

— ✦ BUILD A ✦ —

SCALABLE GROUP OFFER

✦ **DESIGNED TO HOLD 50-100+ CLIENTS** ✦
WITHOUT BREAKING YOUR TIME, ENERGY OR DELIVERY



**FREE 5-DAY
TRAINING**



18-22 MAY



**LIVE DAILY
7PM UK TIME**

What you will learn

Day 1 (18 May)

The Scalable Shift

Day 2 (19 May)

Design Your Signature Group Offer

Day 3 (20 May)

Premium Positioning & Pricing

Day 4 (21 May)

Demand & Evergreen Sales

Day 5 (22 May)

Deliver, Scale & What's Next

Show up live bonuses: Attend all 5 days live and get free access to my upcoming program - **Paid To Launch**.

SCALE YOUR
GROUP OFFER
BOOTCAMP
BY JONEL VS

FREE PROGRAM ACCESS

Show up live for all 5 sessions and get a free spot in my upcoming Program – Paid to Launch (valued at €897)

STAY UNTIL THE END TO GET YOUR SECRET KEYWORD




You'll learn how to create a paid challenge that:

- ♥ Warms up buyers before your launch
- ♥ Creates demand for your main offer
- ♥ Filters out freebie seekers
- ♥ Builds trust FAST
- ♥ Generates sales before cart open
- ♥ Makes your actual launch convert harder

Imagine launching and already having buyers emotionally AND financially invested before your main offer is even pitched. That changes everything.

And I'm giving it away FREE to people who show up live for all 5 days of the Bootcamp.

SCALABLE OFFER ACADEMY

Do you have an offer in
 your business right
now that can generate
 \$120k a year? 

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.

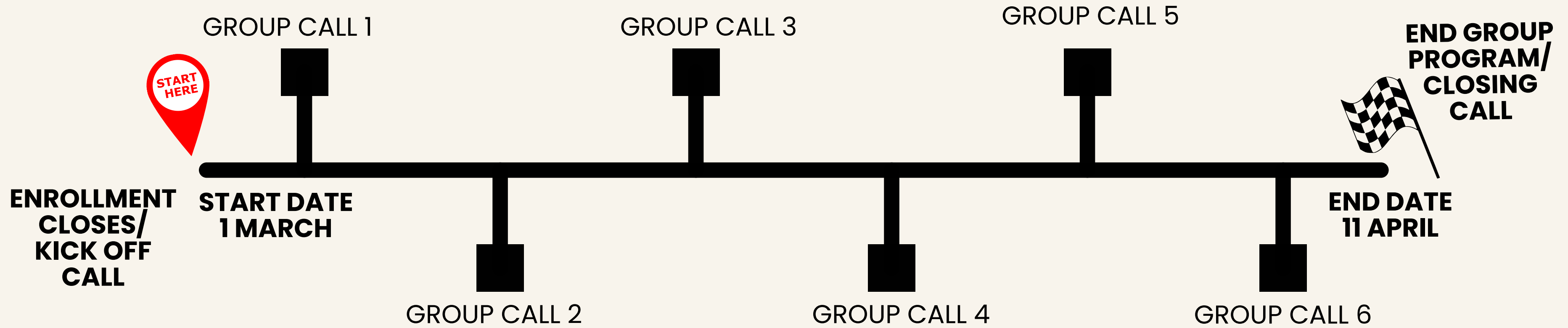
FOUR

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.

