

— ✦ 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)

Curriculum & 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

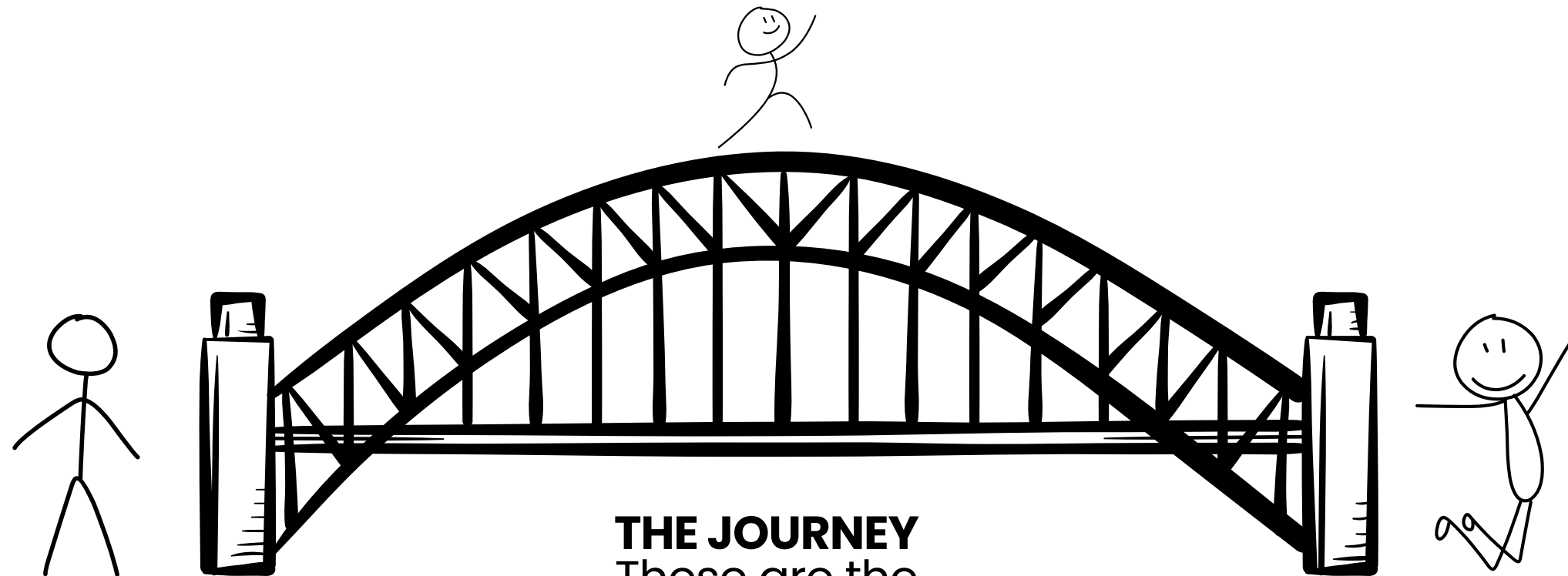
BUILD Your Scalable Curriculum. BUILD Your Scalable Curriculum. BUILD Your Scalable Curriculum. BUILD Your Scalable Curriculum.

BUILD YOUR SCALABLE CURRICULUM

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A good curriculum is a **clear, simple, step-by-step client journey** that transforms a specific starting point into a specific, desirable result through intentional milestones, actionable lessons, and fast, visible wins.

YOUR CURRICULUM IS THE BRIDGE



POINT A
Their starting point
(where they are
before they start
working through
your curriculum.)

THE JOURNEY
These are the
stepping stones
they need to go
from point A to
point B (your
curriculum)

POINT B
The end result your
offer promises
(after they went
through your
curriculum)

6 STEPS

**FOR DESIGNING A SCALABLE
CURRICULUM (BACKBONE
OF YOUR OFFER)**

STEP 1

DEFINE THE FINAL TRANSFORMATION (ANCHOR POINT)

If you don't know the end goal, your curriculum will not get your clients results.

You must clearly define:

Where are they starting?

Where are they finishing?

What visible, tangible skill, life change, or business result will they walk away with?

Example:

- Launch and enroll 20 clients into a signature group offer within 90 days.

STEP 2

IDENTIFY THE 6-8 CRITICAL MILESTONES (THE BRIDGE STRUCTURE)

Milestones are the key stages of transformation. (These will be your modules)

Each one is a checkpoint that tells your client they're on the right track.

