

PORT JACKSON WORKSHOP · FREE COURSE · DO IT YOURSELF SERIES

Sell It Yourself

Direct-response marketing for a small business — the offer, the page, the magnet, the sequence and the call — without the tricks that will be illegal by 2027 and are already expensive

WHO THIS IS FOR

Australian small-business owners who have read a marketing book, been offered a 'free strategy session' and a four-figure course, and want to build the machine themselves: one honest page that turns strangers into a conversation and a conversation into a client.

WHAT YOU WILL HAVE AT THE END

An offer sentence with a price and a guarantee you can keep; a lead magnet worth having; a landing page with one action; a five-email sequence; a 30-minute call format that qualifies before it sells; a reviews policy you can defend; and the buyer-side checks that protect you from the versions of this method that hide the price and the charges.

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

Six modules. Modules 1–3 are writing; 4–5 are building and running; 6 is protecting yourself as a buyer. Every lesson ends with a 'Do this now' box. Worksheets are in the appendix. Australian figures, September 2026, estimates. Nothing sold inside; where a lesson's next step is another free course in this series, it is named.

Course map

Module	Lessons	You finish with
The offer	The sentence · A guarantee you can keep · The buyer's most expensive mistake	An offer sentence with buyer, result, price and guarantee; a named most-expensive-mistake.
The magnet	Write the guide completely · The trade, stated	A complete guide to the expensive mistake, published; the trade stated in one sentence.
The page	Structure · Proof you could let a stranger audit · What not to put on it	A landing page built to W3, with proof you could let a stranger audit.
The sequence	Five lessons, one question each · The sixth email and the weekly note	Six emails written and loaded; a weekly note started.
The call	Ten minutes of their numbers · Ten minutes of what you would do, and ten of their questions · Reviews you can defend	A 30-minute call format run on three real calls; a reviews policy written.
As a buyer	The five checks · The four questions before any call · When the course is worth it	A completed W6 on any offer before you book or buy.

Module 1 — The offer

Every sales page in the world is one sentence stretched. Write the sentence.

Lesson 1.1 — The sentence

'For [buyer], we [do the thing] so that [result the buyer can check], for [price incl. GST], with [the guarantee you can keep].' The result must be checkable by the buyer without your help — 'on time every month', 'cost per lead lower than your last 90 days', 'delivered in 10 business days'. 'Growth', 'freedom' and 'seven figures' are not results; they are moods.

DO THIS NOW

Write the sentence on W1. Read it to two buyers. If either asks 'what does that mean?', the blank they asked about is wrong.

Check: Does it contain a price? If not, you have written an ad for a call, not an offer.

Worksheet: W1 Offer (Appendix)

Lesson 1.2 — A guarantee you can keep

A guarantee is a promise with a consequence. 'Or the month is free' is keepable. 'Or your money back on the whole program' is keepable if you have the cash. 'Results guaranteed' is not a guarantee, it is a claim — and under the Australian Consumer Law you must be able to substantiate representations about results. Write the consequence, the condition and the period.

DO THIS NOW

Fill the guarantee on W1: promise / condition / period / consequence.

Worksheet: W1 Offer (Appendix)

Lesson 1.3 — The buyer's most expensive mistake

Your lead magnet, your first three posts and your call opener all come from one thing: the mistake your buyer makes that costs them the most. Ask ten past customers 'what did this cost you before we met?' The answer that comes up three times is the one.

DO THIS NOW

Name the mistake and its typical cost on W1.

Worksheet: W1 Offer (Appendix)

MODULE 1 — YOU ARE DONE WHEN

An offer sentence with buyer, result, price and guarantee; a named most-expensive-mistake.

Module 2 — The magnet

A lead magnet is a gift that proves you can help. The best-known version in this market is a real book for the cost of postage — it works because it is a real book. Yours is a real guide.

Lesson 2.1 — Write the guide completely

Two to six pages: the mistake, what it costs (with a worked example), how to fix it without you, and where you fit if they would rather not. No 'to get the rest, book a call'. If you find yourself holding back the useful part, that is the part to include — it is what makes the next thing you offer trustworthy.

DO THIS NOW

Write it. Publish it with a date.

Check: Could a stranger fix the mistake from the guide alone?

