

**FREE**  
**THE \$120K OFFER BOOTCAMP**

**\$10K MONTHS**

**6-FIGURE BUSINESS STRATEGY**

Welcome to the  
**DAY 4**  
Starting in

**CEO IDENTITY**

**SCALABLE OFFER ACADEMY**

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

# What you will learn

- ~~Day 1 (18 November) — STEP INTO YOUR 6-FIGURE GEO-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

\$120K OFFER BOOTCAMP

**SCALABLE OFFER ACADEMY**

# 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!**



# STEP INTO YOUR 6-FIGURE CEO ENERGY FOR 2026

If you want 2026 to be a \$120k+ cash year, you need an identity uplevel. In this training, you will step into the most successful version of yourself and create a plan that supports a 6-figure YOU in 2026. We're letting go of what isn't serving you and doubling down on what's working.



# TYPES OF SCALABLE OFFERS

## ONE

### LIVE PROGRAMS

Live programs are run on a cohort-based method. Everyone starts and ends on the same day and they are usually sold through live launches. Curriculum is delivered live on a call with clients.

## TWO

### EVERGREEN SIGNATURE PROGRAMS

A hybrid between courses and live programs that can enroll clients at any time. There is no start and stop date (after the first time selling it) and doesn't rely on live launches only. Clients can enroll at any time and work through a curriculum designed to get them results.

## THREE

### MEMBERSHIPS

Not good for a first offer but amazing once you have built up a client-base and an audience of buyers. Memberships are great for monthly recurring revenue but more work to keep engaged and to become profitable.

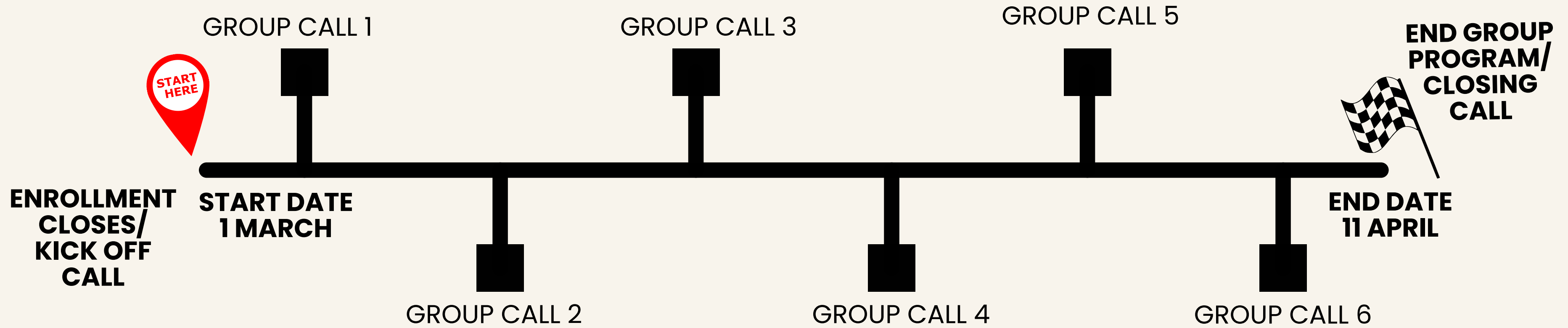
## FOUR

### DIGITAL COURSES

Create once and sell on repeat. Courses don't have any live support and are self-study for your clients. They're a great addition to your offer suite but hard to sell as a main offer because people want support and community.

# TYPES OF SCALABLE OFFERS

# LIVE PROGRAMS



Everyone starts and ends on the same day.

