

FREE
THE \$120K OFFER BOOTCAMP

\$10K MONTHS

6-FIGURE BUSINESS STRATEGY

Welcome to the
DAY 2

DEFINE YOUR IDEAL CLIENT WORKSHOP

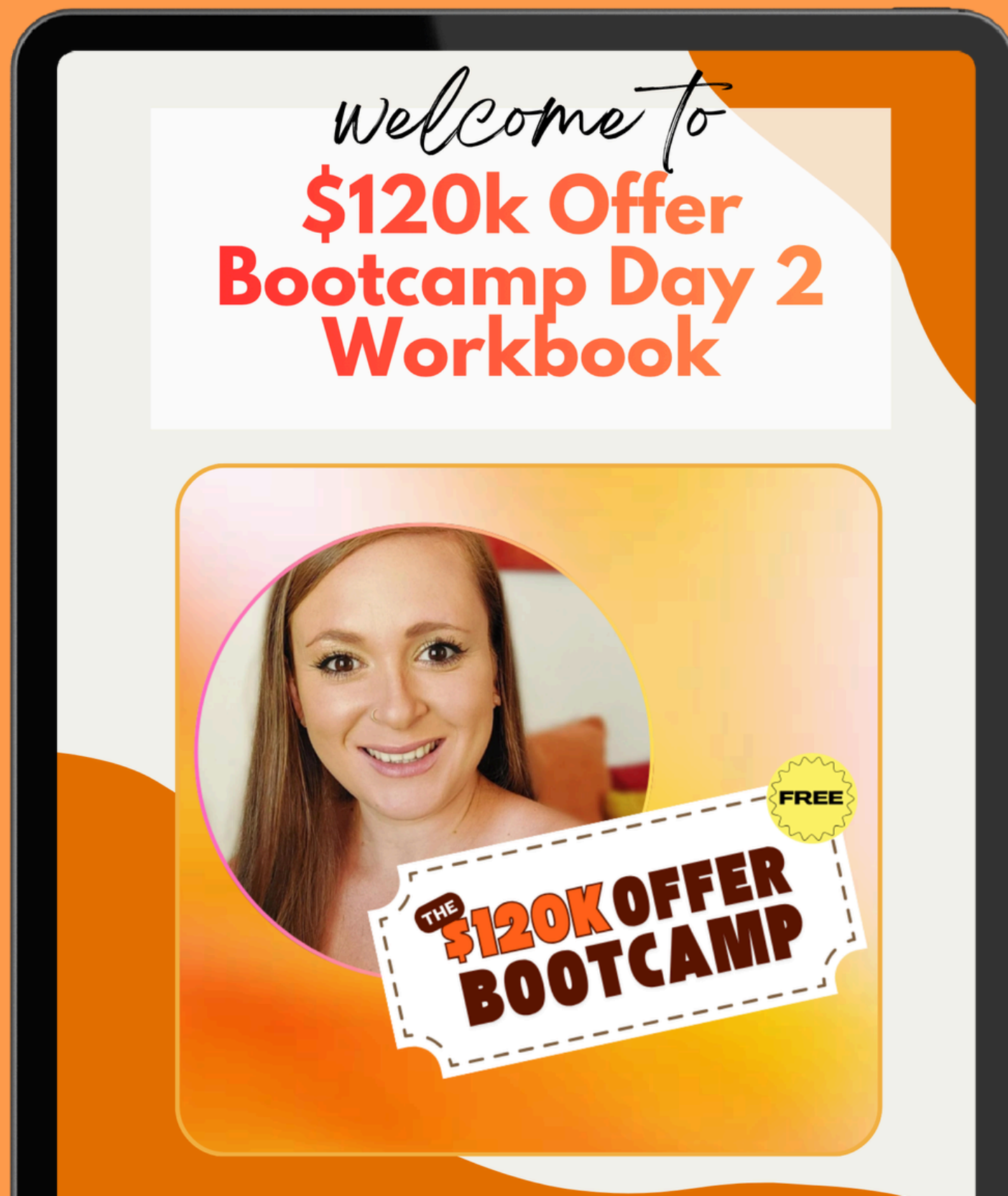
CEO IDENTITY

Let us know in the comments where you are tuning in from!

