

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



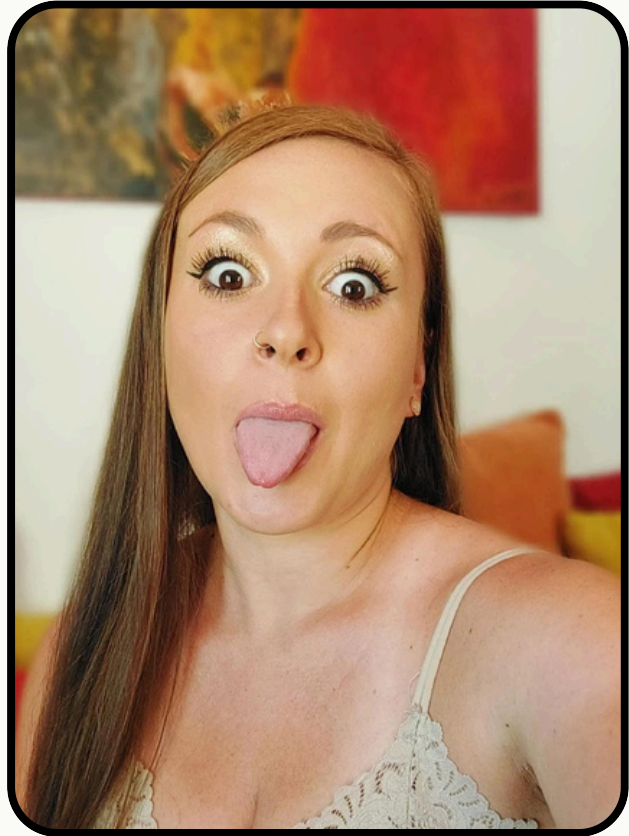
THE \$120K OFFER BOOTCAMP

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

FAST TRACK TECH RECOMMENDATIONS

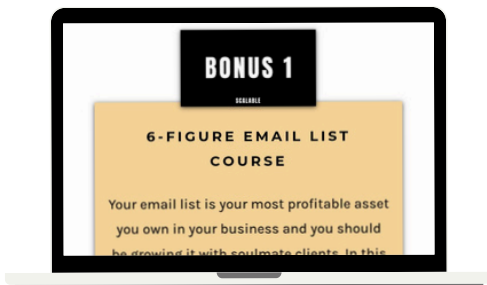
START HERE
CALL REPLAYS
GUEST EXPERT TRAININGS

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 Lab check. 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.

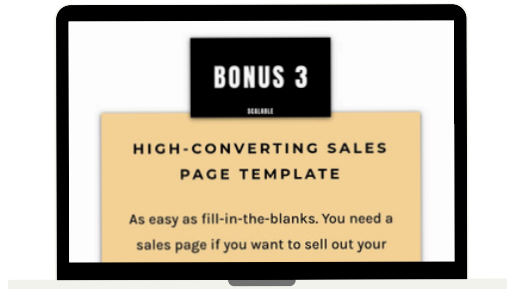
(Valued at \$997)



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.

THE €120K YEAR MATH (REALITY RESET)

€120,000 / 12 months = €10,000/month

What creates €10K months?

- ✓ One clear offer
- ✓ Predictable revenue
- ✓ Scalable delivery
- ✓ Simple sales system
- ✓ Consistent visibility

EXERCISE 1: Your Revenue Goal

My 2026 income goal: € _____

My program price: € _____

Clients needed per month: _____

Clients needed per year: _____

Does this feel achievable? Why/why not?

REVENUE SCENARIOS (TEMPLATE)

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.

Price	Monthly Clients Needed	Annual Clients	Revenue
€997	10	120	€119,640
€1500	7	84	€126,000
€2000	5	60	€120,000

Price	Monthly Clients Needed	Annual Clients	Revenue

Remember, your price will increase as you improve the program. My price now is €997, in January it doubles.

YOUR SIGNATURE OFFER ENGINE

"One Signature Offer = Predictable Revenue."

"One Signature Offer = Your €120K foundation."

EXERCISE 2: Offer Foundations

Offer Name:

Who it's for:

What problem it solves:

Transformation/result:

Promise:

Duration:

YOUR €10K MONTH MODEL OPTIONS

MODEL 1 — Launch + Evergreen Hybrid

MODEL 2 — Evergreen Only

MODEL 3 — Cohort Model

EXERCISE 3: Choose Your Model

Which revenue model do you choose for 2026?

Why is this the most aligned path?

VISIBILITY FUEL (TRAFFIC TRIANGLE)

This is where you get paid before you create.

EXERCISE 4: Choose Your Platforms

My Volume Platform:

My Connection Platform:

My Conversion Platform:

YOUR WEEKLY DEMAND PLAN

EXERCISE 5: Weekly Plan

MONDAY:

TUESDAY:

WEDNESDAY:

THURSDAY:

FRIDAY:

DAILY SALES HABITS

- Post something
- Show your face
- Engage with ideal clients
- Talk about your offer
- Share a CTA
- Do 1 demand-building action
- Visibility for 10 minutes

EXERCISE 6: Daily Plan

Write your daily actions:

My Daily Non-Negotiables:

Monthly plan:

YOUR 2026 REVENUE SNAPSHOT

My Signature Offer:

My Price:

My Goal:

My Monthly Client Number:

A large, empty rectangular box with a thin black border, intended for entering the data for the signature offer, price, goal, and monthly client number.