

PORT JACKSON WORKSHOP · FREE COURSE · DO IT YOURSELF SERIES

# Run Your Own Room

How to build a small paid community for your trade — or join one on your terms — instead of paying for a mastermind whose numbers don't add up

## WHO THIS IS FOR

Australian owner-operators who have bought courses that went stale, are being sold high-ticket masterminds, and either want a room of peers at a fair price or want to run one for the people in their niche.

## WHAT YOU WILL HAVE AT THE END

A one-sentence promise with a number, a ten-function framework, a free scorecard, a weekly live call run on a fixed format, a two-click cancel path that already meets the 1 July 2027 subscription rules, eight free weeks of proof, and a published counts page. Or, as a buyer: the six questions that separate a good room from an expensive one.

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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

Five modules. If you are a buyer only, do Module 1 and Lesson 4.5 and then the Buyer's Check in the appendix. If you are building, do all five in order; Module 5's eight free weeks take eight weeks, so start them early. Tool prices are September 2026 estimates.

## Course map

| Module                                 | Lessons                                                                                                       | You finish with                                                                             |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| The promise, with a number             | One sentence, one band, one price · Count honestly from day one                                               | A promise sentence, a revenue band, a price and a trial length written down.                |
| The framework: ten functions, in order | List every function the business runs on · Put them in order · The scorecard                                  | Ten one-page function sheets and a one-page sequence chart.                                 |
| Legal, money and the 2027 rules        | Terms in plain English · Billing you do not touch · Rewards, not raffles                                      | Terms, a billing portal with self-serve cancel, and a no-draw rewards policy.               |
| The room, run                          | The weekly call format · Day 0 to day 7 · The channel norm · The second room, if ever · Buying a room instead | Four weekly calls run on the run-sheet; onboarding messages written; channel norm modelled. |
| Proof, then launch                     | Eight free weeks · The honest funnel, drawn                                                                   | Eight calls run, six named results, counts page live, launch date set.                      |

# Module 1 — The promise, with a number

Rooms fail on vagueness. 'More orders, better decisions' is a mood. A promise you can be held to has a metric, a band and a price.

## Lesson 1.1 — One sentence, one band, one price

Write: 'A room for Australian [niche] operators doing A\$[low]–A\$[high] a month who want one live call a week to bring a real decision to, a written framework to sequence the work, and peers who answer within the day. A\$[price] a month, [7]-day free trial, cancel any month.'

The band is who it is for, not where it takes them. The moment a band becomes an outcome ('from \$40K to \$400K') it becomes a claim you cannot substantiate.

### DO THIS NOW

Write your sentence on W1. Read it to one person in the band and ask what they think they would get.

*Check: Does the sentence contain a metric, a band, a cadence, a price and a trial? Five things, or it is not finished.*

**Worksheet: W1 Promise (Appendix)**

## Lesson 1.2 — Count honestly from day one

Decide now the three numbers you will publish monthly: members, call attendance rate, questions answered. Then decide the numbers you will never publish: revenue outcomes for members, 'community size' that includes a free group, anything you cannot count.

A free Facebook group of 10,000 is not a membership of 10,000. If you run both, they get separate labels forever.

### DO THIS NOW

Set up the Counts page (W6) with the three numbers and today's date, even if all three are zero.

**Worksheet: W6 Counts page (Appendix)**

### MODULE 1 — YOU ARE DONE WHEN

A promise sentence, a revenue band, a price and a trial length written down.

## Module 2 — The framework: ten functions, in order

A framework is the thing that stops the call from being a chat. Yours needs to be complete, named consistently and — the part most rooms skip — ordered by stage.

### Lesson 2.1 — List every function the business runs on

Most operating businesses run on the same set: product/service, customers-in (prospects), profit, customers-kept (retention), promotion, platform (the shop/site/tools), performance (numbers), people, protection (legal/tax/cash/risk), practice (operating rhythm). Rename them for your niche; keep eight to ten; use the same names everywhere.

For each, write one page: what it is, the three numbers that show whether it is healthy, the first fix at each band, one worked example.

#### DO THIS NOW

Draft the ten pages using W2 as the template. One evening each; ten evenings.

**Worksheet: W2 Function page (Appendix)**

### Lesson 2.2 — Put them in order

A list is a checklist; a sequence is advice. For each band write which function comes first and why. In most small businesses profit (do you know your margin?) comes before product (should you add a line?), and platform comes after promotion has proven the offer.

This one-page chart is your lead magnet, your syllabus and your call agenda.

#### DO THIS NOW

Draw the sequence chart: bands across the top, functions in order down each column.

**Worksheet: W2 Function page (Appendix)**

### Lesson 2.3 — The scorecard

Ten questions, one per function, answered 1–5, auto-scored, result emailed. Build it in a free form tool feeding a spreadsheet. The lowest-scoring function is what the member brings to their first call.

