

Welcome to
**\$120k Offer
Bootcamp Day 3
Workbook**



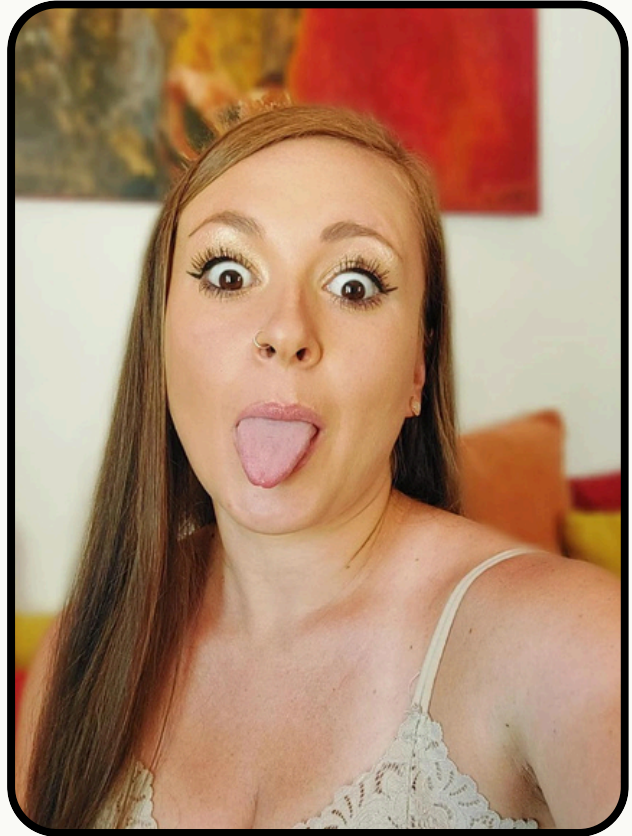
THE \$120K OFFER BOOTCAMP

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

OPEN FOR ENROLLMENT

Lifetime access to the curriculum (and future updates)

24/7 community (app access)

6 Modules, lessons with action steps

Guest expert trainings

3 x a month hotseat coaching calls (no time cap)

Q&A threads to always be supported

Live Launch Lab

Tailored 1:1 feedback within 48 hours

BONUS TRAININGS

FAST TRACK TECH RECOMMENDATIONS

START HERE

MODULE ONE

MODULE TWO

MODULE THREE

NOVEMBER FEEDBACK THREAD

LAUNCH LABS/ PULSE CHECK

SCALABLE OFFER ACADEMY

High-Touch Program

2024 CLIENTS

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

VALIDATE YOUR OFFER

DESIGN A GAP-FREE CURRICULUM

BAKED-IN SUPPORT

STRUCTURE EXPERIENCE

OFFER FAST

LAUNCH

SOLD OUT SIGNATURE OFFER

CREATE A SCALABLE SIGNATURE OFFER THAT GETS YOU SOLD OUT WITH A SMALL AUDIENCE.

THE SIGNATURE OFFER

LESSON 1: Choosing Your Offer Topic

START HERE

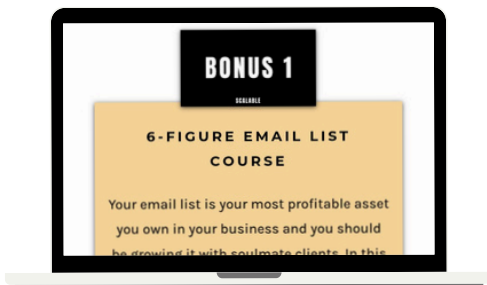
CALL REPLAYS

GUEST EXPERT TRAININGS

NOVEMBER FEEDBACK THREAD

LAUNCH LABS/ PULSE CHECK

<https://www.jonelvs.com/scalableofferacademy>



BONUS 1

6-FIGURE EMAIL LIST COURSE

Your email list is your most profitable asset you own in your business and you should be growing it with soulmate clients. In this course you get an entire A-Z strategy to start, grow and monetize your email list.

