Media kit

Johnny.Decimal

A system to organise your information

OCTOBER 2026

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About us

01 What is Johnny.Decimal?

01.01 A system to organise your information

Johnny.Decimal is a simple system that has helped thousands of people get organised, and feel calm and in control of their computer.

It's a methodical way to *structure, save, and find* everything in your life – files, notes, emails, physical items. Anything. Think of it like your personal Dewey Decimal System.

01.02 The problem

It's hard to find stuff. It's hard to focus.

The modern digital world is overwhelming. Computers let us create things instantly and save things anywhere. It's easy to be disorganised and waste time searching for stuff.

When we kept everything on paper, documents were stored in filing cabinets in a structured way so they could be found again. Our system helps you bring this order back to your computer files.



Figure 01.02A. When we kept things in filing cabinets they could be found again.

01.03 Our solution

Johnny.Decimal is designed to help you find things quickly, with more confidence, and less stress.

Simple constraints

When there are fewer places to look, it's harder to get lost. The Johnny.Decimal system imposes limits: *nothing is more than three clicks away.*

Unique identifiers

Everything in your life gets a unique ID. Your passport lives at '11.12 Passports, residency, & citizenship'. *So it's easy to find and really hard to lose.*

An index to link everything together

You wouldn't try to use a library without a catalogue. So why use your life without an index? The 'JDex' is your place of calm. *It tells you where everything is.*

Feel in control, improve focus

Now you're working methodically, not endlessly clicking around. You start to feel calm and in control. Friends ask, *how are you so organised?*

01.04 Where can I use it?

Whether you're using a pre-built Johnny.Decimal system or you've designed your own, you can organise anything, anywhere. It might be work related. Or it might be your personal life, knitting patterns, or memoirs. It doesn't matter.

01.05 The OG PKM

Johnny came up with this idea in 2010, when it was used to manage an Australia-wide dance production. He first documented it 10 years ago, and we have both been working on it professionally for 3 years and counting.

The Johnny.Decimal system is the result of tens of thousands of hours of thought and real-world use. *It is complete, consistent, and continually developed.* As technology evolves, so does the system. We are here to stay.

01.06 How it works in more detail

Johnny.Decimal is a simple hierarchy.

It groups everything by area, then category, and finally ID:

- A maximum of ten areas are possible in a system.
- A maximum of ten categories are possible in each area.
- A maximum of 100 IDs are possible in each category.

We don't store anything in areas or categories. Only in IDs.

This means that everything in a Johnny.Decimal structure is only two levels deep. No more endless clicking down into nested-folder hell.

01.07 Example: What an ID looks like

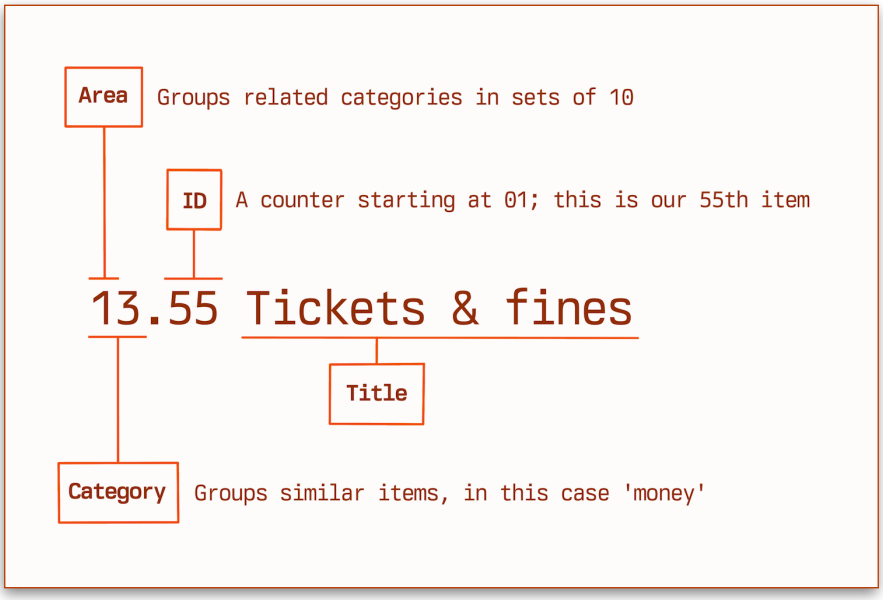


Figure 01.07A. The anatomy of a Johnny.Decimal ID.