SCALABLE OFFER ACADEMY



GRAB YOUR WORKBOOK



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What you will learn

- Day 1 (18 November) ✓ STEP INTO YOUR 6-FIGURE CEO ENERGY FOR 2026
- Day 2 (19 November) DEFINE YOUR IDEAL CLIENT WORKSHOP
- Day 3 (20 November) THE SOCIAL SUCCESS SET UP TO GET VISIBLE + GROW YOUR AUDIENCE FAST
- Day 4 (25 November) THE \$120K SCALABLE OFFER BLUEPRINT
- Day 5 (26 November) YOUR SUPER SIMPLE SALES SYSTEM TO GENERATE SALES ON AUTOPILOT
- Day 6 (27 November) YOUR 6-FIGURE ROADMAP FOR 2026 AND BEYOND

Plus some additional days for more support and guidance
Show up live bonuses



BY JONEL VS

Prizes up for grabs

There will be amazing prizes up for grabs for the most engaged people in the Bootcamp

PRIZES INCLUDE

4-week 1:1 coaching package (4 sessions plus additional support) Valued at €997

Customised 2026 6-figure Strategy call (€297)

20% discount for Scalable Offer Academy

1:1 Power hours valued at €197

3 Months access to Social Sales Squad Membership.

Free Access to our Business Masterclass Bundle valued at €497

Social Media Profile Audits €97

Offer Audits €97

Winners will be announced on 30 November

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What you have to do to win

Be the most engaged member



LIKE



ENGAGE



COMMENT



INTERACT



SHARE



**DO THE DAILY TASKS IN THE
FB GROUP**

Most importantly... HAVE FUN!



the One Thing You Want to Be Known For

FORBES

"Experts who are known for one clear topic or transformation are **7x more likely** to receive referrals, collaborations, and consistent leads than those with vague, multipassionate positioning."

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.



REAL-WORLD ONLINE EXAMPLES (HIGH-LEVEL ENTREPRENEURS)

Entrepreneur	Known For	Why It Works
Jasmine Star	Helping entrepreneurs grow with social media storytelling	Simple message, clear promise, and storytelling mastery
Alex Hormozi	Scaling offers with undeniable value	Known for frameworks like \$100M Offers and tangible results
Marie Forleo	"Everything is figureoutable" + B-School	Her brand is anchored in empowerment + actionable entrepreneurship
Denise Duffield-Thomas	Money mindset for women in business	Her entire empire rests on helping people release money blocks — clear and consistent
Amy Porterfield	List-building and digital courses	Even as she expands, people still go to her to turn ideas into profitable online courses
Stu McLaren	Memberships that scale	Stu has positioned himself as the authority on creating, launching, and growing recurring revenue through online memberships.
Erin May Henry	Personal branding for online entrepreneurs	People associate her with being the "It Girl" of branding confidence online





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?)

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."

ACTION STEP

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

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

PRO TIP: Don't be vague, general or broad.

**THE
TRUTH**

DEFINING YOUR IDEAL CLIENT (NICHE)

CHE NICHE NIC

1

Option 1: Niching by WHO

2

**Option 2: Niching by
PROBLEM you solve.**

NICHE NIC

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NICHE

THE PURPOSE OF A NICHE

Before we even talk about the two types, here's the real purpose of a niche:

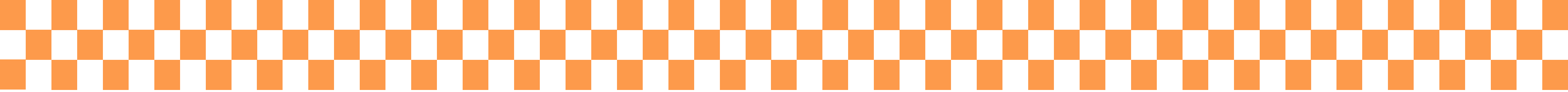
To help the right people instantly know that your offer is for them.

Not to limit you. Not to make your work smaller. Not to box you in.

Your niche is the entry point. The "oh wait, that's exactly what I need!" moment.

It helps your offer become clear and convertible.

So if you've felt like "niching down" is suffocating or limiting, I feel you. You're not alone. But you're also not wrong for needing clarity in a way that works for you.



HELPING WOMEN OVER 40 LOSE WEIGHT IN PERIMENOPAUSE	NICHE: WOMEN 40+, PERIMENOPAUSAL
PROBLEM: WEIGHT GAIN, HORMONE-RELATED BODY CHANGES	WHY THIS WORKS: THEIR IDENTITY (PERIMENOPAUSAL WOMAN) DIRECTLY SHAPES THE CHALLENGE AND SOLUTION—FROM HORMONES TO ENERGY TO METABOLISM.

