

# TwentySix Group — Growth Roadmap

---

**RH Media**

18 August 2026

# CONTENTS

TwentySix Group — Growth Roadmap

- 1. The short version
- 2. The number that proves it
- 3. Why the current offer stalls
- 4. The four things the current offer does not have
- 5. Decision one: who is this actually for
- 6. Decision two: the offer rebuild
  - 6a. Replace the free consult with a free asset
  - 6b. Add a paid rung between free and program
  - 6c. Name the program properly
  - 6d. Fix the guarantee so it covers their actual fear
  - 6e. Give it a real deadline
- 7. The phases
  - Phase 0 — Lock the decisions (Week 1: 18 to 24 August)
  - Phase 1 — Prove the offer with what you already own (Weeks 2 to 4: 25 August to 14 September)
  - Phase 2 — Build the paid rung (Weeks 4 to 6: 8 to 21 September)
  - Phase 3 — Turn the traffic back on (Weeks 6 to 10: 22 September to 19 October)
  - Phase 4 — Systems, dashboards and AI (Weeks 8 to 14: 6 October to 16 November)
  - Phase 5 — Break the delivery ceiling (Months 4 to 6)
- 8. What we are deliberately not doing yet
- 9. The scoreboard
- 10. What I need from you
- 11. The two things I am still unsure about

12. Where the money goes .....

# TwentySix Group — Growth Roadmap

**Prepared for:** Andrew Robertson **Prepared by:** RH Media **Date:** 18 August 2026 **Based on:** Discovery call, 14 August 2026 (56 mins)

---

## 1. The short version

You do not have a traffic problem. You have an offer problem.

Everything in this roadmap follows from that one sentence. We fix the offer first, prove it with assets you already own and money you have already spent, and only then build the systems, dashboards and automation on top. Building systems first would make a broken offer fail faster and more expensively, and you told me plainly that this is coming out of your own pocket.

Sequence: **offer, proof, traffic, systems, scale**. In that order.

---

## 2. The number that proves it

From your own figures on the call:

| Metric                            | Your number      | What it means                               |
|-----------------------------------|------------------|---------------------------------------------|
| Database                          | 6,000 contacts   | Real asset, already paid for                |
| Open rate                         | ~38%             | Roughly 2,280 people read you               |
| Click rate                        | ~3%              | Roughly <b>180 people click, every send</b> |
| Booked meetings from those clicks | Effectively zero | This is the entire problem                  |

You need **4 booked appointments a month** to hit your sales need.

180 clicks to 4 bookings is a **2.2% click-to-book rate**.

That is not an ambitious number. That is an ordinary number for a warm, engaged, opted-in audience. You are already getting the attention. The step where attention becomes a booking is the only broken step in the machine.

**So the job is not “get more people to notice Andrew”. The job is to fix what happens in the ninety seconds after they click.**

Everything else on your list, the dashboards, the LinkedIn automation, the YouTube channel, the Meta ads, is an amplifier. Amplifiers are worth paying for once the thing being amplified works.

### 3. Why the current offer stalls

There is a simple way to score any offer:

$$\text{Value} = (\text{Dream Outcome} \times \text{Perceived Likelihood of Success}) \div (\text{Time Delay} \times \text{Effort and Sacrifice})$$

Scoring your current offer honestly:

| Component                   | Score     | Why                                                                                                                                |
|-----------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>Dream outcome</b>        | Strong    | “+20% revenue straight to the bottom line, no new clients, less work.” That is a genuinely great promise.                          |
| <b>Perceived likelihood</b> | Medium    | 135+ firms, named case studies, a money-back guarantee. The proof exists but it sits behind the click, not in front of it.         |
| <b>Time delay</b>           | Poor      | Repricing a whole client base is a six to twelve month rollout. The reward feels far away.                                         |
| <b>Effort and sacrifice</b> | Very poor | You are asking them to have the most uncomfortable conversations of their career, with the clients they are most afraid of losing. |

**The top of the equation is fine. The bottom is what is killing you.**

And here is the thing that matters: you already found this yourself. Your line, *“you’re not repricing 197 clients because of three”*, is precisely the diagnosis. The three clients are the best mate, the biggest, and the biggest complainer. That fear is the denominator. That fear is the whole game.