01.08 Example: How we can use IDs

We can use these IDs in our filesystem, notes, email, to label physical items, or anywhere else.

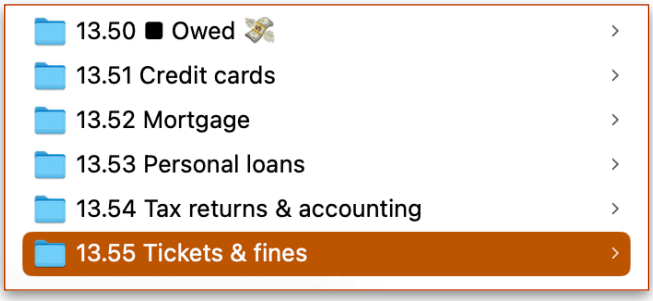


Figure 01.08A. Part of a folder structure labelled with Johnny.Decimal IDs.

01.09 The index (JDex)

The 'JDex' is the master record of every ID in a system.

It's just a set of notes in your preferred notes app. One note for each ID. It's a really simple concept. And it comes with the bonus power of being able to keep your own notes related to your IDs.

Other people try to find stuff by clicking around their filesystem. Decimals find stuff by searching their JDex. This makes them better than everyone else. (It's true.)

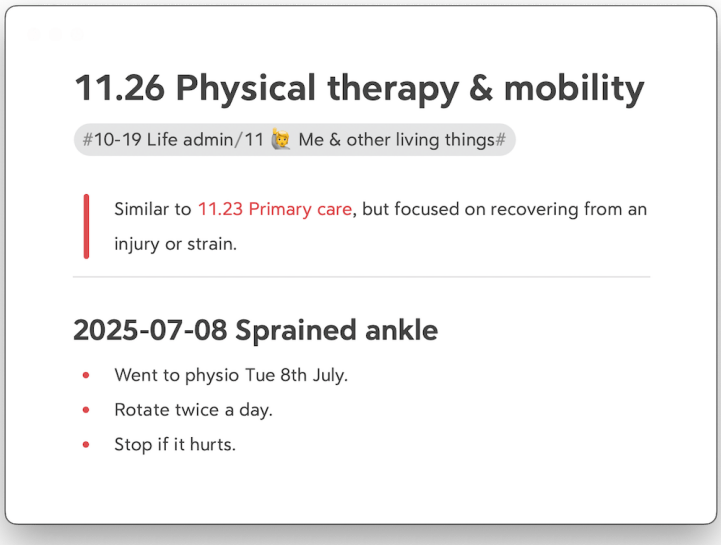


Figure 01.09A. An example of what a JDex note looks like in the Bear app.

01.10 Further reading

https://johnnydecimal.com/documentation/

02 Our products

02.01 A lot of our content is free

The Johnny.Decimal system is extensively documented on the website, and you can use it without restriction. Johnny gives as much of his time as possible to answering questions on the forum and Discord. And also maintains a blog.

In May 2023 Johnny quit his job to 'be' Johnny.Decimal. This is what we do for a living. It pays our rent. This allows us to spend a lot more time thinking and making useful stuff.

Before, Johnny only had an hour or so on weekends. Now, you get both of us working at least 6 days a week. So that's why we sell things, and why everything isn't free. Thanks for supporting us. It means the world.

02.02 The Life Admin System[1]

We spent hundreds of hours designing the Life Admin System so you can get organised fast. Download the folders and your new index, and move in. You'll be more organised by the end of the day.

