

jonny elliot.

CONSULTING + DIGITAL PRODUCTS

How to introduce somebody.

What to look for, what to say, and what you get paid when the person you sent stays.

You are not selling anything. You are giving somebody a name.

The scheme is deliberately small to hold in your head. You have a code. When somebody arrives with it, they are yours for ninety days, and if they become a client and pay, you get paid. First code wins, so there is never an argument about whose lead it was.

You do not quote. You do not promise a date. You do not answer questions about what something costs, because every price is written on the website and you can just point at it. All you are doing is putting a name in front of a person who needs it.

The sentence, if you only get one

He helps people who run small businesses stop being the thing everything waits on. Every price is on the site, so you can see what it costs before you talk to him.

Your link and your code

Both live on your own page in the portal, at **portal.jonnyelliott.com**. The code is short enough to say down a phone. The link does the same job without anybody having to type anything, and it is the one to use in writing.

Every message in this document is on that page too, with your real code already in it, ready to copy. Use those rather than retyping these.

Ninety days, first code wins. Somebody who arrives with your code is attributed to you for ninety days, whether they buy on the first day or the eighty ninth. If they came through somebody else first, that one stands. Simple beats clever here, because an argument about attribution costs more than the commission.

The signals, in the order you are likely to hear them.

None of these is a pitch cue. They are the things people say out loud when the business has outgrown how they are running it.

Say the name when you hear

- "I am the bottleneck." Any version of it.
- "I have not had a proper week off in two years."
- "It all falls apart when I am not there."
- "I know I should write it down, I never do."
- "Our website is embarrassing." Or it plainly is.
- "We are busy but I have no idea if we are making money."
- "I hired somebody and I am still doing the job."
- "I need somebody to tell me the truth about this."

The shape that fits best

- Two to fifty people.
- Owner still in most of the decisions.
- Making money, or close to it. This is not a rescue.
- Willing to change how a Tuesday is spent.

Probably not worth sending

- Somebody shopping for the cheapest website.
- Somebody who wants a plan rather than a change.
- Pre revenue, looking for a co founder.
- Anybody who mainly wants agreeing with.

One good name beats twenty. The scoring behind the scheme counts introductions, then clients, then money actually collected, because somebody who stays a year is worth more to both of us than twenty who never reply.

Three you can send today.

Change the words so they sound like you. That matters more than getting them right, because the person reading it knows how you write.

An email, to somebody who has been complaining

Subject: the thing you were saying about being stuck in it

Been thinking about what you said about never getting out of the day to day. There is a bloke I know called Jonny Elliott who does exactly that for people running small businesses. He is not an agency and he is not a coach. He goes in, finds the thing costing you the most, and writes down how it runs so it stops needing you.

What I like is that every price is on the website, so you can see what it costs without a sales call. Worth twenty minutes: **[your link]**

A message, short

You know you said the business does not work without you in it. This is the person I mentioned: **[your link]**. Prices are all on there. Tell him I sent you, or use the code **[your code]**.

An introduction to both of you at once

Putting you two together. [Name] runs [business] and has been trying to get out of the day to day for a while. Jonny does that for a living, and does it properly.

Jonny, [name] is one of the good ones. I will leave you to it.

The warm version wins every time. An introduction where you copy both people in converts several times better than a link on its own. If you are willing to do that, do that.

Above market on purpose, and paid when the money is in.

ON	YOU GET	WHEN
Website and brand	15% of the whole job	Half when their deposit clears, half when the final invoice is paid.
Consulting	50% of the first two months	Released as each of those months is collected.
Website care plan	£50	At the third monthly payment.
ElliottOS	£20	At the second monthly payment.
Digital products	20% of the sale	Once it has cleared and the refund window has passed.

Why it is paid on collection

Commission is earned when the client actually pays, never when they sign and never when they are invoiced. That is arithmetic rather than caution. A scheme that pays on signature is paying out of money that has not arrived, so a client who pays late is funded by the business and a client who never pays is funded permanently.

Paying on collection means every payout is already funded by the time it exists. You wait slightly longer and you get paid every single time. Nothing is ever asked for back, and the scheme does not quietly get withdrawn in eighteen months.

The rates are a few points above what most people offer. A warm introduction converts at several times a cold lead, there is no ad spend behind it and no sequence to run. Paying properly for that is not generosity.

You can see all of it. Your page in the portal shows what is waiting on the client paying, what is owed to you now, and what has been paid, as three separate figures. Asking to be paid is a button on that page rather than an email.

Six answers, so you never have to guess.

What does he do all day?

He helps owners of small businesses stop being the bottleneck. In practice that is a standing call, a plan you are held to, and the way you work written down so it stops needing you. Some people only buy the software.

What does it cost?

Between fifty pounds a month and three and a half thousand, and every price is on the website. Point them at jonnyelliott.com/shop rather than guessing.

Is he an agency?

No. One person, in Knutsford, who brings people in when a job needs them.

Do they have to commit to anything?

The consulting tiers are rolling with no notice period. The builds have a fixed price and a fixed end date. Every one of them has a written point early on where the client can stop at no cost.

What if it is not for them?

He will say so on the call. He turns work down, which is the reason this is worth putting your name to.

Do I get paid if they only buy the cheap thing?

Yes. Twenty pounds on ElliottOS and fifty on a care plan. Small, but it is the same person who often buys something larger a year later, and that counts too.

What you are not being asked to do.

This matters more than anything else in the document. You are lending somebody your name, and nothing here should put it at risk.

- **Do not quote a price for a specific job.** Builds start at two and a half thousand and what a particular one costs depends on the scope. Send them to the site.
- **Do not promise a date.** Not a start date, not a delivery date, not a call this week.
- **Do not sign anything, agree anything or take money.** You are not an agent of the business and nothing you say binds it.
- **Do not say you work with him or for him** unless you do. Introducer is the word, and it is a good one.
- **Do not use the marks to imply the business is yours** or that you are a partner, reseller or office of it. The brand guidelines cover what you may do.
- **Do not buy ads on his name** or bid on it in search. That is buying traffic that was already coming.
- **Do not add anybody to a list on his behalf,** or send bulk email that looks like it came from him.

Everything you say about the business should be something you would be comfortable with him reading, because at some point he will. If you are not sure whether something is fine, ask. The answer is usually yes and it takes a minute.

Your code can be paused. If an introduction turns out to have been made on the back of a promise nobody can keep, that is a problem for the person you sent as much as for the business. It has never happened. This is here so it does not have to.

jonny elliott.

One name is enough to start.

Send one person your link this week. Your page fills in on its own after that: who you sent, what it became, and what it has earned, in plain words rather than a spreadsheet you have to chase.

portal.jonnyelliott.com for your code, your link and the ready made messages.

jonny@jonnyelliott.com if anything here is unclear.