No email is required to see the result on screen; email is asked for to send it. That distinction keeps the scorecard a gift and not a trap.

#### DO THIS NOW

Build the scorecard; take it yourself; send the result to yourself.

**Worksheet: W3 Scorecard (Appendix)**

#### MODULE 2 — YOU ARE DONE WHEN

Ten one-page function sheets and a one-page sequence chart.

## Module 3 — Legal, money and the 2027 rules

From 1 July 2027 Australian subscription contracts must disclose clearly and be easy to cancel, and 'unfair trading practices' — false urgency, drip pricing, hard-to-find cancel buttons — are banned outright. Build for that now and you never have to rebuild.

### Lesson 3.1 — Terms in plain English

Monthly rolling. Cancel from the billing portal in two clicks, no notice, no email required. Refund the current month if cancelled within 7 days of a renewal. Entity name, ABN, email and phone on the pricing block. Price shown including GST.

If you ever run an application tier: apply free, pay on acceptance. Never take payment to consider an application.

#### DO THIS NOW

Fill W4 and paste it into your terms page. Have a lawyer read it once (A\$300–500) before you take the first payment.

**Worksheet: W4 Terms (Appendix)**

### Lesson 3.2 — Billing you do not touch

Stripe Billing with the customer portal turned on handles trial, charge, cancel and refund without you. Fees about 1.7% + A\$0.30 per domestic card payment. If you would rather not handle GST yourself, a merchant-of-record platform does it for about 5% + A\$0.50.

#### DO THIS NOW

Set up billing; run one A\$1 test through trial → charge → cancel → refund.

**Worksheet: W4 Terms (Appendix)**

### Lesson 3.3 — Rewards, not raffles

A regular cash prize for showing up is a trade promotion; in several states a A\$2,000 weekly draw needs a permit and always needs published terms. You do not need any of it. 'Best question of the month' chosen by you and announced with the reason is a reward, not a game of chance, and costs a A\$50 voucher.

#### DO THIS NOW

Write your rewards line on W4: what, how chosen, how announced.

**Worksheet: W4 Terms (Appendix)**

#### MODULE 3 — YOU ARE DONE WHEN

Terms, a billing portal with self-serve cancel, and a no-draw rewards policy.

## Module 4 — The room, run

The call is the product. Everything else — recordings, playbooks, the channel — is what happens between calls.

### Lesson 4.1 — The weekly call format

Sixty minutes, same slot every week, recorded. Three members, fifteen minutes each: they state the decision, you name the function and the band, the room asks questions for five minutes, you close with the framework page and one next step. Fifteen minutes of open questions at the end. Recording posted within 24 hours, titled with the three decisions, not the date.

#### DO THIS NOW

Run one call on W5 with anyone who will turn up. Post the recording with the decision-based title.

**Worksheet: W5 Run-sheet (Appendix)**

### Lesson 4.2 — Day 0 to day 7

Day 0: welcome message with the framework PDF, the call link and one question — 'what is the one decision you are stuck on this month?' Day 1: you reply, personally, to that answer. Day 3: their scorecard's lowest function is named on the call or in a two-line note. Day 7: trial converts. Members who never attended get a 'bring your decision' note, not a discount.

#### DO THIS NOW

Write the five messages now so day 0 is a paste, not a scramble.

**Worksheet: W5 Run-sheet (Appendix)**

### Lesson 4.3 — The channel norm

A community channel is dead unless someone models it. For the first month you answer every question within the day, and you say so on the welcome message. When members start answering first, you have a room.

#### DO THIS NOW

Set the norm in writing; keep a two-week log of response times.

**Worksheet: W5 Run-sheet (Appendix)**

### Lesson 4.4 — The second room, if ever

Only when members outgrow the band. Small (a dozen), interview free, pay on acceptance, one longer call a month plus a written quarterly review of each member's numbers. Publish the seats filled beside the cap. A cap with no count is a scarcity device; a cap with a count is just a fact.

#### DO THIS NOW

Do not build it. Write the trigger for when you would (e.g. six members above the band for three months) on W1.

**Worksheet: W1 Promise (Appendix)**

### Lesson 4.5 — Buying a room instead

Six questions before paying: What is the full price, including GST, and what does cancellation take? Who are the coaches, by name, and how many hours a month does the room get from them? What is the member count, dated, and does it include a free group? Which results are named and permitted, with the period and the definition? What does the free event lead to, and how much does that cost? Is anything in the membership investment, wealth or asset advice — and if so, under what licence?

A room that answers all six in writing is worth a trial. A room that answers with a call is selling the call.

#### DO THIS NOW

Score any room you are considering on W7 before booking a call.

### Worksheet: W7 Buyer's check (Appendix)

#### MODULE 4 — YOU ARE DONE WHEN

Four weekly calls run on the run-sheet; onboarding messages written; channel norm modelled.