1 area, 5 categories, 140+ IDs to manage the admin of life

- Being a human and a member of society,
- Living somewhere and getting around,
- Earning, spending, and saving money,
- Dealing with technology,
- Going places and enjoying life.

What do you get?

- A complete folder structure,
- Matching index files,
- Access to a searchable 10,000-word guide with descriptions and examples,
- Personal support from us and the friendly community.

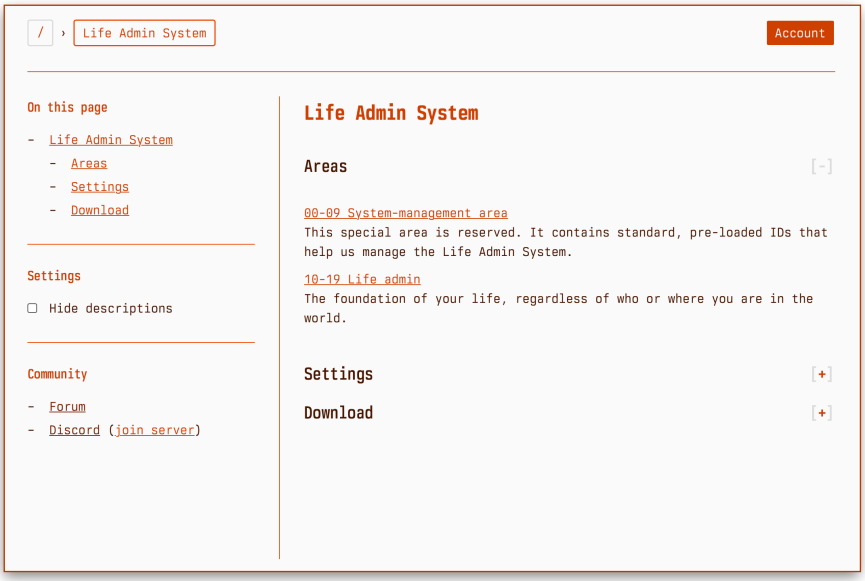


Figure 02.02A. The home page of the Life Admin online guide.

[1] Published in July 2024. Access with a Personal, Pro, or Business membership. To learn more see https://johnnydecimal.com/las/.

02.03 The Small Business System[2]

We spent half a year designing the Small Business System so you can get organised fast. Download the folders and your new index, and move in. You'll be more organised by the end of the day.

5 areas, 21 categories, and 150+ IDs to manage your business

- General business administration,
- Products and their development,
- Marketing and communications,
- Customers, sales, and shipping,
- Creative assets and project work.

What do you get?

- A complete folder structure,
- Matching index files,
- Access to a searchable 50,000-word guide with descriptions and examples,
- Personal support from us and the friendly community.

