

*Welcome to*  
**\$120k Offer  
Bootcamp Day 1  
Workbook**



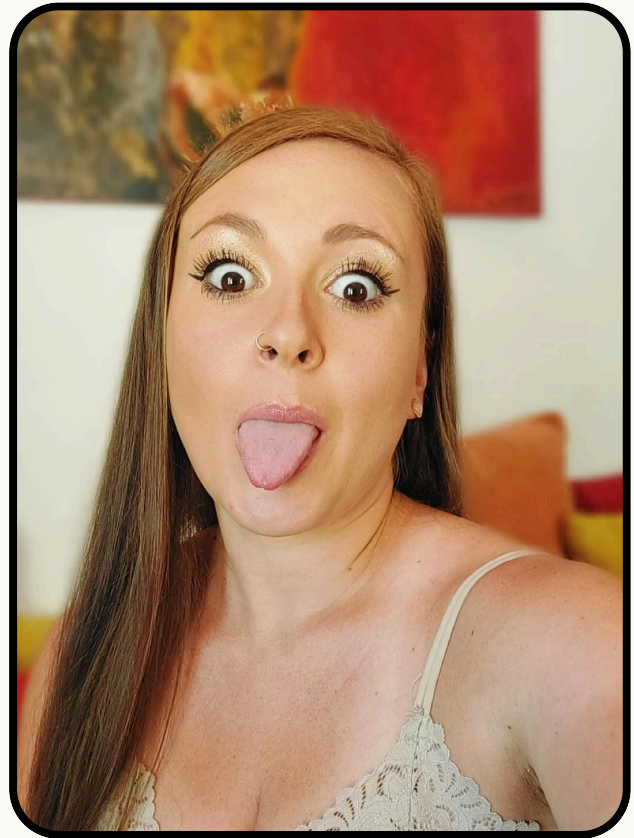
**THE \$120K OFFER BOOTCAMP**

# welcome

## I'm so excited to have you in the \$120k Offer Bootcamp

We're going to spend an incredible 6 days together where I will support you in building a business and offer that generates \$10k months, consistently and predictably.

You will learn the exact strategy and mindset to make \$10k months your baseline every single month.



**REMINDER: THE WAY YOU SHOW UP FOR THIS EXPERIENCE DETERMINES WHAT YOU GET OUT OF IT. SHOW UP, DO THE WORK AND GET VISIBLE. YOU NEVER KNOW THE OPPORTUNITIES THAT COULD COME YOUR WAY.**

Each strategy that I am teaching you in this Bootcamp has supported myself and hundreds of clients to create a business that is scalable, sustainable and profitable.

I believe in you, it's time for you to believe in yourself.

**WITH LOVE XO**

*Janel*

# ABOUT THIS WORKBOOK

**PLEASE DOWNLOAD THE WORKBOOK AND OPEN IT FROM YOUR DOWNLOADS OTHERWISE YOUR WORK WON'T SAVE.**

*Step 1* Click the link to open the workbook in your browser


*Step 2* Click the download button

*Step 3* Close the workbook in the browser

*Step 4* Open the workbook from 'downloads' on your computer

*Step 5* Fill in the workbook

**Bootcamp powered by:**



HIGH-TOUCH PROGRAM

100+ CLIENTS

## SCALABLE OFFER ACADEMY

SCALABILITY

Create your scalable group offer, smash your launch goals, sell your program on evergreen and say hello to 100's (or thousands) of clients

SOA opens for registration on 20 November. DM me waitlist to lock in special bonuses.

## DAY 1: STEP INTO YOUR 6-FIGURE CEO ENERGY

Why some people are having a good year & others aren't.

