

# DIY

**The self-serve door: the platform, the briefs, the rooms, and a named human, for the operator who runs their own motion.**

DIY is for the seller who wants the FBED instrument set without the delivery engagement: you run your own conversation motion, on our platform, with our briefing intelligence, inside the same rooms every client in the line attends. It is the smallest engagement-tier commitment in the product line and deliberately not a small product: DIY clients hold a real document shelf, sit in live sessions with Josh and Shannon every week, and have a named CSM who knows their account. It is also where many clients start before the data tells them which bigger door is theirs.

---

<b>£600</b> PER MONTH	<b>0</b> LOCK-IN, MONTHLY TERM	<b>4</b> LIVE SESSIONS PER MONTH	<b>1</b> NAMED CSM	<b>Day 0</b> DOCUMENTS ON YOUR SHELF
--------------------------	--------------------------------------	--	-----------------------	--

---

OWNER: J. BARDSLEY, CEO

CLASSIFICATION: PROSPECT · EXTERNAL

PRICING BASIS: FBED PRODUCT CANON v1.3

DIY EXPLAINER · v1.1

USD: \$750/MO

## 01 Who DIY is for

---

DIY fits a specific temperament: the operator who is already running a conversation motion (a show, a consistent outreach rhythm, a deliberate networking practice) and wants it instrumented and sharpened rather than taken over. You keep the wheel. We supply the platform your motion runs on, the briefing intelligence that makes each conversation better prepared than your market's, and the standing rooms where your work gets read live.

It is also, honestly, a diagnostic position. Some DIY clients stay for years because the shape fits. Others discover within a quarter that their constraint is reach (and move to Sales Lab) or that their constraint is the asset itself (and move to Foundation). The shelf and the rooms make that discovery cheap: you will see, against your own scores, which problem you actually have.

## 02 What you receive

---

DELIVERABLE	CADENCE
Platform access and your document shelf	Day 0
How Shannon Works	Day 0
RWV baseline report	At onboarding
Podcast Brief	With your show surface
Podcast Live and Cascade Live with Josh and Shannon, alternating	Weekly
Named CSM	Continuous, async-first

Your shelf also shows you what you do not yet have: the ICPX and Cascade document slots are visible and unfilled at this tier. That is deliberate. When your motion outgrows DIY, the shelf will already have shown you exactly what the next tier adds, in the shape of your own missing documents.

## 03 The rooms are the product

---

At £600 a month, the standout line in the table is the rooms. A live session every single week, alternating between Podcast Live and Cascade Live, with the founder and the intelligence system, working on real client data: real calls read, real outreach examined, real positions scored. Most attendees report that one specific read of their own situation repays the month. You are not buying recorded courses or a community forum; you are buying a standing seat in the working sessions where the method is practised in the open.

## 04 Price and start

---

**£600 per month (\$750). Monthly term, no lock-in.** Pricing locked at signature. Onboarding is direct and human: you go straight to Laura and the Onboarding Manager, your platform access and shelf are set up with you, and you are in the next scheduled room from day one.

If you are unsure whether DIY is your door: run the free shallow read on our site first. It scores you the way a glancing checker sees you, and the gap it shows will route you honestly, including when the honest route is the smallest engagement we sell.