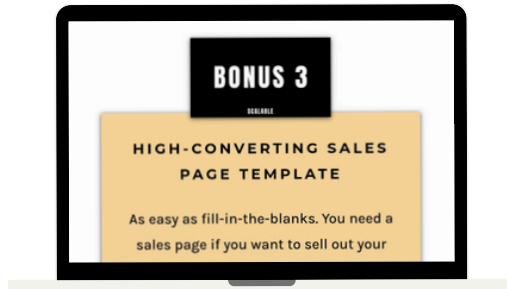
(Valued at \$997)



BONUS 2

Launch checklist to keep you on track for a successful launch

- ◆ Launch email templates including nurture emails, sales emails and connection emails.
- ◆ Social media post swipe files for all stages of your launch.
- ◆ IG and Facebook Stories templates that drive conversions.
- ◆ Slide deck templates.
- ◆ Launch tracker to track your results.
- ◆ Launch debrief document to see what went well and how you can 10x the results next time.



BONUS 3

HIGH-CONVERTING SALES PAGE TEMPLATE

As easy as fill-in-the-blanks. You need a sales page if you want to sell out your offers on auto-pilot. With this sales page template and formula, you'll create a high-converting sales page that speaks to all 4 buyer types so that you stop leaving money on the table with sales pages that don't convert.



BONUS 4

Launch Lab is where you implement everything you've learned in Scalable Offer Academy - with a clear plan, guided accountability, and feedback that helps you turn your offer into real sales.

Together we will create your signature launch that can sign 20, 30, 50 clients a launch.

4-6 weeks live inside SOA.



BONUS 5

URGENCY ON EVERGREEN

PLAN YOUR PROMOTIONAL CALENDAR FOR 2026

DEMAND DRIVERS

QUICK CASH STRATEGIES



BONUS 6

DECEMBER IS A FREE MONTH IN THE COMMUNITY, AKA YOUR SUPPORT ACCESS DOESN'T START COUNTING DOWN UNTIL 1 JANUARY.

Limited Time Offer

Enroll before Midnight on Sunday 23 November & get...

12 MONTHS ACCESS TO THE COMMUNITY, SUPPORT AND COACHING

Instead of 6 months, you will be getting 12 months access to support, that only counts down from 1 January. You will be supported for the entire 2026.

Valued at €997

ACCESS STARTS ON 1 DECEMBER, KICKOFF CALL ON 3 DECEMBER

DM ME ON FACEBOOK IF YOU WANT TO HAVE A CHAT

RATE YOUR VISIBILITY

I am not as visible as I should be and I know it's affecting my results.

I post a few times a week but only rely on my own content.

I am very active but only on my profiles.

I have a solid visibility strategy that is working.

How do you currently feel about being visible?

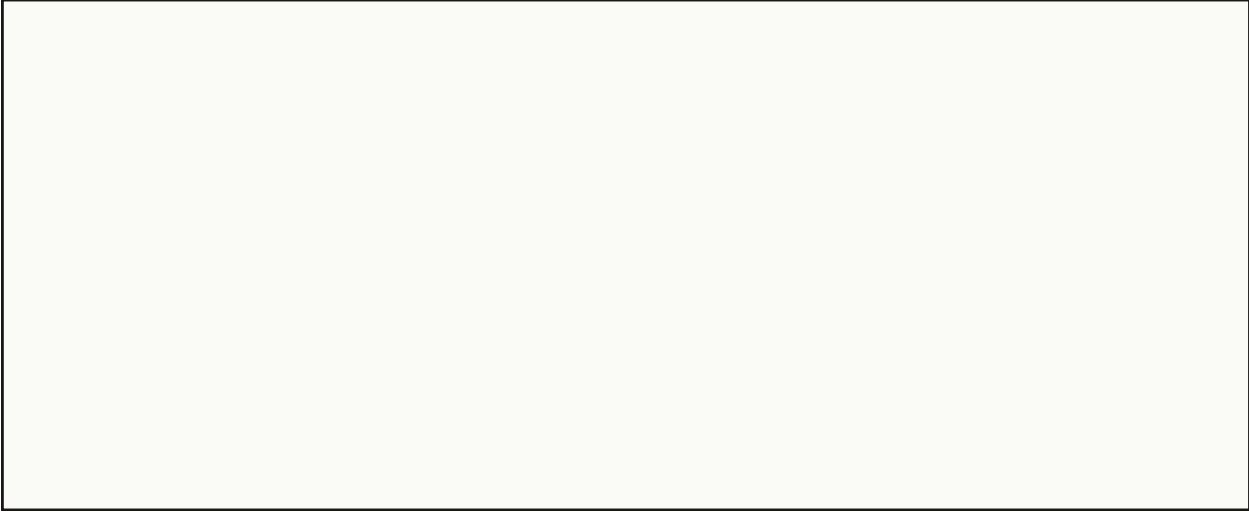
What are you currently doing to get visible?