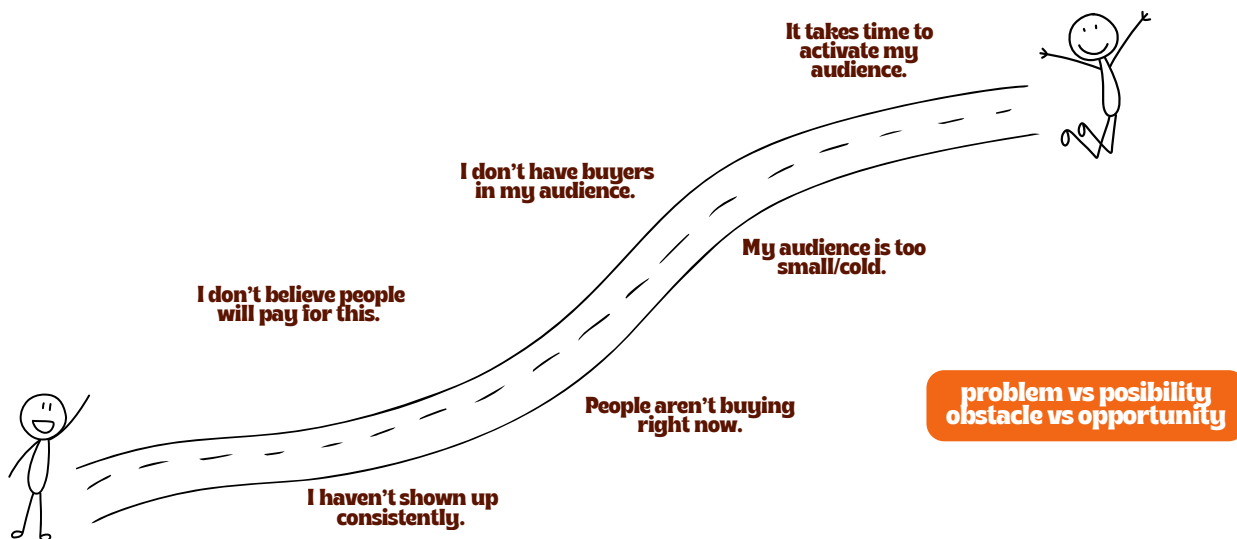
- Automated, passive, hands off, no support, DIY, no contact.
- No relationships, no DMs, no lives, no answering questions, no connection.
- Automated, no-touch businesses that offer no human connection.
- Rooms you're in, stop giving your power away.
- Big shifts in the industry - more relationship-focused
- Courses with no support or implementation (AI)
- Seeing people as walking dollar signs.
- **BEST YEAR EVER = PRIORITISE RELATIONSHIPS**
- **I am not above doing sales calls, answering DMs and give unpaid support.**

What can I implement in 2026 to build more relationships with my audience?

# YOUR DESIRES VS YOUR THOUGHTS/BELIEFS HOLDING YOU BACK.

- ➔ Generate consistent \$10k months
- ➔ Help 50 clients in in Q1.
- ➔ Sell out my group offers.
- ➔ Raise my prices.
- ➔ Speak on stages/ at events.
- ➔ Grow your audience + get more visible.

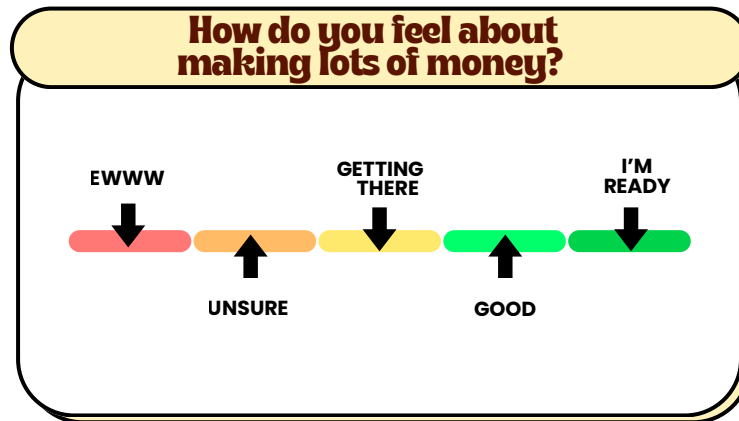
## What are your desires for the next 90 days





# Let's fix your money mindset right now

How do you feel about making lots of money?



Wanting to make more money does not make you greedy.

## REASON

# No.1

**Money amplifies who you already are, it doesn't change you.**

If you're kind, generous, and service-driven now, more money just gives you a louder microphone.

You'll tip bigger, hire people, donate more, invest in better tools, and create opportunities for others.

Greed isn't created by income.