Right now your offer shouts louder at the numerator. It says “twenty percent more revenue”. They hear “and I have to ring Dave, who I’ve known for fifteen years, and tell him his fee is going up.”

**A better offer does not promise more. It removes the fear.**

---

## 4. The four things the current offer does not have

A strong offer needs four structural pieces before the copy matters at all. Yours is missing all four.

**1. The free thing is not free.** The “45-minute Pricing Review Diagnostic” is a sales meeting wearing a lab coat. You said so yourself on the call. Prospects can smell it, which is why 180 clicks produce nothing. Asking a stranger to hand over their fee data and sit through 45 minutes is high effort and high risk for them, before they have received anything.

**2. There is no way to buy something small.** You go from free straight to a full 1:1 coaching engagement. There is no rung on the ladder between “curious” and “commit to a program”. Every buyer who is not ready today simply leaves.

**3. The guarantee does not cover the actual fear.** Your money-back guarantee covers *your* fee. Their fear is not your fee. Their fear is losing a client. The guarantee protects them from the wrong risk.

**4. There is no real deadline.** Nothing about your offer says why this month rather than next March. Repricing is the definition of a thing that can always wait until later, and “later” is where your pipeline currently goes to die.

---

## 5. Decision one: who is this actually for

This is the first decision and everything downstream depends on it. I am not going to make it for you, but the call surfaced something you should look at hard.

From your Meta history, at \$2,000 a month:

| Segment     | Lead volume             | Conversion          |
|-------------|-------------------------|---------------------|
| Accountants | ~1 lead per week        | ~1 client per month |
| Bookkeepers | ~4 leads per <b>day</b> | ~25%                |

That is not a small gap. On your own spend, on your own creative, bookkeepers produced roughly twenty times the lead volume at a far higher close rate.

You have since specialised into accountants. That may well be the right call, and there are good reasons for it: bigger firms, bigger fees, bigger repricing upside per client. But it deserves to be a deliberate decision rather than an inherited one.

### The three options:

| Option                                                                | Case for                                                                                        | Case against                                                                 |
|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>A. Accountants only</b>                                            | Higher value per client, matches your positioning, matches your case studies                    | Proven hard to convert at volume, longer sales cycle, saturated with coaches |
| <b>B. Bookkeepers only</b>                                            | Proven volume and conversion in your own data, less competition, faster decisions               | Smaller fees, smaller repricing upside, different buying psychology          |
| <b>C. Bookkeepers as the front door, accountants as the ascension</b> | Volume pays for the machine, best bookkeepers grow into firms, both markets share the same pain | Two messages to maintain, more complexity                                    |

**My recommendation: C.** Bookkeepers fill the top of the funnel and fund the ad spend. Accountants remain the premium tier. The repricing method is identical for both, so you are not building a second business, you are opening a second door into the same one.

**What I need from you to lock this:** the average fee of a bookkeeping client versus an accounting client in your programs, and whether you actually want to coach bookkeepers again.

**Sharpen the avatar either way.** “Accountants” is not an avatar. This is:

Firm owner, 100 to 250 clients, 3 to 15 staff, has not moved fees in two or more years, knows it, and has one particular client they are afraid to touch.

That is specific enough to write an ad to. “Accountants” is not.

## 6. Decision two: the offer rebuild

### 6A. REPLACE THE FREE CONSULT WITH A FREE ASSET

Stop asking for a meeting. Give them a result.

**The Fee Gap Report.** They send you their top 20 clients by fee, service type and hours. You run it against the two years of benchmarks you already have. They get back a written report showing, in dollars, exactly how much they are leaving on the table and which clients it sits in.

Why this beats the diagnostic:

- **No meeting required.** Effort collapses. That is the denominator of the value equation, fixed.
- **They receive value before they speak to you.** Perceived likelihood goes up, because they have now seen you be right about their own numbers.
- **It self-qualifies.** Anyone who assembles their top 20 fee list is not a window shopper. That single act filters harder than any questionnaire.
- **The report sells the program for you.** A number on a page saying “\$180,000 is sitting in your existing base” makes the call a formality, not a pitch.
- **It is the same work you already do in the diagnostic**, delivered as an asset instead of a sales meeting.