Worksheet: W2 Magnet (Appendix)

Lesson 2.2 — The trade, stated

Ungated is simplest. If you gate it: 'You get the guide. I email you weekly. Leave any time.' Email only. If it is a physical thing and you charge postage, the checkout shows every charge before the card field, and nothing is pre-ticked. A 'free' book with a default-on A\$197 add-on is the kind of charge the unfair-trading reforms commencing 1 July 2027 target, and it is already a chargeback magnet.

DO THIS NOW

Write your one-line trade on W2 and use it verbatim on every form.

Worksheet: W2 Magnet (Appendix)

MODULE 2 — YOU ARE DONE WHEN

A complete guide to the expensive mistake, published; the trade stated in one sentence.

Module 3 — The page

One promise, one proof, one price, one action. Everything else is decoration, and some of the decoration is now a liability.

Lesson 3.1 — Structure

Top: the offer sentence in the buyer's words. Then: the expensive mistake, in two paragraphs. Then: proof (next lesson). Then: what is included and what is not, and the price incl. GST. Then: the guarantee. Then: one button, honestly labelled — 'Book a 30-minute call. It's a sales conversation; we'll tell you if we're not a fit.' Then FAQ. That is the whole page.

DO THIS NOW

Draft the page on W3, section by section, before touching a website builder.

Worksheet: W3 Page (Appendix)

Lesson 3.2 — Proof you could let a stranger audit

One named, permitted case with baseline, definition, period and spend beats a hundred screenshots. If you have no case yet: 'New. First three clients at cost; results published here as they land.' Never: revenue figures without spend beside them; 'proof' screenshots with no account or period; a review count that includes reviews of your sales call; a headline 'billions in sales' you cannot define.

DO THIS NOW

Write one case (or the 'new' line) on W3 using the case template.

Worksheet: W3 Page (Appendix)

Lesson 3.3 — What not to put on it

No countdown that resets. No 'limited to N per week' unless N and the filled count are published. No pre-ticked anything. No fake urgency, no fake scarcity, no invented 'valued at' stacks. From 1 July 2027 conduct that manipulates a consumer's decision and causes detriment is prohibited outright in Australia; most of this already fails the misleading-conduct test. The honest page converts fewer strangers and keeps more clients.

DO THIS NOW

Run the W3 'not on the page' checklist against your draft.

Worksheet: W3 Page (Appendix)

MODULE 3 — YOU ARE DONE WHEN

A landing page built to W3, with proof you could let a stranger audit.

Module 4 — The sequence

Five emails that teach, then one that offers. The list is the asset; the sequence earns the right to sell to it.

Lesson 4.1 — Five lessons, one question each

Email 1: the mistake and its cost. Email 2: the first fix. Email 3: the second fix. Email 4: a worked example. Email 5: the case page. Each ends with one question back — the replies tell you what to build next. No pitch in any of the five.

DO THIS NOW

Write emails 1–5 from W4.

Worksheet: W4 Sequence (Appendix)

Lesson 4.2 — The sixth email and the weekly note

Email 6: the offer sentence, the price, the guarantee, and what the call is. Then a weekly note — one useful thing, one question — for as long as they stay. Never a 'last chance'; the offer is always there at the same price.

DO THIS NOW

Write email 6 and the first weekly note.

Worksheet: W4 Sequence (Appendix)

MODULE 4 — YOU ARE DONE WHEN

Six emails written and loaded; a weekly note started.

Module 5 — The call

The call is a sales conversation and says so. Its job is to find out, in the first ten minutes, whether your offer can pay for itself at the buyer's size — and to say so either way.

Lesson 5.1 — Ten minutes of their numbers

Revenue, margin, what a customer is worth, what they spend on marketing now, what they tried. If the numbers say your fee cannot pay for itself at their size, tell them, give them the free next step (the guide, a spreadsheet, a referral), and end the call early. The reviews people leave of sellers who do this are the reviews the aggressive sellers cannot buy.

DO THIS NOW

Fill W5's first-ten-minutes questions; use them on three calls.

Worksheet: W5 Call (Appendix)

Lesson 5.2 — Ten minutes of what you would do, and ten of their questions

Say what you would do first, second, third, and what it costs — the price was on the page, so this is confirmation, not revelation. Then let them ask. No close. If they want it, they book. If they do not, the sequence continues weekly. Booking pressure is the thing the 2027 reforms will treat as manipulation, and it is the thing that produces the one-star reviews.

DO THIS NOW

Run three calls on the format; log outcomes on W5.