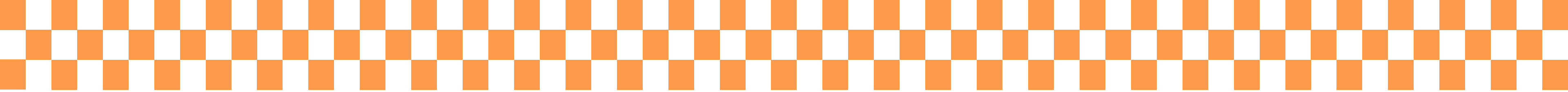
OPTION 1: NICHING BY WHO

This kind of niche is all about the identity or life stage of your ideal client.

It answers the question: Who is this for, specifically?

This works really well when the transformation you provide is tied to someone's identity, life season, or a very specific experience.





<p>SUPPORTING NEW MOMS WITH POSTPARTUM RECOVERY</p>	<p>NICHE: POSTPARTUM MOMS</p>
<p>PROBLEM: REBUILDING STRENGTH, HEALING, AND BODY CONFIDENCE</p>	<p>WHY THIS WORKS: THEIR LIFE STAGE DEFINES WHAT KIND OF PHYSICAL AND EMOTIONAL SUPPORT IS NEEDED AND THE LANGUAGE THAT CONNECTS.</p>

<p>HELPING NEURODIVERGENT ENTREPRENEURS BUILD SUSTAINABLE BUSINESSES</p>	<p>NICHE: ADHD/AUTISTIC ENTREPRENEURS</p>
<p>PROBLEM: BUILDING SYSTEMS THAT WORK WITH THEIR BRAIN, NOT AGAINST IT</p>	<p>WHY THIS WORKS: THEIR IDENTITY INFLUENCES HOW THEY PROCESS, PLAN, AND OPERATE, SO THE WAY YOU TEACH BUSINESS STRATEGY NEEDS TO REFLECT THAT—THIS CREATES DEEPER RESONANCE AND BETTER RESULTS.</p>

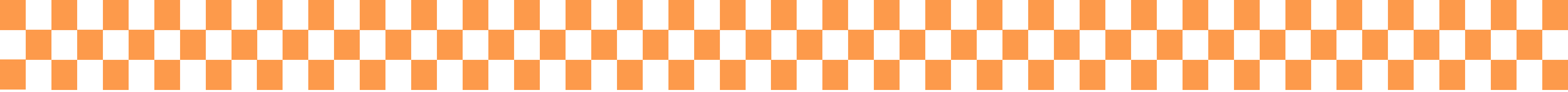


WHEN TO CHOOSE A WHO-BASED NICHE:

When your client's life experience, body, identity, or stage of life directly affects how you help them.

When language, safety, or relatability are crucial.

When who they are makes a big difference in how the work is delivered.



HELPING SERVICE PROVIDERS SCALE FROM 1:1 TO 1:MANY	NICHE: SERVICE-BASED BUSINESS OWNERS
PROBLEM: BURNOUT AND AN UNSCALABLE BUSINESS MODEL	WHY THIS WORKS: WHETHER THEY'RE A COACH, DESIGNER, OR STRATEGIST, THE CHALLENGE IS THE SAME. YOU OFFER THE ROADMAP TO A MORE LEVERAGED, FREEDOM-BASED BUSINESS.

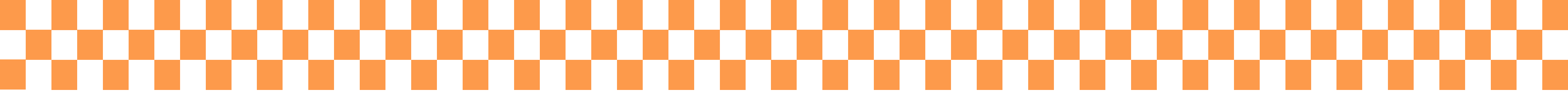
OPTION 2: NICHING BY PROBLEM

This niche is more solution-focused. It answers the question: What problem does your offer solve, regardless of who it's for?

This is GOLD for scalable offers, especially when the transformation you offer is relevant across industries or identity groups.

Instead of narrowing who it's for, we clarify what it's FOR.





