

TwentySix Group — Scope and Quote

RH Media

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TwentySix Group — Scope and Quote

For: Andrew Robertson, TwentySix Group **From:** RH Media **Date:** 19 August 2026
Engagement: One month, fixed scope **Investment:** \$5,000 + GST **Proposed kickoff:**
Monday 24 August, 10:00

1. What we settled on the call

Three decisions came out of today, and they change what needs building.

The avatar is now specific. \$2M to \$5M accounting firms, two to five partners. Not sole traders, not bookkeepers. Your own point stands: you have been marketing to sole traders using million-dollar-firm numbers, and your site's case studies sit at \$1.4M to \$1.7M, which is why a \$2.6M firm questioned whether you were built for them.

The funnel has three rungs, not one. Free Fee Gap Report, then a \$97 to \$297 micro-offer, then the \$15k+ engagement. The report replaces the 45-minute diagnostic, which is the piece that has not been converting.

Bookkeepers are deferred, not dropped. 97% turn over under \$100k and 80% charge below \$100 an hour. Easier to win, but you cannot charge \$15k into that market. Revisit later as a feeder, not a target.

This engagement builds the top two rungs and the machine that runs them.

2. What you are buying

One month. Two halves.

The consulting. Getting the offer, the avatar and the messaging right. This is the part that decides whether anything works, and it is where most of the value sits.

The infrastructure. The minimum build required to actually take money and book meetings. Not a rebuild of everything. Your words on the call were “just the basics, that’s all I really need because I will get leads from that”, and that is exactly what this is

scoped to.

3. Deliverables

CONSULTING

#	Deliverable
1	Offer architecture. All three rungs defined, priced and named. What each one includes, what it costs, and how someone moves up.
2	Avatar specification. The \$2M to \$5M firm, written down properly: the buying triggers, the language they use, the three clients they are afraid to touch, and where they can be reached.
3	Messaging and positioning. The hooks, the fear, and the proof points, rewritten around the new avatar. Includes the case study problem: your \$2.6M example and the AHR numbers (\$85 to \$97 adding \$200k, \$97 to \$127 adding \$600k on a \$2M firm) do more work than what is currently on the site.
4	The Fee Gap Report. The template, the inputs you need from a prospect, how it gets produced, and how it converts into a booked call. This is the asset that replaces the diagnostic.
5	Sales flow. What happens after the report lands: the call structure, the sequence, and the follow-up.
6	Weekly working sessions. Four of them. Not status updates, working sessions where we make the decisions and I prompt you through the parts you said you would get stuck on.

INFRASTRUCTURE

#	Deliverable
7	Fee Gap Report landing page , built in GHL, written to the new avatar.
8	Intake form capturing top 20 clients by fee, service type and hours, feeding straight into GHL.
9	The automation spine. Request, confirmation, report delivery, booking, and reminders. This also closes the notification gaps we found in your existing workflows on the first call.
10	Pipeline and tagging so you can see who requested, who received, who booked and who went quiet.
11	Booking flow that replaces the 45-minute diagnostic.
12	Tracking on the one number that matters: clicks to report requests to booked calls.
13	Handover to Goldie , including the website case study changes specced so she can execute them.

4. The four weeks

Week	Focus	You get
1 (24 Aug)	Offer and avatar locked	Offer architecture, avatar spec, messaging direction
2 (31 Aug)	The report	Fee Gap Report template, intake form, landing page live
3 (7 Sep)	The machine	Automation spine, booking flow, pipeline, tracking
4 (14 Sep)	Live and handover	End-to-end test, first reports out, Goldie handover, next-phase plan

You said you want to move quickly. This is built to have the funnel taking real requests by week three, not at the end.

5. What is not included

Being explicit so there are no surprises.

Not in this month	Why
The \$97 to \$297 micro-offer build	You said yourself the content is a couple of weeks of your work. We spec it this month, build it next.
Paid ads	Nothing gets paid traffic until the funnel converts organically. Your list and LinkedIn are the test.
Website rebuild off GHL	GHL has real limitations and we will hit them once traffic is genuinely up. Not a month-one problem.
Dashboards and lead scoring	Needs volume before it means anything.
Community group	Good idea, later phase.
Content and video production	You are shooting these. I will direct what they need to say.

6. Performance component

We both raised this on the call, so here it is properly.

10% of high-ticket engagement fees, on clients who come through the new funnel, for 12 months from the first attributed sale.

The detail that makes it fair:

- **It applies only to the \$15k+ tier.** The \$97 to \$297 rung is untouched, because that money funds the ad machine and should stay in it.
- **"Through the new funnel" means something specific.** They requested a Fee Gap Report, bought the micro-offer, or arrived through a landing page or campaign built in this engagement. Not simply any new contact who finds you.

- **Anyone already in an active sales conversation at kickoff is excluded permanently.** We list them on day one so there is nothing to argue about later.
- **Your existing database is in scope** if the new offer is what converts them. That list has been opening your emails at 38% and booking close to nothing. If it starts booking, that is what this work did.
- **The clock starts on the first attributed sale**, not on kickoff. The build takes three to four weeks and ads come later, so starting the term on day one would spend a quarter of it before the machine exists.
- **Billed monthly in arrears**, on money you have actually collected, not on money invoiced.

On your numbers that is \$1,500 on a \$15,000 engagement, out of revenue that did not exist before. As I said on the call, I would rather a new client paid for this than you did.

7. Why \$5,000

You charge \$5,000 a month for coaching.

This is one month of me, at exactly what one month of you costs. That felt like the right place to land it.

The return side:

- Your core engagement is **\$15,000**. One client closed off this work is **3x the fee**.
- Your stated need is one booked appointment a week. This is built to produce that.
- The \$2.6M firm you spoke about yesterday: \$260,000 identified, \$15,000 charged. Even recovering \$100,000 of it is 5x for them.

If this month produces a single \$15k engagement, it has paid for itself three times over. If it produces the appointment-a-week you asked for, the arithmetic stops being interesting.

8. What I need from you

To hit the four weeks, these matter more than anything.

#	What	When
1	GHL access, yours or Goldie's	Kickoff
2	List of prospects already in an active sales conversation, for the exclusion list	Kickoff
3	The \$2.6M firm case, in full, with the numbers	Week 1
4	Two or three more case studies at \$2M+	Week 1
5	The structure of your current pricing review, so the report mirrors what you actually do	Week 1
6	Goldie available for one session	Week 4
7	You, one hour a week	Weekly

9. Terms

- **\$5,000 + GST**, 50% on kickoff, 50% at week four.
- **Performance component** as set out in section 6, invoiced monthly in arrears from first collection, running 12 months from the first attributed sale.
- Scope is fixed. Anything outside it gets quoted separately before any work starts.
- Either of us can end it at the end of the month with nothing owing beyond work delivered.

10. Where this goes next

Deliberately not quoted here, so you can decide this month on its own merits. The obvious next steps once the funnel is converting:

- The \$97 to \$297 micro-offer, built and selling
- Paid traffic, starting at the \$2,000 a month you have run before, funded by the micro-offer

- Dashboards and lead scoring, once there is volume worth scoring
- A website that is not fighting GHL

None of that is worth doing until this month proves the offer lands. That is the whole reason it is sequenced this way.