The call still happens. It just happens *after* they have proof, which changes it from a pitch to a next step.

**This is also where RH Media plugs in.** Producing these by hand does not scale past a handful a month. Building the engine that ingests a fee list and produces a branded, accurate report is exactly the kind of system we build. That is Phase 3, not Phase 1. Phase 1 you do them by hand, ten of them, to prove the offer converts before we automate anything.

## 6B. ADD A PAID RUNG BETWEEN FREE AND PROGRAM

You had one and it worked. On Meta you sold a pricing calculator at roughly break-even against \$2,000 a month of spend. That is a self-liquidating offer, where the front-end product pays for the traffic that acquires the customer, and it is the single most important structural piece you have lost.

**Rebuild it.** Something in the \$97 to \$297 range. Not just the calculator this time. The thing they are actually afraid of:

**”The Three Client Problem”** — the scripts, letters and sequence for repricing the clients you are scared of losing.

- The exact wording for the fee-increase conversation
- The rollout order (safest cohort first, the three scary ones last, and why)

- What to say when they push back, itemised by objection
- The engagement letter template
- The Average Hourly Rate calculator you already have
- A recorded walkthrough of one real repricing conversation

Why this rung matters more than anything else on this page:

1. **It pays for the ads.** Break-even acquisition means ad spend stops being a cost and becomes a customer-acquisition machine you can turn up.
2. **It separates buyers from browsers.** Someone who pays you \$197 is a fundamentally different human to someone who downloaded a calculator. Your call list stops being “people who clicked” and starts being “people who have already paid me once.”
3. **It solves the exact problem you named on the call.** You said you cannot assume the setup spend leads to more leads. A self-liquidating offer means the setup pays for itself whether or not anyone ascends.
4. **It is proven.** You did this before and it broke even. You are not testing a theory, you are restoring something that worked and then lost its operator when your partner left.

## 6C. NAME THE PROGRAM PROPERLY

A program name should carry five things: the magnet (what they get), the avatar (who it is for), the goal, the interval (how long) and the container (what form it takes). “Command The Profit You Deserve” carries one of them. It is a feeling. It has no interval and no container, so the buyer cannot picture what they are buying or when it ends.

Options to test:

- **The 90-Day Fee Reset** — reprice your entire client base in one quarter, without losing the three you are worried about
- **The 20% Reset** — the number is the name
- **The Fee Gap Program**

The interval matters most. “90 days” attacks the time-delay half of the value equation directly. Right now the buyer imagines an open-ended coaching relationship. Ninety days is a thing a busy firm owner can say yes to.

## 6D. FIX THE GUARANTEE SO IT COVERS THEIR ACTUAL FEAR

Your current guarantee refunds your fee. Useful, but it insures the wrong risk.

### Stack three:

1. **Performance.** “If your repricing does not produce at least [10x the program fee] in additional annual fees within 12 months, you don’t pay.” You have two years of data saying 40% of clients are underpriced, averaging a 20% revenue lift. If your data is right, this is close to risk-free for you and enormous for them.
2. **The fear-killer.** “If a client pushes back hard on a repricing conversation, I will personally take the call with you.” This is the one. It costs you very little in practice, because most pushback never happens, and it removes the single objection blocking every deal.
3. **Keep the unconditional money-back** underneath as the floor.

Guarantee two is worth more than the other two combined, because it is aimed at the thing they actually lie awake about.

## 6E. GIVE IT A REAL DEADLINE

You already have one and you are quoting it without using it.

Your own site cites the Ignition 2025 benchmark: 80% of Australian firms will raise fees this year, most by only 5%. Your position is that 5% does not touch a 40% underpricing problem, so those firms will do the awkward conversation *and still be underpriced at the end of it.*

That is a genuine, honest deadline. Every firm in the country gets roughly one fee conversation a year, and most of them are about to spend it badly. There is a window, it is real, and it closes.

Use it. “You get one fee conversation a year. Most firms are about to waste this year’s on 5%.”

