

jonny elliot.

CONSULTING + DIGITAL PRODUCTS

What I do, and what it costs.

Eight ways to work with me, with the price written on every one of them. No call needed to find out.

I help people who run small businesses stop being the thing everything waits on.

Most of the people I work with are good at the thing their business does and are buried under everything around it. The week is a run of small emergencies. The work that would change the business never starts, because the work that keeps it alive never stops.

What I do about that is unglamorous. We find the thing costing you the most, we stop it, and we write down how the next one runs so it stops needing you. Then we do it again, and the business gets quieter.

Some of it is software you run on your own for fifty pounds a month. Some of it is a day a week of me inside the business. Most people sit somewhere between the two.

This is probably for you if

- You run something with between two and fifty people in it.
- You are still in most of the decisions, and you know that is the problem.
- You would rather change something this month than be handed a plan.

It is probably not for you if

- You want a marketing agency.
- You want somebody to agree the business is fine.
- You want the answer without changing how you spend a Tuesday.

Every price in here is the real price. If you can read it, you can decide on it, and you never have to sit through a call to find out whether you can afford me.

Things you can run on your own.

The cheap end, and for a fair number of people the right end. Nothing here needs an hour of my time to start working.

ElliottOS

£50 a month*A week that runs itself*

One connected system that runs your whole life and work: Alfred, six orbits, the daily loop, the systems library and a private vault. It comes free with every consulting tier.

Set up in an evening. The first week that runs itself is usually the second one. Ten minutes a morning, and an hour on a Sunday to set the week.

Rolling, cancel whenever. Under two pounds a day.

Website care

£75 a month*Never think about your website again*

Hosting, updates, backups, monitoring and small changes. If something breaks it is fixed before you notice, and if you want a paragraph changed you send me a message rather than finding somebody.

It starts the day the site goes live. You hear from me every month whether anything happened or not. Nothing, which is the point. Send a message when you want something changed.

First three months included with any build. Rolling, cancel whenever. Less than an hour of a developer's time, for a month of not thinking about it.

Do not buy ElliottOS twice. It is included free with every consulting tier, so if you think you are heading that way, wait. Website care is included for the first three months of any build too, and I will email you before the first charge either way.

Things I build for you.

A fixed scope, a fixed price and an end date. You get the thing, and you get the files and the logins that go with it.

Website and brand

From £2,500

A site that brings work in

Market research, copywriting, the build, brand identity, search groundwork and your own client portal. Five weeks, done for you.

Five weeks from the day I have your content and your logins. You see the design at the end of week two. About three hours in total: one call at the start, the content, and one round of feedback.

Includes the first three months of Website care. After that it carries on at £75 a month unless you tell me not to, and one line back stops it. An agency quotes four to ten thousand for the same scope.

The Ninety Day Build

£6,000

The system, built, with an end date on it

Ninety days, fortnightly, to build the system your business runs on and get the first three things off you. Fixed scope, fixed end date, and everything we write is yours. This is Runs Without You at pace, with a finish line.

The map by day fourteen, the first thing running without you by day forty five, the whole system written by day ninety. Two hours a fortnight, and somebody in the business who is allowed to take a thing off you.

Three payments of £2,000, or £5,400 paid at the start. It ends on the day it says it ends. Four months of Runs Without You, done in three and then over.

Both of these are yours to keep. The files, the logins, the writing and whatever system we build. If we stop working together the business does not lose anything it was running on, which is the whole point of writing it down rather than holding it.

Working with me.

A standing call, a plan you are held to, and somebody who has seen this before and has no reason to flatter you.

Stop Firefighting

£500 a month

A week that stops being a series of emergencies

One 60 minute call a month with a clear focus, a guided twelve month programme, and replies within 48 hours between sessions. For founders who are operationally solid and want an independent view.

You leave the first call with the one thing to stop doing, and by day thirty it has stopped. One hour a month, and an honest answer when I ask what you are avoiding.

Rolling, cancel whenever. ElliottOS included. About what a decent consultant charges for a single day.