## Module 5 — Proof, then launch

Nobody should pay for a room that has not run. Eight free weeks with ten people produce the only marketing you need: named, permitted, one-sentence results.

### Lesson 5.1 — Eight free weeks

Invite ten operators in the band from people who already know you — customers, readers, the free group. Run the weekly call for eight weeks. Ask at week eight for one sentence each: what they decided, what changed, what it is worth. Six of ten agreeing to be named is your launch material; fewer than four means the call format needs work, not the audience.

#### DO THIS NOW

Send ten invitations this week using W5's invite text. Diary the eight calls.

**Worksheet: W5 Run-sheet (Appendix)**

### Lesson 5.2 — The honest funnel, drawn

Scorecard → free weekly call → 7-day trial → room. Every invitation says all four steps and the price. 'This free call is how we show you the room; the room is A\$79 a month after the trial.' The sentence costs you nothing and removes the only thing people distrust.

#### DO THIS NOW

Write the invitation with the funnel and price in it. Publish the counts page. Set a launch date thirty days after week eight.

**Worksheet: W6 Counts page (Appendix)**

#### MODULE 5 — YOU ARE DONE WHEN

Eight calls run, six named results, counts page live, launch date set.

## Appendix — Worksheets

### W1 Promise

| Field                                  | Yours |
|----------------------------------------|-------|
| Niche                                  |       |
| Band (A\$/month, low–high)             |       |
| Cadence (calls per week)               |       |
| Framework name                         |       |
| Price incl. GST / trial days           |       |
| Entity and ABN                         |       |
| Second-room trigger (do not build yet) |       |

### W2 Function page (one per function)

| Field                         | Content |
|-------------------------------|---------|
| Function name                 |         |
| What it is (two sentences)    |         |
| Three health numbers          |         |
| First fix — lower band        |         |
| First fix — upper band        |         |
| Worked example                |         |
| Position in sequence, and why |         |

### W3 Scorecard

| #  | Function | Question (answer 1–5) |
|----|----------|-----------------------|
| 1  |          |                       |
| 2  |          |                       |
| 3  |          |                       |
| 4  |          |                       |
| 5  |          |                       |
| 6  |          |                       |
| 7  |          |                       |
| 8  |          |                       |
| 9  |          |                       |
| 10 |          |                       |

### W4 Terms

| Clause           | Your wording                             |
|------------------|------------------------------------------|
| Term and renewal | Monthly rolling; renews on the same date |

| Clause                    | Your wording                                                 |
|---------------------------|--------------------------------------------------------------|
| Cancellation              | Two clicks in the billing portal; no notice; no email needed |
| Refunds                   | Current month refunded if cancelled within 7 days of renewal |
| Price                     | A\$__ incl. GST                                              |
| Entity / ABN / contact    |                                                              |
| Application tier (if any) | Apply free; pay on acceptance                                |
| Rewards                   | Chosen, announced with reason; no draws                      |

## W5 Run-sheet

| Minute | What happens                                                                                     |
|--------|--------------------------------------------------------------------------------------------------|
| 0–2    | Welcome; three decisions named                                                                   |
| 2–17   | Member 1: decision → function + band → room questions → framework page → next step               |
| 17–32  | Member 2                                                                                         |
| 32–47  | Member 3                                                                                         |
| 47–60  | Open questions                                                                                   |
| After  | Recording posted within 24h, titled with the three decisions; one-line note to each of the three |

## W6 Counts page

| Month | Members | Call attendance % | Questions answered | Room Two seats filled / cap |
|-------|---------|-------------------|--------------------|-----------------------------|
|       |         |                   |                    |                             |
|       |         |                   |                    |                             |
|       |         |                   |                    |                             |

## W7 Buyer's check

| Question                                            | Answer in writing? | Score 0–2 |
|-----------------------------------------------------|--------------------|-----------|
| Full price incl. GST; what cancellation takes       |                    |           |
| Coaches named; hours per month to the room          |                    |           |
| Member count, dated; free group separate            |                    |           |
| Named, permitted results with period and definition |                    |           |
| What the free event leads to, and its cost          |                    |           |
| Any investment/wealth/asset advice — licence?       |                    |           |
| Total (10–12 = trial it; under 8 = walk)            |                    |           |

## Honest limits

- Subscription-contract and unfair-trading rules commence 1 July 2027 under the Competition and Consumer Amendment (Unfair Trading Practices) Act 2026; details are still being finalised in regulation — check the ACCC's guidance before launch.

- Trade promotion (prize) rules differ by state; this course avoids them rather than explaining them.
- Community platform prices are estimates; the free Slack-plus-Stripe route works to about fifty members.
- This is not legal or financial advice; the A\$300–500 lawyer read is the cheapest insurance you will buy.