australian estimates; check the live pages.
- This is general information, not legal, tax or financial advice. Have your terms read once by a lawyer.
- The model here is slow by design: it trades speed for a record that is entirely true. Sellers offering speed are usually selling the trade in the other direction.
- No income is promised. The counts on your own record page are the only numbers that will tell you the truth.
- Nothing is sold inside this course. Where a lesson's natural next step is a paid guide from the same author, it is named as such and never required.