## REASON

# No.2

**More money = more impact.**

When you're not in survival mode, you can make decisions from vision, not fear.

You can fund your growth, support causes you care about, pay your team well, and model what's possible for your clients.

You can't pour from an empty bank account, overflow fuels leadership.

## REASON

# No.3

**Refusing to make more money helps no one.**

Staying small out of guilt or fear doesn't make you humble - it keeps your gifts limited.

Every dollar you earn is a direct reflection of the transformation you create.

Selling = Serving = changed lives

# What beliefs about money is holding you back and how can you reframe it?

CURRENT BELIEFS	REFRAME THEM

**When you make more money, how can you help more people/ what good can you do in the world?**

**I am worthy of \$10k months.**

# Reasons you're not hitting 10k months yet

## Reminder: \$10k months aren't the real goal. Safety is

- \* Money in your savings account for emergencies.
- \* To be able to drop everything and be there for family when needed.
- \* To treat your family + friends to nice things without worrying about \$.
- \* To have stability in an unstable economy.
- \* To put money into a retirement fund.
- \* To have income security.
- \* To never have to rely on anyone for money.
- \* To be able to take time off and travel if you want to.
- \* To help more people.

- You don't have a **scalable offer** that can generate 10k a month.
- You're implementing **too many different strategies**
- You don't have the **right people in your audience.**
- You don't have the **proper systems** in place.
- You don't have a proper **sales strategy.**
- You're too **broad, vague or general.**
- **You don't believe you can make 10k a month.**

# THE BIGGEST REASON? INFORMATION OVERLOAD.

- ➔ You consume more than you create.
- ➔ You have 10 different strategies from 10 coaches (aka the pieces don't fit)
- ➔ Results in analysis paralysis.

## THIS OR THAT

<input type="checkbox"/> I create more than I consume	<input type="checkbox"/> I consume more than I create
<input type="checkbox"/> I follow one strategy	<input type="checkbox"/> I follow different strategies.
<input type="checkbox"/> I give things time to work.	<input type="checkbox"/> I don't give things enough time to work.
<input type="checkbox"/> I have set daily tasks that move the needle.	<input type="checkbox"/> I don't have a daily focus and do 'busy work'
<input type="checkbox"/> I track data	<input type="checkbox"/> I operate on vibes and guesswork
<input type="checkbox"/> I optimise one proven process	<input type="checkbox"/> I constantly rebuild from scratch
<input type="checkbox"/> I sell one scalable offer	<input type="checkbox"/> I juggle multiple offers and dilute my results
<input type="checkbox"/> My messaging calls in the right people	<input type="checkbox"/> My messaging attracts followers, not buyers
<input type="checkbox"/> I'm known for something specific	<input type="checkbox"/> I'm blending in with everyone else
<input type="checkbox"/> I have a repeatable sales process	<input type="checkbox"/> I hope sales just... happen

# NON-NEGOTIABLES AS A BUSINESS OWNER

WHAT YOU NEED TO

## FOCUS ON

**1** Post on social media daily

**2** Grow your email list (freebie + connection events)

**3** Visibility beyond posting content (leveraging groups and collabs)

**4** Sell + create offer awareness daily.

**5** Plan your days/weeks/months

How often are you posting on social media each day/week?

How many people do you have on your email list and what is your 2026 goal?

What are you doing to get visible beyond posting on socials in 2026?

Are you consistently talking about your core scalable offer? How can you do more?

What changes are you making to better plan your days, weeks and months in 2026?

# DREAM BUSINESS VISION



**How many calls do you have per week?**

**How many calls do you have per week?**

**What days will you take off?**

**When are you available for client work?**

**What work lights you up the most?**

**Do you want to take a certain time off each year?**

**What boundaries do you have in place?**

**What is the core value in your business?**

**What does your business and life look like 1 year from now?**

**What does your business and life look like 90 days from now?**

# DAY 1 HOMEWORK

**This task counts for points to win one of the prizes. The homework must be posted inside the Facebook group in the Day 1 Homework Thread for it to count.**

**JOIN THE  
FACEBOOK GROUP**

**Audit your business: What has worked well this year, what hasn't worked and what are you focusing on to get to 10k months in 2026?**