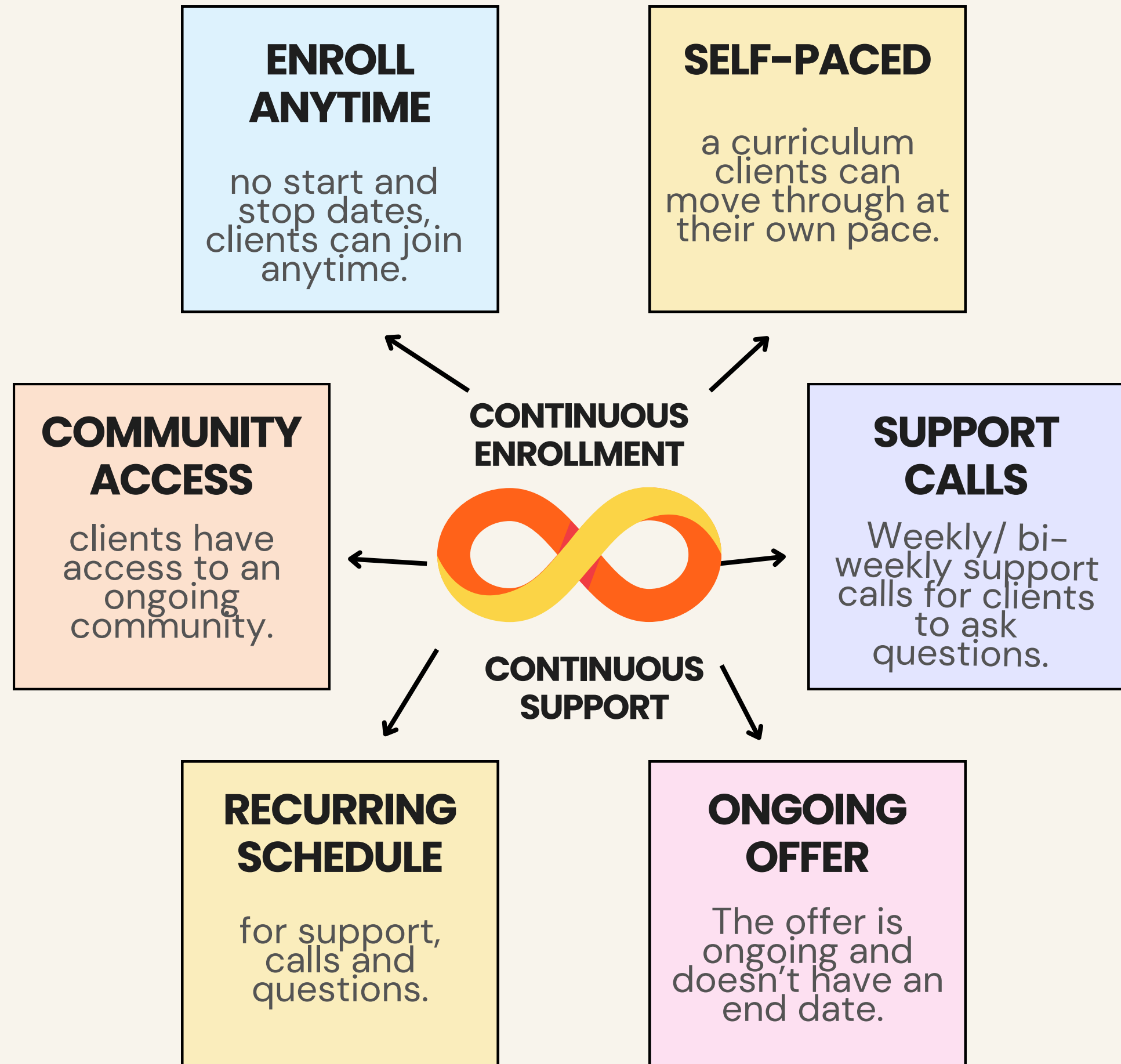


No enrollments during the program.



Start looking for new clients when the program ends.

# EVERGREEN SCALABLE PROGRAM



# **EVERGREEN SCALABLE SIGNATURE OFFER**

## **When the client enrolls (anytime):**

- They get access to the curriculum (self-paced unless delivered live the first time or dripped)
- Access to monthly Q&A calls
- Access to the community
- Access to support (feedback/reviews)
- Access for a certain period (3-6 months, depending on the transformation)
- After access period ends you offer them a way to continue (monthly price or renew for another 3-6 months)

**This allows you to focus on marketing, selling and supporting your clients. This is also your bread and butter offer (signature offer) that accounts for most of your revenue.**