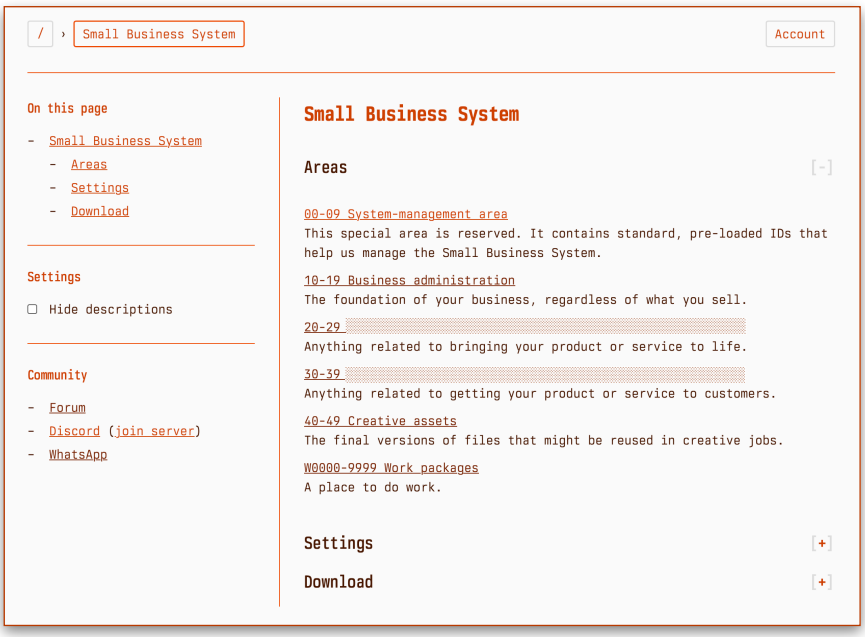


Figure 02.03A. The home page of the Small Business online guide.

[2] Published in March 2025. Access with a Business membership.
To learn more see https://johnnydecimal.com/sbs/.

02.04 Johnny.Decimal University[3]

University is the home of our training where you'll get the deepest, most complete knowledge. Learn how to build your own tailored system (e.g. to manage a work project, hobby, podcast, or local club), and how to get tasks and projects done the Decimal way.

University access includes

- The 5-hour Workshop,[4]
- The 5-hour Task and Project Management course[5], and
- More 'mini courses'.

What do you get?

- 20+ hours of video training,
- 20,000-word online Workbook[6],
- More content in production, and
- Personal support from us and the friendly community.

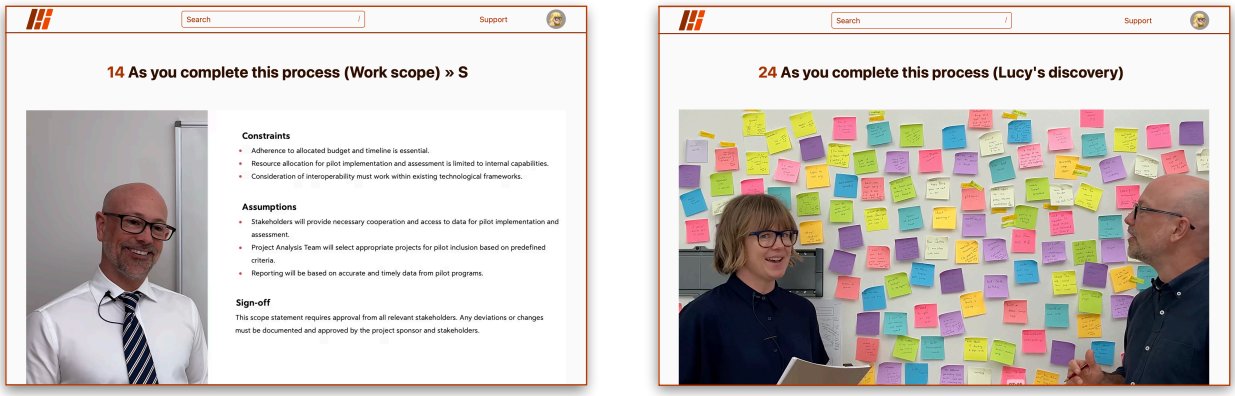


Figure 02.04A. Stills from the Johnny.Decimal Workshop.

[3] Access with a Pro or Business membership. To learn more see https://johnnydecimal.com/university/.

[4] Published in April 2024.

[5] Published in October 2025.

[6] Published in August 2023 (fun fact: it's now in the National Library of Australia!).

02.05 Software[7]

The MCP server lets your agent read everything your account has access to. It can 'move you in' to your system, automatically, in an afternoon.

And it's been given almost half a million words of Johnny's writing, so it can 'read his mind' on any organisational issue.