---

## 7. The phases

### PHASE 0 — LOCK THE DECISIONS (WEEK 1: 18 TO 24 AUGUST)

No building. No spend.

| Task                                                        | Owner    |
|-------------------------------------------------------------|----------|
| Decide the avatar: A, B or C from section 5                 | Andrew   |
| Supply bookkeeper vs accountant client economics            | Andrew   |
| Supply program price, length, and delivery format           | Andrew   |
| Confirm whether you would coach bookkeepers again           | Andrew   |
| Rob Nixon and competitor Meta ad teardown                   | RH Media |
| Draft the Fee Gap Report template and the three offer names | RH Media |

**Gate:** we do not proceed until the avatar is chosen. Everything downstream is written to one person.

## PHASE 1 — PROVE THE OFFER WITH WHAT YOU ALREADY OWN (WEEKS 2 TO 4: 25 AUGUST TO 14 SEPTEMBER)

The cheapest possible test. No ad spend, no new systems. Your 6,000-person list is the laboratory.

| Task                                                                          | Owner                     | Output                    |
|-------------------------------------------------------------------------------|---------------------------|---------------------------|
| Rewrite the primary CTA from “book a diagnostic” to “get your Fee Gap Report” | RH Media                  | New landing page and form |
| Build the report template and the intake (top 20 clients by fee)              | RH Media                  | GHL form plus report doc  |
| Write and send three emails to the list on the new offer                      | RH Media, Andrew approves | 3 sends                   |
| Produce the first 10 Fee Gap Reports by hand                                  | Andrew                    | 10 reports                |
| Run the calls that come off them                                              | Andrew                    | Booked meetings           |

**Success looks like:** 180 clicks per send producing 4 or more report requests. That is the 2.2% from section 2. If we hit it, the offer works and everything after this is amplification. If we do not, we change the offer, not the systems, and we have spent almost nothing finding out.

**This is the most important phase in this document.** Everything after it is conditional on it.

## PHASE 2 — BUILD THE PAID RUNG (WEEKS 4 TO 6: 8 TO 21 SEPTEMBER)

| Task                                                                               | Owner                               |
|------------------------------------------------------------------------------------|-------------------------------------|
| Produce “The Three Client Problem” content (scripts, letters, sequence, recording) | Andrew, RH Media edits and packages |
| Build the sales page and checkout in GHL                                           | RH Media                            |
| Build the post-purchase delivery and ascension sequence                            | RH Media                            |
| Sell it to the existing list first, before any ads                                 | RH Media, Andrew                    |

**Success looks like:** a working product that converts from your own list, so we know the page works before we pay Meta to send strangers to it.

## PHASE 3 — TURN THE TRAFFIC BACK ON (WEEKS 6 TO 10: 22 SEPTEMBER TO 19 OCTOBER)

Only now do we spend money on acquisition, because now the money has somewhere to land.

| Task                                                                           | Owner    |
|--------------------------------------------------------------------------------|----------|
| Meta campaign build, creative from the competitor teardown                     | RH Media |
| Test the polarising angle: “You’re not repricing 197 clients because of three” | RH Media |
| Test the AI angle: “Reprice by 10% or AI eats your factory-style firm”         | RH Media |
| Run to the paid rung, not to a booking                                         | RH Media |
| Automate Fee Gap Report generation                                             | RH Media |
| LinkedIn organic and auto-posting through GHL                                  | RH Media |

**Budget:** start at the \$2,000 a month you have run before. Do not scale until the self-liquidating offer covers at least 70% of spend.

**Success looks like:** cost per paid customer at or below the price of the paid rung. At that point ad spend is self-funding and the only question left is how fast you want to turn it up.

## PHASE 4 — SYSTEMS, DASHBOARDS AND AI (WEEKS 8 TO 14: 6 OCTOBER TO 16 NOVEMBER)

Your original brief, delivered once it has something worth measuring.

| Task                                                                                                    | Owner       |
|---------------------------------------------------------------------------------------------------------|-------------|
| GHL dashboard: high-intent scoring from webinar attendance plus calculator download plus report request | RH<br>Media |
| Daily call list: the five people worth ringing today, with the reason attached                          | RH<br>Media |
| Fix the notification and reminder gaps we found in your workflows                                       | RH<br>Media |
| Campaign-specific unsubscribe so people stay on the newsletter                                          | RH<br>Media |
| YouTube embed in GHL emails                                                                             | RH<br>Media |
| Claude project structure, so it stops relearning who you are every session                              | RH<br>Media |
| Skills and shared context for Goldie, so she runs agents rather than tasks                              | RH<br>Media |
| Webinar back-catalogue to YouTube to shorts to LinkedIn pipeline                                        | RH<br>Media |

**Note on Goldie:** the point is not to replace her. It is to move her from doing the work to running the agents that do the work, so output goes up without headcount going up.