# LIFETIME ACCESS VS LIMITED-TIME ACCESS

CATEGORY	LIFETIME ACCESS	LIMITED-TIME ACCESS (e.g. 3-6 months)
Client Urgency	✗ Low - no pressure to show up or finish	✓ High – clients are more likely to engage + complete
Completion Rates	✗ Often lower (people delay, forget, or ghost)	✓ Higher – clear time boundaries drive momentum
Scalability	✗ Risk of long-term access draining energy + resources	✓ Contained energy, repeatable, easier to plan
Support Load	⊖ Never-ending questions + support requests from people who aren't active anymore	✓ You know exactly who needs support + when
Re-enrollment/Upsell Potential	✗ Harder – clients already “have it forever”	✓ Easier – you can offer membership, continuation, or alumni tiers
Content Updates	😓 Stressful – feel pressure to update things forever	✓ Simple – update per cohort or cycle, then relaunch
Pricing Justification	✓ Easier to justify a higher price initially	✓ Easier to justify ongoing or renewal fees over time
Boundaries	✗ Blurry – hard to say “no” when someone returns after 2 years with a question	✓ Clear – access ends, support ends, you can focus
Long-Term Client Experience	⚠ Can create entitlement or disengagement	✓ Creates clear expectations + structured progress
Business Growth	✗ Tricky – you’ll eventually outgrow your “lifetime” promise	✓ Sustainable – your systems, content, and team can evolve without legacy drain

*YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER.*

# **YOUR SIGNATURE OFFER**

*YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER.*

## **This is the offer you become known for.**

It's the core offer you sell 90% of the time and drive the most traffic to. It's the offer that will be repeated in your messaging and marketing and be the main thing people come to you for.

Every other offer you have in your business is a supplement to this offer.

# WHY SHOULD YOU HAVE A SIGNATURE OFFER IN YOUR BUSINESS?

01

## **BECOME KNOWN**

You'll become known for this offer that delivers big results to your clients.

02

## **STACK YOUR MRR**

Your offer will be mid-priced making it easier to stack your Monthly Recurring Revenue.

03

## **BUILDS TRUST FAST**

When you become a household name for a clear offer, you build trust fast.

04

## **EASIER MARKETING**

Instead of focusing on 10 small offers with diluted messaging, you focus on ONE thing.

05

## **EASIER TO SELL**

When people start associating you with a transformation, it becomes easier to sell other things.

The offer your brand is built on + the offer you sell the most.

**YOUR SCALABLE SIGNATURE OFFER**

Accounts for 70% + of your yearly revenue

**CASH INJECTION OFFERS**

Challenges, audio trainings, paid masterclasses, short-term offers, PDFs.

**MRR**

Memberships, subscriptions and retainers.

**OTHER OFFERS**

Live programs, courses and other digital products.

Your **signature offer** is the offer you focus on the most. It is the bread and butter of your brand, monthly recurring revenue and offer suite.

**Everything else leads to this offer.**

# IF YOU WANT TO MAKE AT LEAST \$100K A YEAR, YOU NEED:

- ✦ An offer that is **always available** to purchase and is ongoing.
- ✦ An offer that is **scalable and sustains** your income.
- ✦ An offer that becomes a **household name** in your industry.
- ✦ An offer that can **support more people** and get them incredible results.
- ✦ An offer that is scalable for YOU aka **doesn't take up all your time**.
- ✦ An offer that **builds awareness** and trust.

**This is how you never start from scratch ever again. By selling one core offer that you become known for. That is how you build trust and demand.**

**Your signature offer is available 24/7.  
Clients can enroll anytime, and it's ongoing.**

This makes it easier to create content, do marketing and sales activities once the offer is fully created because instead of creating a bunch of different offers that don't set you up long-term, your focus is on one main ongoing offer. Everything else is extra.

Building a scalable business isn't about how many offers you can create.

It's about how intentionally you design them.

Random offers will get you random results.

**Strategic, sustainable offers will change your income, your authority, and your business stability for good.**

*PROGRAMS. 1:1 VS GROUP PROGRAMS. 1:1 VS GROUP PROGRAMS. 1:1 VS GROUP PROGRAMS. 1:1 VS GROUP PROGRAMS. 1:1 VS G*

# **1:1 VS GROUP PROGRAMS**

*VS GROUP PROGRAMS. 1:1 VS GROUP PROGRAMS. 1:1 VS GROUP PROGRAMS. 1:1 VS GROUP PROGRAMS. 1:1 VS GROUP PROGRAM*

# 1:1 VS GROUP PROGRAMS

You can't create or sell group programs the way you do 1:1

1:1

You can be broad and unspecific in your 1:1 coaching or services. You tailor your services to your client based on where they are and what they want to achieve.

1:∞

Your 1-to-many group offer has to have a clear outcome, a specific topic & ONE ideal client. If it can't be put into a framework/process, it's not going to work in a scalable group format.

# BREAKDOWN OF KEY DIFFERENCES:

<b>1:1 Coaching</b>	<b>Group Program</b>
Relationship-based	Results-based
Vague & open-ended offers are fine	Needs clear, tangible transformation
Selling access to YOU	Selling a proven framework, method, or outcome
DMs and casual convos do the heavy lifting	Your content, messaging and offer positioning must do the heavy lifting

**If your group offer could be described as "everything I do in 1:1, just in a group," you don't have a group offer. You have a diluted 1:1 that won't scale or sell.**

# DELIVERY: THE DELIVERY MODEL MUST EVOLVE

In 1:1 you can adapt everything to the client. In a group? You need structure, systems, and strong boundaries.

<b>1:1 Coaching</b>	<b>Group Program</b>
Personalized, reactive	Standardized, proactive
Flexible pace & topics	Fixed curriculum or core pathway
You lead based on intuition	You lead based on pre-designed journey
Support = direct access to you	Support = layered support (community, coaches, templates, hot seats, etc.)

The group model is less about you responding and more about clients learning to lead themselves within a clear framework.

# WHY SOME OFFERS DON'T WORK AS **GROUP PROGRAMS**

01

Most people aren't struggling to sell their group program because their audience is broke or don't want a group offer.

They're struggling because **the offer itself isn't built for a group. Not every offer can be delivered in a group format.**

02

You can't scale something you can't explain.

**You can't group-coach something that has no framework.**

You can't sell a transformation when even you aren't clear on what the outcome is.

03

If your offer is based on intuition, access to your energy, or general support, it will collapse in a group format.

**You need a proven, packaged, and positioned process that is repeatable for everyone in the offer.**



## WHAT IS A TOPIC?

A topic is the **core problem you solve** and the **specific transformation you deliver** inside your signature offer.

It's NOT the name of your offer.

It's NOT the vibe or theme.

It's NOT your personal passion project.

It's the **specific result** you help a specific type of person achieve, through a **structured process** that can be delivered to many people at once.

## OFFER TOPIC

### SIMPLE DEFINITION OF A SIGNATURE OFFER TOPIC:

A topic is the problem you solve + the clear, tangible transformation you deliver through your program.

### Example:

- ⚡ Helping new coaches launch their first group program without needing a big audience
- ⚡ Helping burned-out professionals transition into remote freelance work
- ⚡ Helping new moms rebuild core strength safely after childbirth
- ⚡ Helping small business owners set up simple, profitable marketing systems

### What a Topic Is NOT:

- ⊗ "Helping people live their best life" → too vague
- ⊗ "Empowering entrepreneurs" → what does that even mean?
- ⊗ "Helping women step into their next level" → no one pays real money for vibes
- ⊗ "Building confidence" → confidence toward what specific outcome?

## **WHAT IS A TOPIC?**

**The topic is the core focus of the transformation you're selling.**

**It is the starting point for your entire offer.**

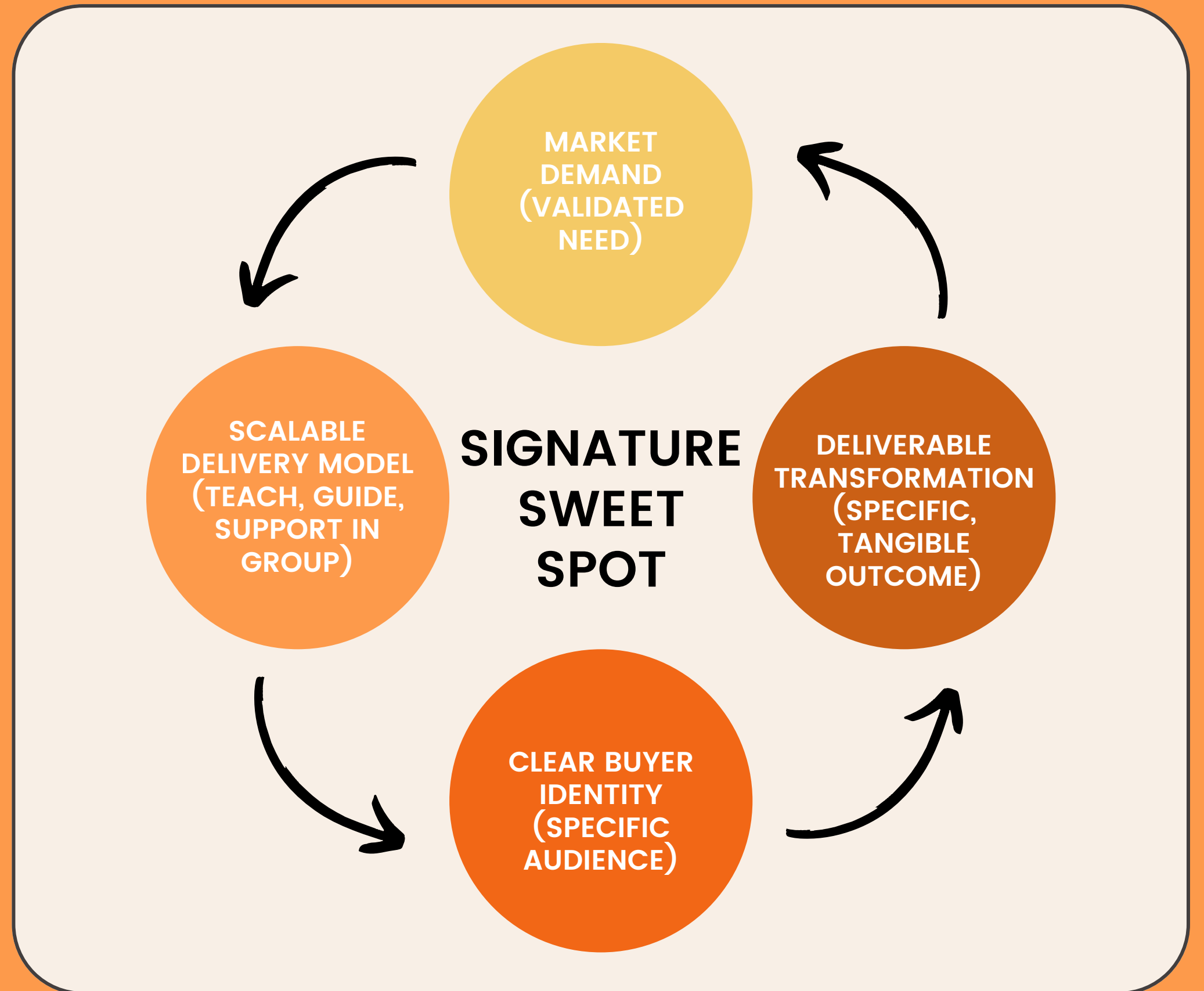
- Is there a specific, painful, or highly desirable problem you're solving?
- Is there a clear before and after for the client?
- Can you explain the transformation in one simple sentence?
- Would people pay for this outcome?

**If yes - you have a solid topic.**

**If no - you need to refine it before building an offer.**

## **TOPIC CHECKLIST**

# THE SIGNATURE OFFER TOPIC FORMULA



# 1. MARKET DEMAND (VALIDATED NEED)

Are people already actively investing time, energy, and money in solving this problem?

Are people buying books, courses, memberships, services, or coaching around this?

Are people asking about this transformation in communities, threads, groups, comments, DMs?

**IF THE ANSWER IS NO, IT'S NOT A VIABLE SIGNATURE OFFER.  
YOUR TOPIC MUST SOLVE A REAL, RECOGNIZED PROBLEM.**

## **2. DELIVERABLE TRANSFORMATION (SPECIFIC, TANGIBLE OUTCOME)**

What specific result will someone achieve after completing your program?

Is it a measurable outcome? (They launched, sold, built, healed, shifted, achieved X)

Can you describe it in one clear sentence without jargon?

Is the result something they know they want, not something you have to convince them they need?

**YOUR TOPIC MUST PROMISE A TANGIBLE, DESIRED RESULT.**

### **3. CLEAR BUYER IDENTITY (SPECIFIC AUDIENCE)**

Who is this for, specifically?

Demographic clarity: Age range, career stage, personal situation, etc.

Psychographic clarity: Core desires, struggles, beliefs, values.

Problem-aware: Are they aware they have this problem and looking for a solution?

**YOUR TOPIC MUST TARGET A BUYER READY TO PAY TO SOLVE THIS PROBLEM.**

# 4. SCALABLE DELIVERY MODEL (TEACH, GUIDE, SUPPORT IN GROUP)

Can you teach this transformation through a structured process that doesn't require individual custom work?

Is there a framework, method, or system you can guide people through?

Is the transformation achievable through modules, group support, and structured coaching without needing 1:1 customization?

Can you lead a group of 10, 50, or 100 people through this at once?

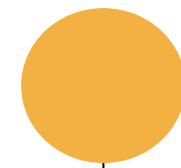
**YOUR TOPIC MUST BE DELIVERABLE AT SCALE WITHOUT BURNING YOU OUT.**

## **SCALABLE SIGNATURE PROGRAM TOPIC:**

- Solves a proven, validated market demand
- Creates a specific, tangible transformation
- Targets a clear, defined buyer identity
- Is deliverable through a group model without needing custom 1:1 solutions

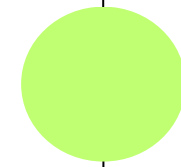
If you cannot confidently check all four, you need to refine the topic before building anything.

# IF ANY OF THESE ARE TRUE, STOP.



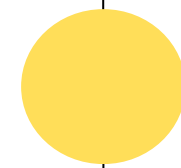
## **PROBLEM ONE**

You have to explain why they should care before you even tell them the offer.



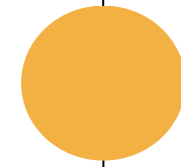
## **PROBLEM TWO**

The transformation is vague ("build your dream life," "unlock your inner power," etc.)



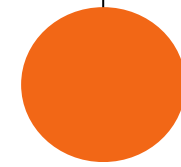
## **PROBLEM THREE**

The audience is too broad ("women," "entrepreneurs," "people who want more")



## **PROBLEM FOUR**

You can only deliver it if you work 1:1 with every client personally



## **PROBLEM FIVE**

You cannot clearly articulate the offer in one sentence without rambling or overexplaining.

## **GOOD VS. BAD OFFER TOPICS**

**Before you post your offer topic, double-check against these examples:**

### **Good Example 1:**

My offer topic is: helping new coaches launch their first signature group program in 90 days.

#### **Why it's good:**

- Clear audience (new coaches)
- Clear transformation (launch a group program)
- Clear timeline (90 days)

### **Bad Example:**

My offer topic is: helping women feel empowered and step into their best selves.

#### **Why it's bad:**

- Who exactly are you helping? ("Women" is too broad)
- What is the tangible transformation? ("Empowered" isn't measurable)
- How will they know they succeeded? (No clear before/after)

# Action Step

Decide on your offer topic and post it in the homework thread.

**My offer topic is: [who you help] + [what specific transformation you help them achieve] in [how long the offer is].**

**Example:**

**"My offer topic is helping coaches and OSP launch an evergreen signature group program and enroll 20 clients in 90 days."**

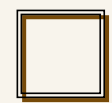


**Your offer name is the first marketing asset your audience sees,** before they read your promise, before they dive into your curriculum, before they decide if they want to work with you.

A great name makes people stop, pay attention, and instantly become curious.

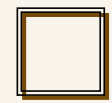
A confusing or boring name? They scroll right past it. In this section, I'll show you how to name your offer in a way that is clear, powerful, and sells the transformation, not just the offer.

# 7-POINT OFFER NAME CLARITY CHECKLIST



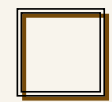
## Clarity over cleverness.

Confused buyers don't buy. Always make the name understandable at first glance.



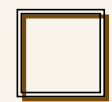
## Tie the name to a transformation.

People want an outcome, not a vibe. Your name should hint at the result.



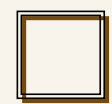
## Keep it short and strong.

Aim for 2–5 words max. Shorter names are easier to remember, repeat, and share.



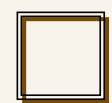
## Make it easy to say out loud.

If it feels awkward or tongue-twisty when you say it, it will be harder to spread by word of mouth.



## Use recognizable keywords when possible.

Words your audience already uses or is searching for (like Launch, Scale, Clients, Sell, Confident, Fluent, Profitable).



## Create emotional resonance.

Your name should evoke a feeling: excitement, relief, motivation, desire.



## Make sure it resonates with your Ideal Client.

If it sounds fancy but your audience doesn't connect to it emotionally or practically, it will flop.

4

**4 NAMING FORMULAS  
THAT WORK**

OFFER NAME TYPE NO.1

# THE TRANSFORMATION

NAMES THAT HIGHLIGHT THE CORE RESULT OR TRANSFORMATION THE CLIENT WILL EXPERIENCE.

**EXAMPLES:**

- CONFIDENT ON CAMERA
- LAUNCH YOUR SIGNATURE OFFER
- COMMUNICATE WITH CONFIDENCE
- ACE THE IELTS
- SELL WITHOUT STRESS
- LAUNCH TO LEVERAGE
- SIMPLIFY TO SCALE

OFFER NAME TYPE NO.2  
**THE JOURNEY NAME**

NAMES THAT HIGHLIGHT THE SHIFT FROM POINT A (PAIN) TO POINT B (DESIRE).

**EXAMPLES:**

- FEARFUL TO FLUENT
- OVERWHELMED TO ORGANIZED
- BURNT OUT TO BOOKED OUT
- OVERWEIGHT TO ENERGIZED

OFFER NAME TYPE NO.3

# THE SIGNATURE SYSTEM

NAMES THAT POSITION YOUR METHOD OR PROGRAM AS THE "SYSTEM" OR "ACADEMY" THEY'RE JOINING.

**EXAMPLES:**

- SCALABLE OFFER ACADEMY
- FOOD PHOTOGRAPHY SCHOOL
- THE BEAUTY ACADEMY
- AUTHORITY BRAND BLUEPRINT
- OFFER SCALING SYSTEM
- SLAYIN SHOWIT
- THE LAUNCH LAB

OFFER NAME TYPE NO.4  
**THE CREATIVE SPIN NAME**

NAMES THAT SPARK CURIOSITY, ARE PLAYFUL, OR ARE A BRANDED TWIST.

**EXAMPLES:**

- **FUNNELS** (FOR FUN FUNNEL BUILDING)
- THE ONLINE EMPIRE
- BUSINESS MAVERICK
- REBEL LAUNCH LAB
- **ADVANTAGE**

Use this style carefully - only if it's still clear what the transformation is or it's explained right underneath.

# ACTION STEPS

Use the formulas and start crafting your own big promise. Create one big promise/transformation statement using each formula and post it in the community.

**P.S this is something that will evolve over time.**

## **CHOOSE AND POST YOUR OFFER NAME**

1. Choose the style you want to follow: (Transformation, Journey, System, Creative Spin, or Hyper-Specific Outcome.)
2. Brainstorm 5–10 possible names based on that style.
3. Run your final 2–3 favorite names through the 7-point checklist.
4. Post your chosen offer name in the Scalable community for feedback!

**Q&A**