

Welcome to
**\$120k Offer
Bootcamp Day 4
Workbook**



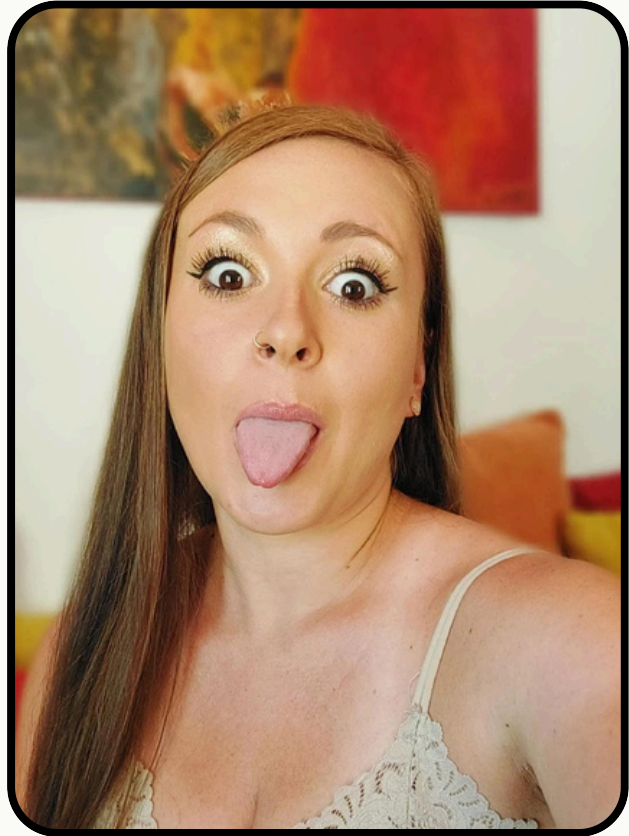
THE \$120K OFFER BOOTCAMP

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

Q&A threads to always be supported

BONUS TRAININGS

Guest expert trainings

Live Launch Lab

Tailored 1:1 feedback within 48 hours

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

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

FAST TRACK TECH RECOMMENDATIONS

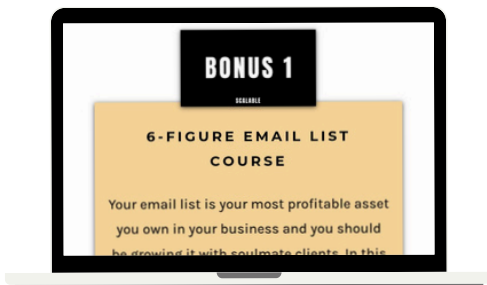
START HERE
CALL REPLAYS
GUEST EXPERT TRAININGS

MODULE ONE
MODULE TWO
MODULE THREE

NOVEMBER FEEDBACK THREAD
This thread is for feedback, not general business. Use Questions Thread for that. Every month, a new thread.

LAUNCH LABS/ PULSE CHECK
Who is planning to launch in the month of OCT through November? & Launch your offer. All month, every day.

<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.

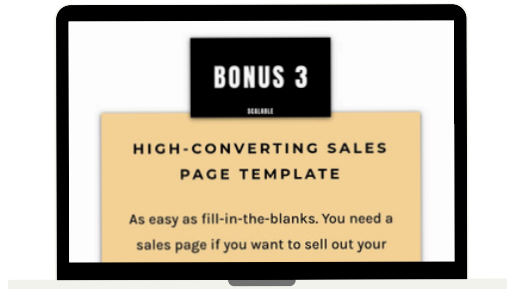
(Valued at \$997)



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.

UNDERSTANDING WHAT A SCALABLE OFFER ACTUALLY IS

Exercise 1: Choose Your Scalable Model

Based on what you've learned, which offer structure makes the most sense for you?

1. Which model do you feel most drawn to and why?

- Live Program
- Evergreen Signature Program
- Membership
- Digital Course

Write why this model feels aligned for your business right now.

Example response:

"I want an evergreen signature program because I want weekly sales and don't want to rely on big launches."