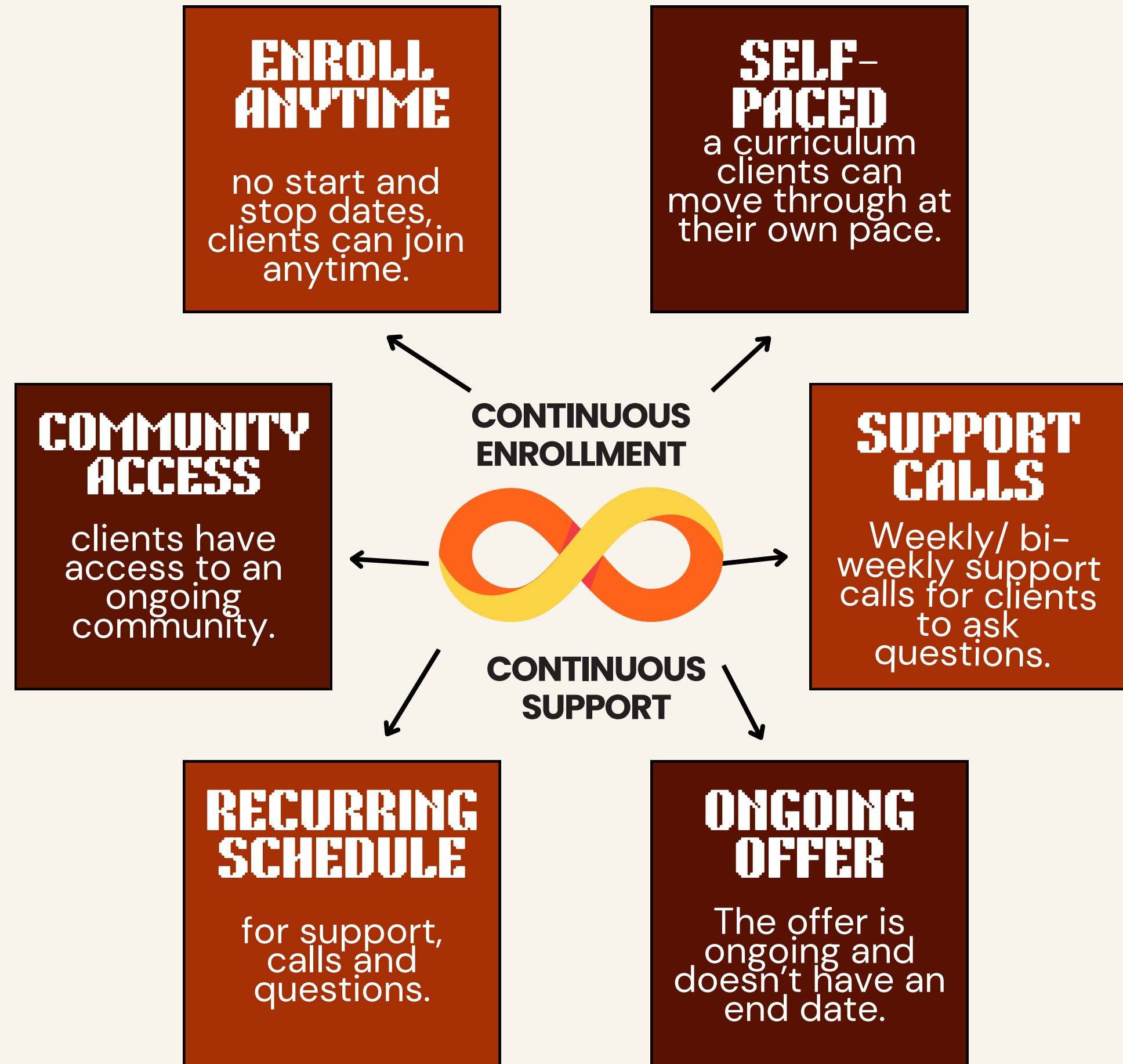


No enrollments during the program.



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)

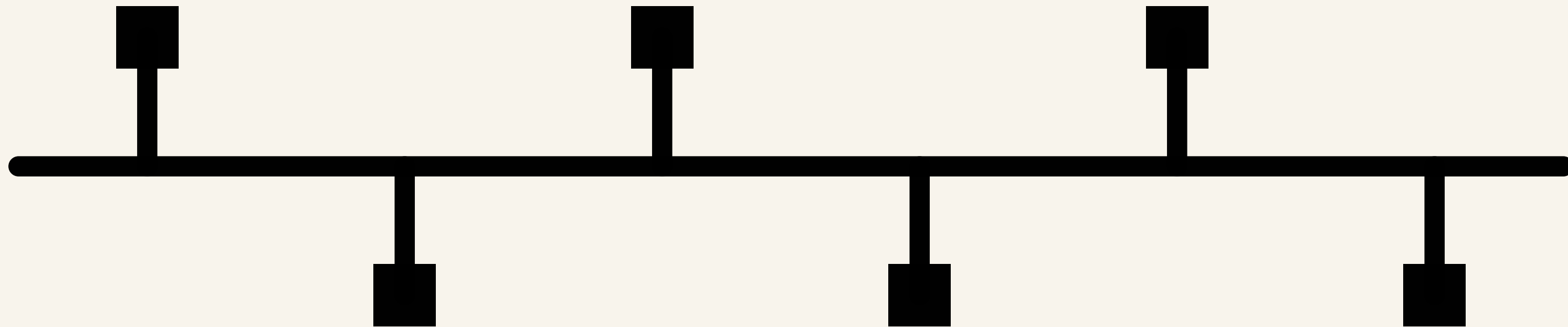
This allows you to focus on marketing, selling and supporting your clients. This is also your bread and butter offer (signature offer) that accounts for most of your revenue.