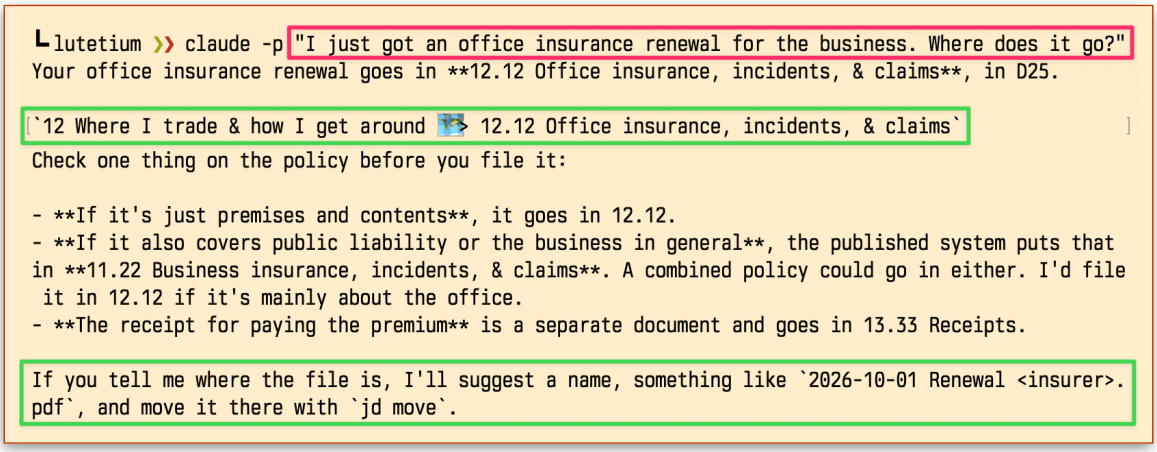


Figure 02.05A. With the MCP server, your agent has full context. This is an example of Claude reading our Small Business System and saying exactly where to put an insurance renewal.

[7] Access with a Pro or Business membership. To learn more see https://johnnydecimal.com/software/.

03 Our community

03.01 Help is always available

There's a whole community of friendly, like-minded people behind Johnny.Decimal.

We all do our best to help if anyone has a question about:

- A pre-built system,
- A system they're building,
- Our courses and training,
- Or anything else.

Our communities are not behind a paywall - *anyone can browse or sign up*.

03.02 The forum

https://forum.johnnydecimal.com

03.03 Discord[8]

https://discord.gg/KYWzAJhmPv

[8] This is the invitation link to join the Johnny.Decimal server.

04 Our humans

04.01 Johnny and Lucy make everything at Johnny.Decimal

We take enormous pride in our work and use our own human hands and minds.



Download

04.02 Johnny ‘Decimal’ Noble

Johnny’s[9] first computer was a Sinclair ZX Spectrum, which he used to make databases of his toys and cassettes. He has decades of experience managing complex computer-related things at work.

He came up with Johnny.Decimal in 2010 while managing an Australia-wide dance production. He has tested and refined the system continuously in both his personal and work life, including large government projects.

04.03 Lucy Butcher

Lucy[10] has a background in science writing and editing. At Johnny.Decimal she writes, thinks, draws pictures, edits videos, and helps with the website.

[9] https://www.linkedin.com/in/johnny-noble

[10] https://www.linkedin.com/in/lucy-butcher

05 Our values

05.01 Part of the ‘good internet’

We want to help everyday people be more organised.

Our overall goal is to make the world 1% more efficient. Imagine how much time and money even such a small improvement would save?

We aim to be a part of the good internet. We care about privacy, accessibility, and we don’t use sleazy tactics. We try to be as contactable, helpful, and transparent as possible.[11]

05.02 Was this AI generated?

All words at Johnny.Decimal are written by humans, the old-fashioned way. Every email is answered by a human.

We have spent thousands of hours over the last 3 years creating the pre-built systems, the training material in Johnny.Decimal University, and the website.

This means we know our systems intimately. We can answer any questions you have. And we’ll continue to improve them based on community feedback.

We’re both writers. The idea of presenting AI-generated words as our own is anathema to us.