Get It Built

£1,000 a month

The thing you have meant to do for a year, finally done

Two calls a month, a focus session and a working session, with a five area pulse so the whole business stays in view. A Life Audit, replies within 24 hours, and a check in between calls.

The Life Audit is done inside the first fortnight, and by the end of month one you know which of the five areas is costing you. Two hours a month, and something moved between the calls rather than after them.

Rolling, cancel whenever. ElliottOS included. Less than three days of a decent freelancer, every month, from somebody who knows the whole business.

Both are rolling and both include ElliottOS. There is no minimum term, no notice period and nothing to sign. If a month is not worth what it costs, say so and it stops. You can move up or down between the tiers whenever it suits the business.

The two heavier ones.

Both of these change how the business runs rather than how you think about it. The second one has me in the business rather than beside it.

Runs Without You

£1,500 a month

A business that keeps going while you are not in it

Two calls a month, one strategic and one where the system gets built, and everything in between written down rather than talked about: a custom operating system across business and life, yours to keep. Quarterly reviews, priority replies, and days in person at Knutsford.

The first version of your operating system is written by the end of month two, and the first thing runs without you in month three. Two hours a month, plus the honesty to let somebody else do a thing you are good at.

Rolling, cancel whenever. ElliottOS included. Two calls, because you are paying for what gets built rather than for how often we meet. Less than half what a part time operations director costs, and what we build is yours whether I am still here or not.

Inside

£3,500 a month

Me in the business, not next to it

A day a week, in the business rather than advising it. I take a function, run it, hire into it, and hand it back working. Two clients at a time, and usually a fixed piece of work rather than something open ended.

In the first month I take the function, write down how it runs and find the person. Handed back working by month three. A day a week of your business, and the authority to change how the function works.

Minimum three months. Two places, and they are not often free. A day a week of somebody who has done it before, with no recruitment fee, no notice period and nobody to make redundant.

Inside has two places, and they are not often free. If both are taken I will tell you that rather than start something I cannot give a day a week to. The waiting list is usually a few months, and Runs Without You is what most people do in the meantime.

Every one of these can be stopped by you, early, at no cost.

Not a refund window buried in terms. A specific moment, written down before you pay, where you get to say it is not working and walk.

Stop Firefighting, Get It Built and Runs Without You. Come to the first session. If you do not leave it with at least one thing worth more than the month costs, do not pay for the month. You decide that, not me. There is no tie in either way.

The Ninety Day Build. After the first fortnight you will have the map and the first thing off you. If that fortnight has not earned its keep, stop there and the rest does not happen. You decide that, not me.

Website and brand. Half up front, half when you have seen it. If the design is not right, say so and we stop there. No balance to pay, and the files and the logins are yours that same week. I would rather lose half a build than hand somebody a site they are quietly embarrassed by.

Inside. The first month decides it. If at the end of it you would rather I was not in the business, we stop and the other two months do not happen. I would rather find that out in week four than in month three.

Website care. Cancel whenever you like and the site is yours, with the files and the logins, that same week.

Digital products are covered too. If something I sell you does not do what the page said it would, tell me and I will refund it. That offer does not run out, and you do not have to explain yourself to use it.

Your portal opens the same minute.

Everything I sell is used through your own client portal, and you get one whether you have spent six thousand pounds or nothing at all.

1 Open your account

Your name and your email, and that is the whole form. The portal opens straight away and your login is in your inbox before you have closed the tab. Nothing is charged at this point, and nothing is granted either.

2 Choose from inside it

Every price, what is included and what it asks of you sits on the product itself, so you are deciding with the whole thing in front of you. Card for anything small and monthly. An invoice for a build, or a year paid in one go.

3 It all lands in one place

Your project and where it has got to, your documents, anything you have bought and anything free I have put in there, and a short list of what is waiting on you. Buy something else later and it joins the same account.

It is the same portal my consulting clients work in every week. You are not handed a receipt and left to get on with it.

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Where to start.

If you already know which one you want, open an account and buy it from inside. If you do not, book the call and I will tell you which of these you need, including when the answer is none of them.

jonnyelliott.com/shop for the whole list and the prices.

jonnyelliott.com/book for twenty minutes with me.