EVERGREEN OFFERS

People join in January
(they get 6 months of support)

People join in March
(they get 6 months of support)

People join in July
(they get 6 months of support)



People join in February
(they get 6 months of support)

People join in June
(they get 6 months of support)

People join in August
(they get 6 months of support)



People can join at any time.



Everyone's start and end date is different



Afterwards you sell support access as a membership (monthly fee)

TURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE

YOUR SIGNATURE OFFER

TURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE OFFER. YOUR SIGNATURE

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.



Accounts for 80% + 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 \$120K 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.

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.

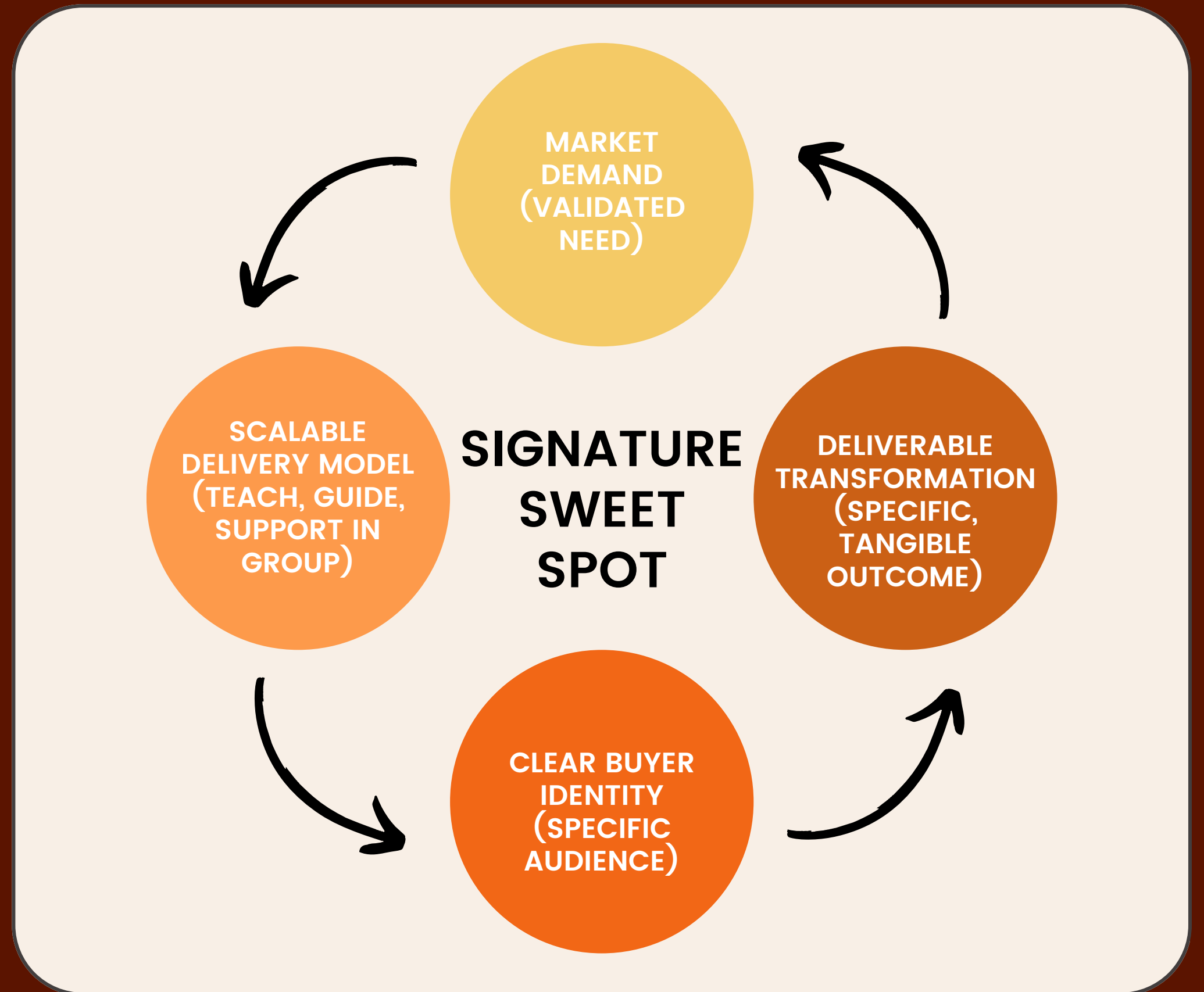
- Is there a specific, painful, or highly desirable problem you're solving?
- Is there a clear before and after for the client?
- Can you explain the transformation in one simple sentence?
- Would people pay for this outcome?