Worksheet: W5 Call (Appendix)

Lesson 5.3 — Reviews you can defend

Ask after a delivered result, never after a call. Third-party platform first; your page quotes with a link. Every review names a business; every result review carries the period and the definition. Publish the number of clients beside the number of reviews. Any review you cannot link comes down the day you notice.

DO THIS NOW

Write your reviews policy on W5 and put it on the page.

Worksheet: W5 Call (Appendix)

MODULE 5 — YOU ARE DONE WHEN

A 30-minute call format run on three real calls; a reviews policy written.

Module 6 — As a buyer

You will be on the other side of this method every week. Five checks take ten minutes and save the four-figure mistake.

Lesson 6.1 — The five checks

1 Read the checkout before the card field: every charge visible? anything pre-ticked? 2 Reviews: are they of the service or of the free call? 3 The biggest number on the page: can you define it? can you link it? 4 The named result: does the same person appear twice with different numbers? does any result carry spend and period? 5 The price: on the page, or on the call?

DO THIS NOW

Run W6 on the last offer you received.

Worksheet: W6 Buyer's checks (Appendix)

Lesson 6.2 — The four questions before any call

In writing: the legal entity and ABN/ACN; the full price incl. GST, plan premium and refund terms; what the person on the call earns if you buy; one named, permitted result with definition, period and cost. All four answered in writing earns a call. 'Let's discuss on the call' means the call is the product.

DO THIS NOW

Send the four questions to the next 'book a strategy session' invitation. Keep the reply on W6.

Worksheet: W6 Buyer's checks (Appendix)

Lesson 6.3 — When the course is worth it

A direct-response course from a real operator can be worth a few hundred dollars if it teaches this module set and you will do the work. It is never worth two-thirds of your savings, and it is never worth buying before your offer sentence exists — you would be buying a machine with nothing to put in it.

DO THIS NOW

Write on W6 the most you would pay for a marketing course this year, and what your offer sentence must look like before you pay it.

Worksheet: W6 Buyer's checks (Appendix)

MODULE 6 — YOU ARE DONE WHEN

A completed W6 on any offer before you book or buy.

Appendix — Worksheets

W1 Offer

Field	Yours
For [buyer]	
we [do the thing]	
so that [result the buyer can check]	
for [price incl. GST]	
Guarantee: promise / condition / period / consequence	
Most expensive mistake, and its typical cost	

W2 Magnet

Field	Content
Title	
The mistake / what it costs / the fix / where you fit	
Published (date, link)	
Gate: none / email — the trade sentence	
If physical: every charge shown before the card field? nothing pre-ticked?	

W3 Page

Section	Draft
Headline: offer sentence	
The mistake (two paragraphs)	
Proof: name / baseline / definition / period / spend — or the 'new' line	
Included / not included / price incl. GST	
Guarantee	
Button text (honest)	
FAQ	
NOT ON THE PAGE: resetting countdown · unpublished scarcity · pre-ticked add-ons · revenue without spend · unlinked reviews · undefined big numbers	☐ checked

W4 Sequence

Email	Lesson	Question back
1 The mistake and its cost		
2 First fix		
3 Second fix		
4 Worked example		
5 The case page		
6 The offer, price, guarantee, what the call is		
Weekly note		

W5 Call

Minute	Content
0–10	Their numbers: revenue / margin / customer value / current spend / tried. Can the fee pay for itself? If not, say so + free next step, end early.
10–20	What you would do first/second/third; the price (confirming the page)
20–30	Their questions. No close.
After	Booked / not booked / not a fit — logged. Reviews policy: after results only; third-party first; named; period + definition; clients count beside reviews count.

W6 Buyer's checks

Check	Answer	Pass?
1 Checkout: every charge visible; nothing pre-ticked		
2 Reviews: of the service, or of the free call?		
3 Biggest number: defined? linked?		
4 Named results: same person twice? spend + period shown?		
5 Price: on the page or on the call?		
Q1 Entity + 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		
Most I would pay for a course this year; offer sentence required first		

Honest limits

- The unfair-trading, drip-pricing and subscription reforms commence 1 July 2027; existing misleading-conduct law already applies. This course is not legal advice — have a lawyer read your page and terms once.
- No conversion rates are promised; an honest page converts fewer strangers and keeps more clients, and the second number is the one that pays.
- Third-party review platforms have their own rules; read them before asking for reviews.
- Companion free courses: Run Your Own Ads (paid traffic to this page), Build It Yourself (the business around it), Run Your Own Room (if the call keeps producing the same people).