Milestones must be ACTIONABLE (something they achieve, build, or lock-in), not just mindset shifts unless mindset is the whole program.

Example Milestones for a Group Offer Program:

1. Choose a profitable, scalable offer topic
2. Build your curriculum and signature framework
3. Create your sales messaging and nurture content
4. Enroll your first clients (launch)
5. Set up evergreen lead generation systems and turn it evergreen.

Why it matters:

- Without clear milestones, clients feel lost or like they don't have direction.
- Clear milestones create mini-success moments (dopamine triggers), which dramatically increase program completion and satisfaction rates.

STEP 3

BREAK EACH MILESTONE INTO BITE-SIZED LESSONS

Inside each milestone, break down the small skills, shifts, or tasks required to succeed.

Each lesson should be:

- Focused on ONE task or decision
- Short enough to consume and apply within 1–2 hours
- Always leading to a small visible win

Example inside “Choose Your Offer” Milestone:

- Lesson 1: Define your ICA’s 3 urgent problems
- Lesson 2: Craft a tangible, high-demand offer promise
- Lesson 3: Validate your idea with 5 market conversations

Why it matters:

The human brain resists big vague tasks.

When you create micro-wins, it builds psychological momentum → which builds retention → which builds transformation.

STEP 4 CREATE AN IMMEDIATE ACTION STEP FOR EVERY LESSON

Every lesson or module must end in ACTION.

If a lesson doesn't produce an action step or output, cut it or combine it.

Good: "Draft your offer promise statement."

Good: "Post your first validation survey."

Bad: "Learn about ICAs for an hour and think about it."

Why it matters:

Clients only feel momentum when they can say:

"I did something. I built something. I completed something."

Learning without action leads to information overload, overwhelm, and quitting.

STEP 5

ENGINEER EARLY WINS TO KEEP CLIENTS HOOKED (FIRST 7-14 DAYS CRITICAL)

Your first 1–2 modules must give them a small visible success fast. If they don't win early, they start mentally quitting, even if they don't tell you.

Why it matters:

Psychologically, early momentum triggers dopamine and builds confidence.

This massively increases your program's completion and satisfaction rates. If you wait until Week 6 for the first win, you've already lost them.

Make sure they are seeing small wins/victories from the start. These can be actionable steps or focused on gaining clarity.

STEP 6

BUILD YOUR CURRICULUM MAP

Once you have:

- Final Transformation
- Milestones
- Lessons (with action steps)

VISUALLY map the journey.

Overall Transformation → Milestone 1 → Micro-wins → Milestone 2 → Micro-wins → etc.

Example:

Big Promise: Launch your group program and enroll 5–10 clients in 90 days.

STEP 6 EXAMPLE
BIG PROMISE: LAUNCH YOUR GROUP PROGRAM AND ENROLL 5-10 CLIENTS.

Milestones (aka Modules)	Lessons	Actions
Clarify Your Offer Idea	Define ICA problems → Craft Offer Promise → Validate Offer	Build ICA sheet → Write promise → Validate with 5 people
Build Curriculum	Map Journey → Create Signature Method → Outline Modules	Submit Curriculum Map
Launch Sales System	Write Sales Page → Build Nurture Content → Create Launch Plan	Publish Page → Schedule 5 Launch Posts

- Are your modules in the correct order?
- Are the lessons in the correct order?
- Is the content inside each lesson in the correct order?
- Does the sequence make sense?
- Will your student be able to follow your curriculum in a step-by-step method from the first module to the last?
- Are you leaving out key distinctions/topics?
- Does any content seem confusing or out of place?
- Are you making it too complicated?

CHECKLIST

Keep this in mind while designing your curriculum.

**YOUR PROGRAM, MODULES,
AND LESSONS CAN EVOLVE
AND CHANGE EVEN AFTER
YOU HAVE SOLD THE
PROGRAM TO STUDENTS.**

ACTION STEP

USE THE WORKBOOK TO MAP OUT YOUR CURRICULUM – MODULES, LESSONS, ACTION STEPS

DON'T GET STUCK – YOUR CURRICULUM WILL EVOLVE AND IMPROVE OVER TIME

PRICING YOUR OFFER



HOW TO **STRATEGICALLY**
PRICE (AND REPRICE) YOUR
SIGNATURE OFFER

THE 5-FACTOR PRICING FRAMEWORK

- ✦ Offer Maturity
- ✦ Audience Trust
- ✦ Tangibility of Transformation
- ✦ Market & Buyer Alignment
- ✦ Business Stage

OFFER MATURITY**AUDIENCE TRUST****TANGIBILITY OF TRANSFORMATION****MARKET + BUYER ALIGNMENT****BUSINESS STAGE**

A mature offer is like a restaurant with 300 five-star reviews and a line out the door. A new offer is like a pop-up food truck, you might have a killer recipe, but you still need people to try it before you charge fine-dining prices.