Are you putting all your eggs in one basket?

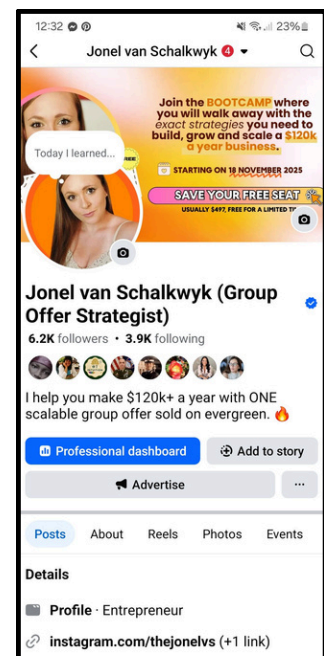
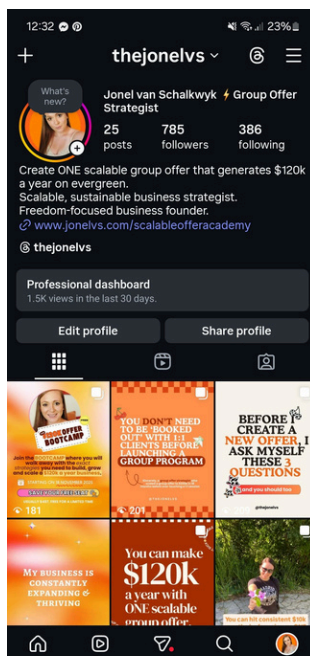
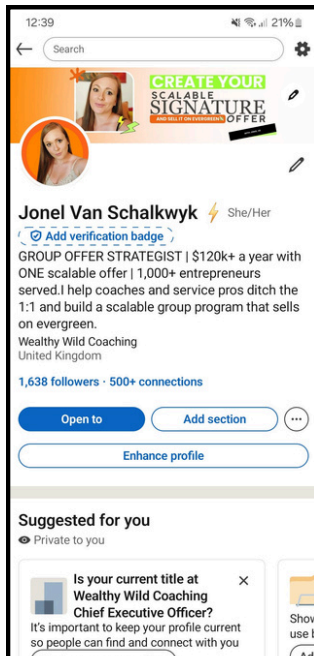
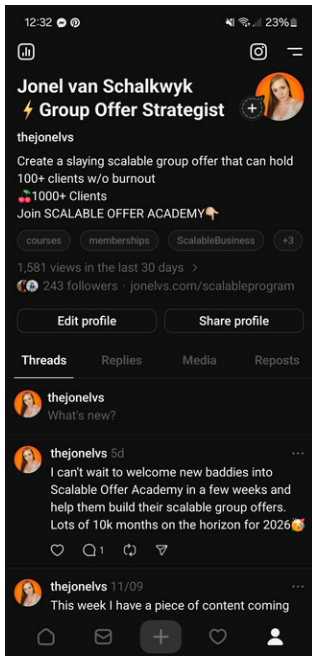
Yes, I am mainly on one platform.

I have more than one platform and consistent on them all.

What are you currently doing to get visible?



OPTIMISE YOUR PROFILE



OPTIMISE YOUR PROFILE

SOCIAL MEDIA CHECKLIST

Same profile picture on every platform (colour background to stand out)

Tagline next to name (eg - Group Offer Strategist)

Bio similar on each profile - aka leading to the same transformation.