CHOOSE YOUR SCALABLE MODEL + WHY

THE SIGNATURE OFFER FRAMEWORK

Exercise 2: Clarify YOUR Signature Offer Vision

Answer the following:

1. What do you want to become known for?
(“This is the offer you become known for... the core offer you sell 90% of the time.”)

What do you want to become known for?

2. What transformation do you want clients to associate with your name?

Example: “When people think about building a scalable group program, I want them to think of me.”

What transformation do you want clients to associate with your name?

3. Why is one signature offer more strategic for your goals than multiple smaller offers?

Use the benefits from page 14–15:

- Builds trust fast
- Easier marketing
- Stacks MRR
- Easier to sell
- Becomes a household name

Why is one signature offer more strategic for your goals than multiple smaller offers?

THE OFFER TOPIC FORMULA

Exercise 3: Validate Your Offer Topic Against the 4-Part Formula

MARKET DEMAND

Answer:

- Are people paying for help with this problem?
- Are there books, courses, memberships, services around this?
- Do people talk about this in groups, comments, DMs?

Example:

"Yes - there are tons of coaches trying to create group offers. I see questions in groups every day."

Write your answer below

DELIVERABLE TRANSFORMATION

Answer:

- What specific result will clients achieve?
- Can you express it in one sentence?
- Is it something they already WANT?

Example:

"I help service providers build and launch their first scalable signature offer in 90 days."

Write your answers below

THE OFFER TOPIC FORMULA

BUYER IDENTITY

Answer:

- Who is this for exactly?
- What stage are they in?
- What do they want?
- What are they struggling with?

Example:

"My buyer is a coach earning €1–5K months who is burnt out from 1:1 and wants scalable income."

Write your answer below

SCALABLE DELIVERY MODEL

Answer:

- Can you deliver this through a structured curriculum?
- Can you teach it without personalised 1:1 work?
- Can you run 10–100 clients through this at once?

Example:

"Yes - the process is step-by-step. I can deliver it through modules + weekly calls."

Write your answers below

Signature Topic Validation Score

✓ If all four are YES → You have a viable scalable signature offer topic.

✗ If any are NO → refinement needed.

TOPIC CLARITY: GOOD VS BAD EXAMPLES

Exercise 4: Rewrite Your Topic Until It's Clear and Tangible

Step 1 – Write your current topic idea (even if messy):

Write your answer below

Step 2 – Upgrade it using the GOOD examples

Example upgrade:

✗ “Helping entrepreneurs feel empowered in life”

✓ “Helping new coaches launch their first signature group program in 90 days”

Your upgraded version:

Write your answers below

Step 3 – Use the Topic Checklist:

- Specific problem
- Tangible transformation
- People will pay for it
- Clear before/after

If you cannot tick all 4 - revise.

YOUR OFFER TOPIC STATEMENT

My offer topic is:

☞ [who you help] + [what transformation] + [timeline]

📖 Exercise 5: Write Your Official Topic Statement

Fill this in:

"My offer topic is helping _____
achieve _____
in _____."

Example:

"My offer topic is helping coaches and service providers launch a scalable signature group offer and enroll their first 10 clients in 90 days."

Write your answer below

NAMING YOUR OFFER

Exercise 6: Choose a Naming Angle

Which naming style do you want to use?

- Transformation
- Journey
- System
- Creative Spin

Exercise 7: Brainstorm 10 Offer Names

Use formulas + pages 42–45 examples.

Write 10 names here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Exercise 8: Use the 7-Point Naming Checklist

Check each name against:

- Short?
- Clear?
- Emotional?
- Easy to say?
- Recognisable keywords?
- Resonates with your ideal client?
- Clarity over cleverness?

Choose your favourite _____

BONUS: YOUR OFFER PITCH

Exercise 10: Craft Your Signature Offer Pitch

Formula:

"X helps Y do Z so they can A."

Example:

"SOA helps coaches and OSPs create, launch, and scale their signature group offer so they can earn €10k months without burnout."

Your pitch:

Write your answer below

HOMEWORK SUBMISSION SECTION

Your Offer Topic
Your Offer Name
Your Offer Pitch

Write your answer below