## PHASE 5 — BREAK THE DELIVERY CEILING (MONTHS 4 TO 6)

You currently deliver 1:1 only. That caps your revenue at your calendar, and it is the reason more leads alone would not actually solve your problem.

**Task**


---

Convert the program to a cohort or group container with a fixed 90-day interval

---

Run cohorts on a calendar, which creates honest scarcity and fills better than an always-open program

---

Peer proof inside the cohort raises perceived likelihood, because they watch other firms do the scary thing at the same time

---

AI-assisted delivery: report generation, homework review, between-session support

---

This is where the economics change. Same effort from you, several times the clients, and the scarcity is real rather than manufactured.

---

## 8. What we are deliberately not doing yet

Worth being explicit, because several of these were on your original list.

| Not yet                                  | Why                                                                                                                                                             |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ad spend before Phase 3                  | Paid traffic into an unproven offer buys the leak at scale                                                                                                      |
| Dashboards before Phase 4                | Nothing worth measuring until the funnel produces volume                                                                                                        |
| YouTube channel launch                   | The back catalogue is an asset, but it is a month-three lever, not a month-one one                                                                              |
| Automating the Fee Gap Report            | Do ten by hand first. Automating a process you have not validated bakes in the mistakes                                                                         |
| "Which headings and images rank highest" | This needs published volume and real performance data flowing back. Realistically month three, and I would rather tell you that now than promise it in week one |

---

## 9. The scoreboard

One number per phase. If a number is not moving, we change the offer, not the effort.

| Phase | Metric                           | Target                              |
|-------|----------------------------------|-------------------------------------|
| 1     | Click to Fee Gap Report request  | 2.2% or better                      |
| 1     | Reports produced                 | 10                                  |
| 1     | Booked calls off reports         | 4+                                  |
| 2     | List conversion to the paid rung | 1%+ of engaged contacts             |
| 3     | Cost per paid customer           | At or below the rung price          |
| 3     | Booked appointments per week     | <b>1, which is your stated need</b> |
| 4     | Time you spend on marketing prep | Halved                              |
| 5     | Clients delivered per month      | 2x current at the same effort       |

## 10. What I need from you

### To start:

1. The avatar decision, A, B or C
2. Program price, length and format as it stands today
3. Average client fee for bookkeepers versus accountants
4. Your top 20 client fee data structure, so I can build the report template around what you actually have
5. Read-only GHL access
6. One recorded webinar and one coaching snippet

### Then:

7. The raw material for “The Three Client Problem”. Not written up, just talked through on a recording. We package it.

Items 1 to 3 we can settle on the call today. The rest can follow.

## 11. The two things I am still unsure about

Being straight with you rather than presenting this as tidier than it is.

**Your capacity.** Phase 3 aims at more than one appointment a week. If the machine works, you may end up with more demand than a 1:1 model can serve, which is a better problem but still a problem. Phase 5 exists for that reason, and it may need to move earlier.

**The industry question you raised.** You said the industry might simply not react, and that all this setup might not produce leads regardless. That is a fair worry and I am not going to talk you out of it. It is also exactly why the roadmap is ordered the way it is. Phase 1 costs almost nothing and answers the question directly, using a list you already own. If accountants will not respond to a genuinely better offer sent to 6,000 people who already open your email at 38%, then the problem is the market, and you will know that in three weeks for the price of three emails rather than in six months for the price of a full build.

That is the point of doing it in this order.

---

## 12. Where the money goes

The offer work is the smallest line and the largest lever. The build work is where the hours are, and it is deliberately positioned *after* the offer has been proved, so that you are never paying to automate something that does not yet convert.

We will go through the numbers on the call. The short version is that Phase 1 is deliberately small, because its whole job is to answer your question about whether this market will respond before you commit to anything larger.