Link to offer (in bio or where links can live)

Cross-link socials where possible.

Pinned intro post.

Clear, specific cover photo on FB and LinkedIn.

Introduction posts

Introduce yourself by name and not your business. People want to get to know the person behind the business. It helps to build trust. You can highlight past experiences or anything that helps create authority about why you can help them and why they should trust you to help them.

IT HELPS TO BUILD THE KNOW, LIKE AND TRUST RELATIONSHIP IF THEY GET TO KNOW YOU.

Share:

- Hobbies
- Goals
- Something personal
- Your passions
- Things you love
- End on a CTA

Write your intro post below, post it and pin it.

VISIBILITY ON SOCIAL MEDIA

YOUR CONTENT

Content on your own feed is a **nurture strategy**. It's for the people who are already following you to build a deeper connection with you.

USING FB GROUPS

DON'T GO IN AND PITCH

over 1.8 billion people use Facebook Groups each month.

Provide value
Answer questions
Post engaging content
Ask questions
Comment on other posts
Be social!

Have you had success with facebook groups? Why/ why not?

A CONTENT STRATEGY THAT BUILDS CREDIBILITY

CREATE A SIGNATURE SERIES

5-6 parts

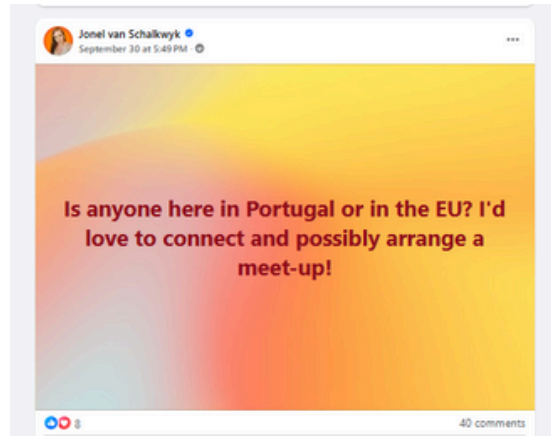
Post 1 a day, with CTA to come back tomorrow for the next one.

Answer questions in the comments.

Send friend requests/follow requests to people who engaged.

Brainstorm ideas for 5 signature series below

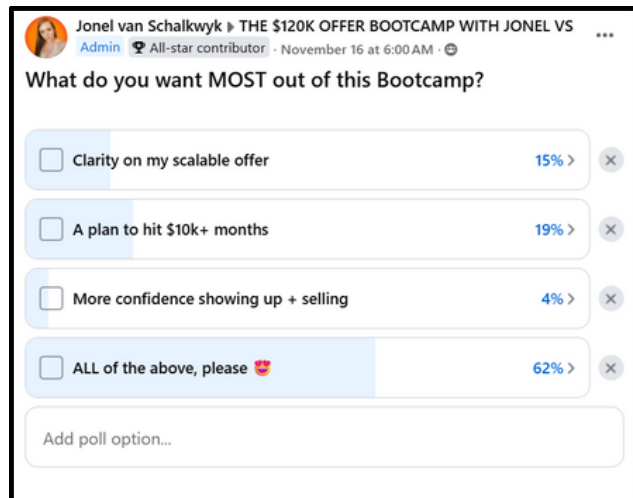
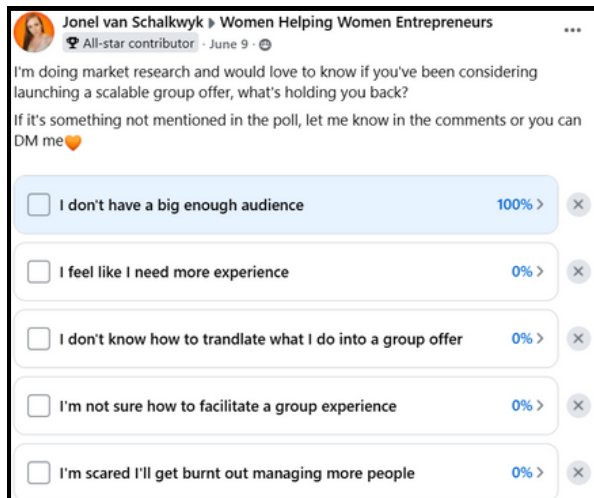
CONNECTION POSTS



Create 10 posts that call forward people you're interested in working with or collaborating with

A large, empty rectangular box intended for creating 10 connection posts.