<p>HELPING ENTREPRENEURS GET STARTED WITH EMAIL MARKETING</p>	<p>NICHE: ONLINE BUSINESS OWNERS, SOLOPRENEURS, CONTENT CREATORS</p>
<p>PROBLEM: THEY DON'T KNOW HOW TO START OR GROW AN EMAIL LIST</p>	<p>WHY THIS WORKS: EMAIL MARKETING IS A FOUNDATIONAL SKILL ACROSS MANY INDUSTRIES. YOU'RE NOT TARGETING A SPECIFIC "WHO,"— YOU'RE SOLVING THE SHARED ISSUE OF NOT OWNING THEIR AUDIENCE OR SALES PIPELINE.</p>

<p>HELPING ENTREPRENEURS BUILD PROFITABLE MEMBERSHIPS</p>	<p>NICHE: COACHES, CREATORS, SERVICE PROVIDERS</p>
<p>PROBLEM: LACK OF RECURRING REVENUE AND SCALABLE DELIVERY</p>	<p>WHY THIS WORKS: YOUR OFFER SOLVES A BUSINESS MODEL PROBLEM. THE SHARED CHALLENGE IS INCONSISTENT INCOME AND BURNOUT. YOU GIVE THEM A RECURRING REVENUE STREAM THEY CAN GROW OVER TIME.</p>



WHEN TO CHOOSE A PROBLEM-BASED NICHE:

When you
want to work
with people
from different
backgrounds
who share a
common pain
point or goal

When your
method is proven
to work across
different niches,
industries, or life
stages

When your
offer is
process-driven
and clients are
best defined by
their
challenge, not
their identity

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.

YOU'RE NOT PICKING A NICHE. YOU'RE PICKING A MESSAGE.

What if niching wasn't about exclusion... but about connection?

What if your niche was just a starting point for your message to land?

What if instead of picking a random avatar, you just got really good at articulating either:

- WHO you help and why it matters
- or WHAT you solve and how it changes their life?

That's all you really need.

And from there, the scalable systems become simple.

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 COMMUNITY TAB

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

The Client Diagnosis Framework™

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WHY VAGUE AVATARS DON'T SELL

Let's start by calling out the old model that doesn't work.

You've probably heard advice like:

"Create an ideal client avatar. Give her a name. She loves yoga and oat milk and wants more time freedom."

Cute. But useless.

- ⊗ You don't need to know her coffee order.
- ✓ You need to know what's keeping her up at night.
- ✓ You need to know what she's scared to say out loud.
- ✓ You need to know what's driving her decisions, consciously and unconsciously.

Let me show you the difference.

EXAMPLE 1: GENERIC IDEAL CLIENT

- Name: Sarah
- Age: 35
- Lives in a city
- Wants to lose weight
- Works full-time and is a mom of 2

Cool. But so what?

This doesn't help you create messaging that sells.

DIAGNOSED IDEAL CLIENT

Sarah might be 35 but more importantly:

- She dreads getting dressed because nothing fits.
- She feels embarrassed getting undressed in front of her husband.
- She skips social events because she doesn't want to be in pictures.
- She's tried 5 programs in the last year but always gives up by week 3.
- She secretly believes her body is "broken" and that it's just going to get worse.
- She doesn't just want a bikini body. She wants to feel like herself again.

Now you know how to speak to her in your content.

Now you know what language actually lands.

JONEL VS

The Ideal Client Diagnosis Framework™

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BY JONEL VS

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.

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.

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.

4. THE HIDDEN COST



WHAT IS THIS PROBLEM STEALING FROM THEM?



- Confidence
- Freedom
- Presence with their kids
- Sex drive
- Joy
- Their ability to breathe easy
- Their belief in themselves

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.

ACTION STEP

DO THE CLIENT DIAGNOSIS FRAMEWORK.

STEP 1: WRITE THE EXACT PROBLEM THEY THINK THEY'RE TRYING TO SOLVE (5 MINIMUM)

Example: "How do I lose weight?", "How to lose weight fast", "How to lose weight without cardio?"

STEP 2: WHAT EMOTIONAL TOLL IS IT TAKING ON THEM? (5 MINIMUM)

Example: "I'm ashamed of how far I've let myself go.", "I look and feel disgusting."

STEP 3: WHAT'S HAPPENING IN THEIR REAL LIFE THAT REFLECTS THE PROBLEM? (5 MINIMUM)

Example: "She deletes every photo she's in before anyone else can see it."

STEP 4: WHAT IS THIS PROBLEM STEALING FROM THEM? (5 MINIMUM)

Example: "Playing with their children because the extra weight makes her feel sluggish and tired."

STEP 5: WHAT DO THEY ACTUALLY WANT UNDERNEATH THE SURFACE RESULT? (5 MINIMUM)

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

Q&A

