

From a Sudden Layoff to a Subscription IT Business

CLIENT

An enterprise IT support specialist starting an independent consulting business after a layoff.

THE PATH

STEP 1 · DIAGNOSTIC

ProfitPath™

Showed his value was in preventing problems, not fixing them by the hour.

STEP 2 · MAP

PathFinder™

Four service options, from per-user subscriptions to automation projects, each with pricing.

EXIT

[Confirm]

[What he chose after the walkthrough]

THE SHORT VERSION

BEFORE

After a layoff, an enterprise IT specialist had deep expertise but no model for selling it to small businesses.

DURING

The diagnostic showed his value was in preventing problems, not fixing them by the hour.

AFTER

He left with four service options, from per-user subscriptions to automation projects, each with a price range and next steps to launch.

Before, During, After

BEFORE

Where he started

- Exploring independent work after a sudden layoff.
- Deep experience in enterprise IT support, system updates and troubleshooting, but no model for selling it to small businesses.
- Heading toward hourly break-fix billing, which would tie his income to his time.
- No defined target market, pricing or service boundaries.

DURING

What the work surfaced

- Small businesses need enterprise-grade support but can't afford in-house IT staff.
- His value was in preventive automation, not reactive, low-margin fixes.
- AI tools could take routine support questions off his plate, freeing him for sales.
- A tiered path could start clients small and grow into larger automation projects.

AFTER

What he walked away with

- Subscription support tiers, priced per user per month.
- Automated ticketing set up on common help-desk platforms, with a setup fee and ongoing support.
- A custom AI assistant for FAQs and troubleshooting.
- A self-updating knowledge base as a premium service.
- Three next steps for launching.

MEASURED AT DELIVERY

By the Numbers

4

Service options in his consulting catalog

\$50–150

Per user per month for subscription support

\$500–5K

Setup range for automation projects

3

Next steps to launch

WHAT MADE THE DIFFERENCE

Many people leaving corporate roles try to sell their hours. That ties income to time.

ProfitPath™ showed where his expertise was worth the most. **PathFinder™** mapped it into services clients subscribe to, with pricing set from the start.

*Measured at delivery: what was surfaced and what the client walked away with. No post-delivery results are claimed. **More case studies:** seanmatkinson.com/case-studies*