POLLS




Brainstorm 10 poll ideas below




Empty box for brainstorming 10 poll ideas.

USE FOR EMAIL LIST GROWTH

 **Jonel van Schalkwyk** ▶ Women Helping Women Entrepreneurs ⋮
All-star contributor · November 16, 2023 · 🌐

I created a free 200 Instagram Story Ideas eBook to make Stories easy, fun and profitable. This is not just *another* Story Ideas downloadable. It's actionable and will help you build credibility and make 💰. Who wants it? 🙋

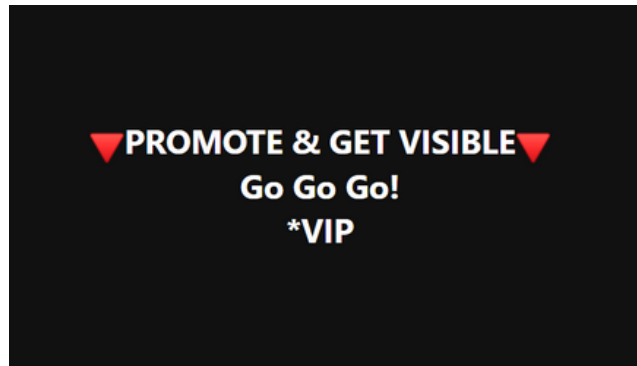
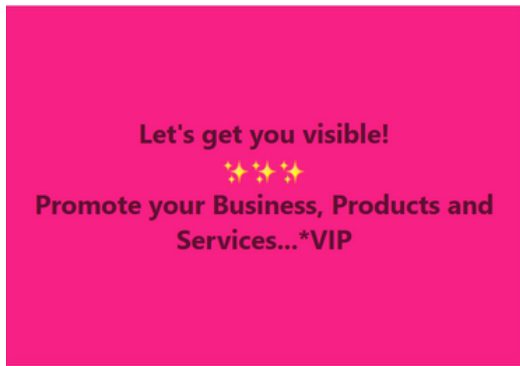
 Brenda Flores and 4 others 67 comments

 Like  Comment  Send

Write 10 posts to drive traffic to your lead magnet. Keep it short.

Empty box for writing 10 posts to drive traffic to your lead magnet.

PROMO THREADS (FREE EVENTS)



How can you use these posts to grow your email list?

A large empty rectangular box with a black border, intended for a response to the question above.



GETTING VISIBLE BEYOND SOCIAL MEDIA

GUEST SPEAKING IN PAID COMMUNITIES

Deliver a training in someone else's paid community.
Ask if you can offer your lead magnet.
Have your socials on your slide deck.
Introduce yourself as an expert.

What topics can you talk about in someone's paid offer?

Write your pitch (part of show up live bonus)

GETTING VISIBLE BEYOND SOCIAL MEDIA

GET ON PODCASTS

Podcast Guest Collaboration Community
Loads of other groups
Reach out via email (look for podcasts on Spotify)

Write a list of 10 podcasts you'd love to be on

Write your pitch (part of show up live bonus)

GETTING VISIBLE BEYOND SOCIAL MEDIA

PARTICIPATE IN SUMMITS AND EVENTS

Speak at summits (have 3 topics that you can speak about)
Pre-record them
Reach out to the summit hosts and ask for an opportunity

Brainstorm your 3 trainings to be ready to record.

BUNDLE CONTRIBUTIONS

Free or paid offers
Host your own
Ask in groups who has a bundle
Keep a list

What offer can you add to bundles (or brainstorm one to create)

ACTION STEP

Plan your visibility strategy for 2026:

Example:

2 podcasts a month
In 3 quality groups daily
1 networking event a week
Participate in a bundle 1 x a month
Do weekly guest expert sessions

Brainstorm your strategy below