

Welcome to
**\$120k Offer
Bootcamp Day 2
Workbook**



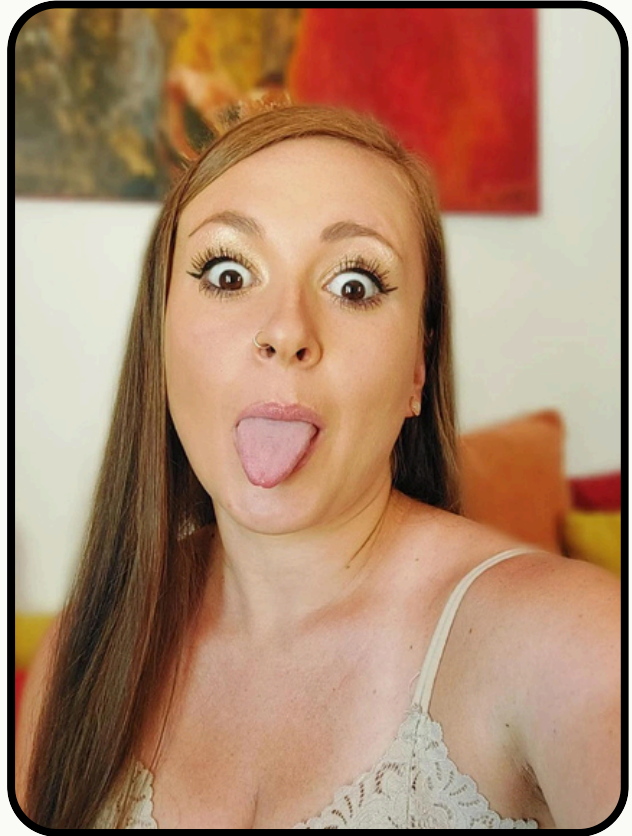
THE \$120K OFFER BOOTCAMP

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

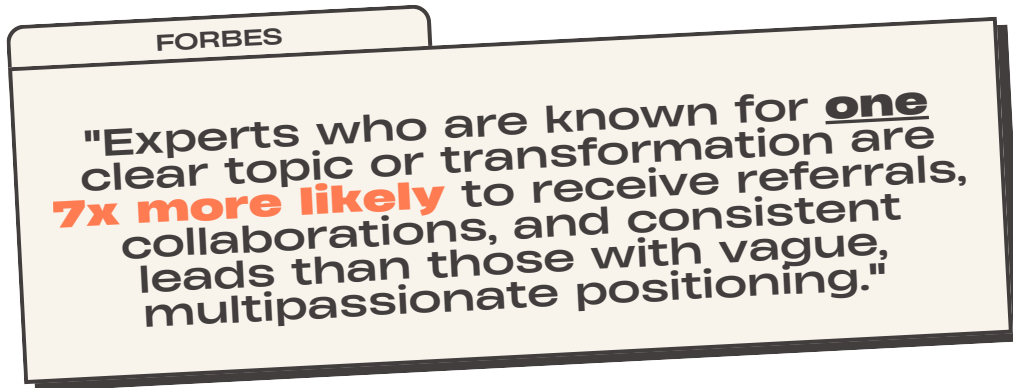
SCALABLE OFFER ACADEMY

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 2: DEFINE YOUR IDEAL CLIENT WORKSHOP



What Does being 'Known For SOMETHING' Actually Mean?

It means:

- 🌐 People tag you when someone asks for help in your zone/topic.
- 🌐 Your name comes up in conversations when you're not even there.
- 🌐 Clients say things like, "I've been following you for a while, you're the one who does XYZ."

It's how you go from being a nice to have to being a must-have.



ACTION PROMPT

Step 1: Complete these sentences

🧠 "When people think about _____, I want them to think of me."

→ (E.g. pre-selling, offer clarity, running a thriving membership, content strategy, money mindset, growing on Instagram, email marketing, SEO, Facebook ADs)

🔥 "The transformation I want to be known for is _____."

→ (E.g. helping coaches sell out their 1:1 offers)

💬 "People already tag me or thank me for helping them with..."

→ (What are the DMs, testimonials, and referrals saying?)

Write yours below

YOUR ANCHOR MESSAGE

🧠 "When people think about launching or growing a membership, I want them to think of me."

🌐 "When people think about growing and monetising their email list, I want them to think of me."

🌿 "When women think about balancing their hormones to feel more fit and energised, I want them to think of me."

💰 "When people think about increasing their sales through email marketing, I want them to think of me."

👩 "When women think about losing weight after giving birth, I want them to think of me."

🍴 "When moms think about cooking delicious meals that their kids will eat, I want them to think of me."

DEFINING YOUR IDEAL CLIENT (NICHE)

1

Option 1: Niching by WHO

2

Option 2: Niching by PROBLEM you solve.

EXERCISE: CHOOSE YOUR NICHE LENS

STEP 1:

Ask yourself: does the identity of the client change how I help them?

- Yes? You're likely best served by a WHO-based niche.
- No? You're a great candidate for a PROBLEM-based niche.