Ask yourself:

- Is this a new or proven concept?
- Do I have testimonials or success stories related to this transformation?
- Have I delivered it before, even in beta or a different format?

[🧪 **New / Beta**] → [👤 **In Development**] → [💪 **Proven / Scaling**] → [🔥 **Flagship / Market Leader**]

Offer Stages	Offer Maturity	Suggested Pricing Strategy
First-ever group program, no sales yet	New	Beta pricing: \$497 - \$997 with a "first 10" bonus
2nd cohort/launch, got 6 testimonials	In Development	Raise to \$1500, frame as refined version
Evergreen offer with 20+ students, strong testimonials	Proven	Premium pricing: \$2000-\$4500

OFFER
MATURITY

**AUDIENCE
TRUST**

TANGIBILITY OF
TRANSFORMATION

MARKET +BUYER
ALIGNMENT

BUSINESS
STAGE

You can have the best offer, the most perfect pricing, the most beautiful sales page, but if your audience doesn't trust you, it's not selling.

Audience trust is the bridge between awareness and conversion.

If that bridge is rickety, your sales will always feel inconsistent, forced, or flat-out dead.

Trust Level	Action	Price Readiness
Low trust	Post consistently for 30 days around one problem	Low or no offer pitch. Focus on visibility.
Warm trust	Post + show proof + teach. Introduce beta offer.	\$497-\$997
High trust	You're the go-to, proven expert. People DM you unprompted.	\$2K+ offer, evergreen sales

Before I launched my first group offer, I spent 60 days warming up and building trust with my audience. I overdelivered in my content without asking for anything in return.

OFFER
MATURITY

AUDIENCE
TRUST

**TANGIBILITY OF
TRANSFORMATION**

MARKET +BUYER
ALIGNMENT

BUSINESS
STAGE

The #1 reason people don't buy?
They don't get what they're buying.

And if your audience has to think too hard about what your offer actually does, they'll scroll right past it.

Tangibility = Clear, Specific, Measurable Transformation

Test	Question

People need to picture the result. The more visible the outcome, the more likely they are to buy.

OFFER
MATURITY

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BUSINESS
STAGE

You can't sell a VIP luxury retreat to someone still Googling "how to start a business."
You also can't sell a basic 101 course to someone earning \$20K months and craving depth.

Your offer might be amazing but if your ideal buyer isn't a match for your positioning, pricing, or transformation? It's DOA.

Offer	Audience Fit	Price Point
"Start your coaching biz from scratch"	Beginners	\$497-\$997
"Build and evergreen your scalable offer"	Intermediate	\$997-\$3000
"Scale to \$30K months with team & systems"	Advanced	\$3500-\$10K

Don't charge \$3K to someone who hasn't even made \$1K yet unless you're solving a problem they feel urgently and deeply.

OFFER
MATURITY

AUDIENCE
TRUST

TANGIBILITY OF
TRANSFORMATION

MARKET +BUYER
ALIGNMENT

BUSINESS
STAGE

People get price envy. They see someone selling a \$5K offer and think, "I should charge that too."

But pricing isn't just about what your offer includes, it's about where you are in business.

The same offer can be priced at \$997 or \$4997, depending on audience trust, proof, and positioning.

Stage	Audience Size	Proof Level	Price Range
Early Validation	<500	None	\$497-\$997
Building Traction	500-2k	Some proof	\$997-\$1497
Scaling	2k+	Solid results	\$1497-\$2997
Authority Phase	5k+, press, podcast, etc.	Known for this offer	\$2997-\$5000+

Pricing isn't a static decision, it evolves with your reputation, your results, and your reach.

PRICING

WILL EVOLVE OVER TIME

Choose a price that **you can 100% back**
and **feels right to you**

FIRST 10

Offer a discounted price for the first 10 people to join the offer.

Validates the offer

Raise the price after the 10 spots are filled.

Example: First 10 (\$997) and then raise the price to \$1997

ACTION STEP

DECIDE ON YOUR PRICING

1. What will the full price offer be?
2. Will you do a 'first 10' and at what price point?
3. What are your payment plans for the offer?

Q&A

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

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