Johnny gets help from Claude Code because he’s self-taught and not a professional web developer. But he never lets it work unsupervised; he’s always watching, guiding, and checking it.[12]

[11] To learn more about our policies see https://johnnydecimal.com/support/about-legal/policies/

[12] This is how we’re feeling about AI https://johnnydecimal.com/support/about-legal/policies#ai-policy

06 Testimonials and podcast appearances[13]

06.01 Chris

I switched to PARA, and even after trying for two years I had things with no home, and difficulty finding things I knew existed. Now, one day using this pack and creating one new decade for my work life, everything has a home, and I finally feel in control again. Thank you!

06.02 Taras

I took all the productivity courses there are: Building a Second Brain, Linking Your Thinking … and my life got maybe 10% less of a mess. Then I took Johnny.Decimal course, spent 2 weeks to integrate the system … 1.5 years later, and I'm finally in peace because I know exactly where anything from my life is.

06.03 Devesh

You've hit it out of the park. Your workshop is another level. You have set a new standard in 'learn at your own pace' courses in my opinion. Having Lucy as the 'student zero' is just brilliant.

06.04 Jade

The JD system as a whole has helped me more than any other productivity book or course … at a fraction of the astronomical cost other competitors are charging. The life admin pack is an incredible addition to the JD system and is a game changer in organising your digital files.

[13] For more testimonials see https://johnnydecimal.com/support/testimonial-attribution/ (all used with permission).

06.05 Marcus

I'm thrilled with the entire system and workshop. The speed and ease of finding what I'm looking for has been totally energizing. I'm in a big life transition phase … and it's been crucial to have the JD system beneath me to put all the many, many documents that are needed for my new endeavors.

06.06 Ari

This is an excellent and comprehensive course. The way you explain things with such clarity and in an easy-to-understand way is fantastic … implementing this process will significantly reduce the stress I have about my digital mess.

06.07 Cole

Watching Lucy build her system with Johnny's guidance not only provided useful insights but also gave me the confidence to build my own. One week into using my new system, I'm already feeling more organized and productive!

06.08 Victoria

I've tried all of the other popular organizational frameworks, and this is the first time I feel like I trust my system more as it grows.

06.09 @salutalice

I come from PARA and liked the system at first … but what happened in reality after a few months of working with it … went all over the place inside those folders. Cluttered stuff everywhere and no structure. Folders in folders in folders. Your Johnny decimal system gives me structure. A clear plan where something lives and what to expect there. You are the hero and savior for my digital life.

06.10 A nice blog post by Old Structures Engineering

2025-08-19: Organization Help

06.11 A Productive Conversation with Mike Vardy

2026-03-04: How to Finally Organize Your Digital Life Without Overcomplicating It (with Johnny Decimal)

06.12 First Principles podcast

2024-10-29: Johnny ‘Decimal’ Noble: Filing (and Personal Knowledge Management)

06.13 Hemispheric Views podcast

2023-10-19: Johnny Decimalised!

06.14 The Omni Show podcast

2023-05-01: How Johnny ‘Decimal’ Noble Uses Omni Software

07 Creative assets

07.01 Typeface

Berkeley Mono

07.02 Name and decimal point

The **decimal point** is an important component of our brand. It's central to our name and numbering system (i.e. 11.14, 15.55, etc.).

When referring to '**Johnny.Decimal**', please:

- Include a **decimal point** between 'Johnny' and 'Decimal'.

❌ Johnny Decimal	✅ Johnny.Decimal

07.03 Tagline

A system to organise your information.

07.04 Master logo (light/dark-mode variants)



Download

07.05 Base colours

#902e00	#c03d00	#f04c00 (International Orange)

07.06 Secondary colours

#626a26	#838d33	#a4b040
#3f6c75	#54909c	#8caeb5
#886400	#b68600	#e3a700

08 Contact

08.01 Email

Johnny ‘Decimal’ Noble: hello@johnnydecimal.com

Lucy Butcher: lucy@johnnydecimal.com

08.02 Time zone

We’re Australian, but at the moment we’re based overseas.

Current timezone: https://tz.johnnydecimal.com

08.03 Social

YouTube: https://www.youtube.com/@johnny.decimal

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johnnydecimal.com

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