STEP 2:

Answer this:

- "The people I help are struggling with _____ and I help them _____."
- Keep it direct. You don't need their dog's name or skincare routine.

STEP 3:

Choose your content angle

- **If you're WHO-based** → Your content should spotlight the identity, normalize their experience, and speak to life-stage struggles.
- **If you're PROBLEM-based** → Your content should spotlight the pain point, highlight what's keeping them stuck, and show the result.

ACTION STEP

Write out two potential niche statements using both types.

WHO-based version "I help [specific identity] [do/get/change something specific]."

Example: I help new moms rebuild their strength and confidence after giving birth.

PROBLEM-based version "I help [broad category of people] who are struggling with [problem] get [result]." Then ask: Which one feels more aligned with the work I actually do?

Example: I help service providers and coaches who are burnt out from doing 1:1 and DFY work launch, grow and scale their signature group offer to serve more clients & increase their income.

TASK: POST YOUR STATEMENT IN THE HOMEWORK THREAD

My niche is WHO-based and here is my 'I help' statement:

Write your niche statement below- be clear, tangible and specific

The Client Diagnosis Framework™

1. THE EXTERNAL PROBLEM

*

WHAT ARE THEY TRYING TO FIX? (SURFACE LAYER)

*

This is the thing they would type into Google or say to a friend:

"How do I lose weight after having a baby?"
"How do I grow my Instagram without reels?"
"How do I sell my course before I launch it?"
"How do I feel good about myself again?"
"How can I make money online?"
"How can I get more coaching clients?"

This is the door they walk in through, but it's just the surface.

Write 10 external problems your ideal client has.

The Client Diagnosis Framework™

2. THE INTERNAL PROBLEM



WHAT EMOTIONAL TOLL IS IT TAKING ON THEM?



This is what they're not saying out loud, but they feel deeply:

- "I feel like a failure."
- "I'm ashamed of how far I've let myself go."
- "Everyone else seems to get it, why can't I figure this out?"
- "If I don't fix this soon, maybe I'm not cut out for this."

THIS is the discomfort that drives action.

Write 10 ways the lack of results is taking a toll emotionally.

The Client Diagnosis Framework™

3. DAILY THOUGHTS, PATTERNS, AND BEHAVIORS

* **WHAT'S HAPPENING IN THEIR REAL LIFE THAT REFLECTS THE PROBLEM?** *

For the weight loss coach's client:

- Pulling on 3 outfits before leaving the house
- Looking at old photos and thinking "I wish I still looked like that"
- Ordering a salad but resenting it
- Getting ready in the dark
- Standing in front of the mirror and turning sideways to suck in her stomach, again.

For the business coach's client:

- Sitting at their laptop for an hour, and posting nothing.
- Reading everyone else's success stories and spiraling into comparison.
- Watching a live launch unfold and thinking, "Why not me?"
- Rewriting their bio for the third time this week
- Replaying coaching call replays instead of implementing.

Write 10 things they are doing that reflects they have a problem

The Client Diagnosis Framework™

4. THE HIDDEN COST



WHAT IS THIS PROBLEM STEALING FROM THEM?



- Confidence in the way they show up
- Freedom in their lives/business
- Presence with their kids
- Sex drive
- Joy
- Their ability to breathe easy
- Their belief in themselves
- Time

Write 10 things that the problem is stealing from them.

The Client Diagnosis Framework™

5. THE DEEP DESIRE

WHAT DO THEY ACTUALLY WANT UNDERNEATH THE SURFACE RESULT?

No one just wants “more clients.”

They want to stop feeling like they're spending all day doing work with no sales to show for it.

They want the relief of knowing their work is wanted.

They want to make money without feeling like they're constantly proving themselves.

They want to have more clients because they want to provide for their families.

No one wants “to lose 10kg.”

They want to stop avoiding mirrors.

They want to feel sexy again.

They want to enjoy food and still feel powerful in their body.

They want to feel excited about summer and to spend days on the beach in their bikini.

They want to wear clothes that fit and stop wearing oversized hoodies and t-shirts.

Write 10 things that they want under the surface result.

DAY 2 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

TASK 1

TASK: POST YOUR ANCHOR STATEMENT IN THE HOMEWORK POST IN THE GROUP

"When people think about _____, I want them to think of me."

Example: when people think about creating a scalable group offer, I want them to think of me.

TASK 2

Write out two potential niche statements using both types.

WHO-based version "I help [specific identity] [do/get/change something specific]."

Example: I help new moms rebuild their strength and confidence after giving birth.

PROBLEM-based version "I help [broad category of people] who are struggling with [problem] get [result]." Then ask: Which one feels more aligned with the work I actually do?

Example: I help service providers and coaches who are burnt out from doing 1:1 and DFY work launch, grow and scale their signature group offer to serve more clients & increase their income to \$10k months.

TASK: POST YOUR STATEMENT IN THE COMMUNITY TAB

My niche is WHO-based and here is my 'I help' statement: