

Welcome to
**\$120k Offer
Bootcamp Day 5
Workbook**



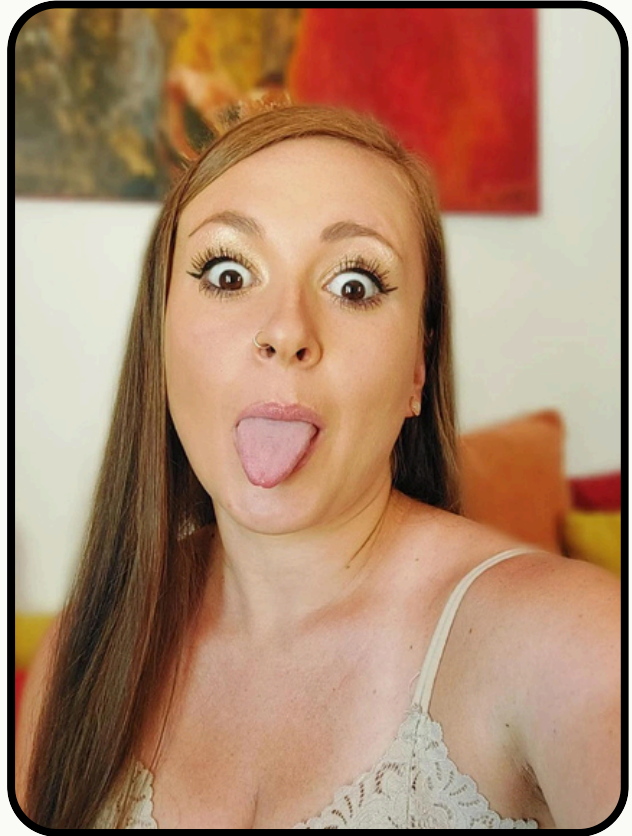
THE \$120K OFFER BOOTCAMP

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

SOLD OUT SIGNATURE OFFER
Create a scalable signature offer that gets you seen and sold even with a small audience.

VALIDATE YOUR OFFER
A validated offer is what sells. It's not a validated offer if you want a flood of clients and more sales. It's a validated offer if you want a curriculum that can be sold without being drained of energy by your clients.

DESIGN A GAP-FREE CURRICULUM
Most group offers are messy because they're 100+ clients without a structure. If you want to be successful, you need a rock-solid structure that can be sold without being drained of energy by your clients.

BAKED-IN SUPPORT
The no-support and no-structure offers are the most common. They're not scalable because they're not supported. It can be sold without being drained of energy by your clients.

STRUCTURE EXPERIENCE
Most group offers are messy because they're 100+ clients without a structure. If you want to be successful, you need a rock-solid structure that can be sold without being drained of energy by your clients.

OFFER FAST TRACK

LAUNCH LAB

FAST TRACK TECH RECOMMENDATIONS

START HERE

CALL REPLAYS

GUEST TRAININGS

MODULE ONE

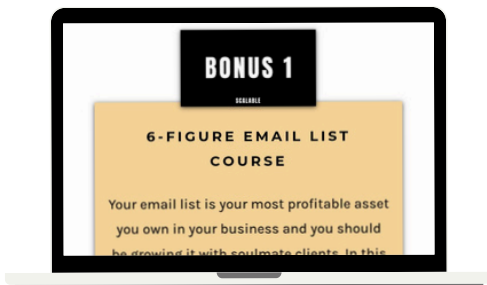
MODULE TWO

MODULE THREE

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.

SECTION 1 – SELL FIRST, CREATE LATER

Most people slow themselves down by building an entire program before they sell it. Not you. Not anymore.

Today, your job is to decide what you're selling BEFORE you go into creation mode.

Exercise 1: Define What You're Selling (Before It's Built)

Fill this in:

The problem my offer solves:

➤ -----

The transformation/result I'm promising:

➤ -----

What I do need before selling (simple version):

- My outline (bullets, modules, milestones)
- Offer promise
- Start date + timeline
- Support structure

Write your outline here

Outline / Milestones:

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SECTION 2 – CREATE YOUR DELIVERY TIMELINE

To keep momentum, you only need Module 1 created at the moment you start selling. After that, you stay 1–2 weeks ahead of your clients.

Exercise 2: Set Your Delivery Rhythm

Choose your module release frequency:

- Weekly drops
- Bi-weekly drops

Start date: _____

Plan your module release dates below

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SECTION 3 – VALIDATE YOUR OFFER WITH A SURVEY

To keep momentum, you only need Module 1 created at the moment you start selling. After that, you stay 1–2 weeks ahead of your clients.

Exercise 3: Build Your Validation Survey

Your survey must answer:

Is this problem urgent?

What transformation do they want?

What format do they prefer?

How do they describe their pain?

Would they pay for this?

Use this checklist to build the survey:

- ✓ 8–12 questions
- ✓ 2–3 open-ended
- ✓ Anonymous
- ✓ Transformation testing
- ✓ Pricing indicators
- ✓ Optional “want early access?”

WRITE DOWN YOUR SURVEY QUESTIONS

SECTION 4 – YOUR FIRST 10 CLIENTS STRATEGY

This is where you get paid before you create.

Exercise 4: Your 60-Second Pre-Sell Pitch

Use this fill-in-the-blank:

"I'm opening spots for a new program designed to help [who] go from [problem] to [result] in [timeframe].

I'm taking on X founding members at early access pricing before this becomes a full program.

Comment INTERESTED and I'll send you the details."

Write your pitch here:

YOUR PITCH

SECTION 5 – ACTION STEPS

These are TODAY'S non-negotiables:

Create your validation survey
(Use the template above)

Post it in as many places as you can (Slide 20)

- Stories
- FB timeline
- Groups
- Threads
- Email list

Start collecting 10–20 responses minimum

Craft your pre-sell pitch

Post your teaser on social media

NOTES