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?

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.

**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."

Scalable Offer Academy

Community Classroom Calendar Members Map Leaderboards About

Write something Go Live

1 membership request pending

HOTSEAT CALL is happening in 3 hours

All WELCOME + INTRODUCTIONS MODULE HOMEWORK FEEDBACK CALLS + More...

Jonel Van Schalkwyk
17d • FEEDBACK

MAY SOA FEEDBACK + Q&A THREAD

This is your dedicated space for feedback inside SOA. Every month, a new thread will be posted here for you to request reviews, refinements, and strategic feedback on your

2 22 Last comment 2d ago

SCALABLE OFFER ACADEMY
BUILD - LAUNCH - SCALE

Launch your signature offer, attract unlimited clients, and finally live the freedom-fueled life you built this business for.

53 Members 1 Online 1 Admin

SCALABLE OFFER ACADEMY

START HERE

START HERE
This section includes key information, community guidelines, and terms. Read it...

0%

CALL REPLAYS

CALL REPLAYS
Here you will find all the hotseat call replays including Guest Expert sessions.

6%

GUEST TRAININGS

GUEST EXPERT TRAININGS
All guest expert sessions live here

0%

MASTERCLASS REPLAYS

MASTERCLASSES

0%

MODULE ONE

MODULE 1: YOUR SCALABLE FOU...

89%

MODULE TWO

MODULE 2: YOUR SIGNATURE OF...

91%

Today

June 2026
11:07am Lisbon time

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2 2pm - HOTSEAT C...	3	4 11am - HOTSEAT ...	5	6	7
8	9 2pm - HOTSEAT C...	10	11 11am - HOTSEAT ...	12	13	14
15	16 2pm - HOTSEAT C...	17	18 11am - HOTSEAT ...	19	20	21
22	23	24	25	26	27	28
29	30 2pm - HOTSEAT C...	1	2 11am - HOTSEAT ...	3	4	5

MODULE 2: YOUR SIGNATURE O... 91%

- INTRODUCTION ✓
- PART 1: UNDERSTANDING SIGNAT... ✓
- PART 2: CREATE YOUR SIGNATURE ✓
- PART 3: VALIDATING YOUR OFFER I... ✓
- SNAPSHOT ✓
- LESSON 1: Offer Validation Calls ✓
- LESSON 2: Validate on Stories ✓
- LESSON 3: Validate with a Survey ✓
- VALIDATION CHECKLIST
- PART 4: DELIVERING YOUR OFFER ✓

LESSON 1: Offer Validation Calls

OFFER VALIDATION CALLS

Powered by Loom

7-min 5 min 30 sec

CALL FLOW EXAMPLE

1. WARM-UP

Goal: Build trust, get them comfortable.

"Hey! Thanks so much for doing this, I'm not here to pitch anything today, I'm literally just collecting real insight from people like you so I don't create something useless"

Q&A

**DM ME THE KEYWORD ON FB
KEYWORD: **TO****

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