

— ✦ 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:

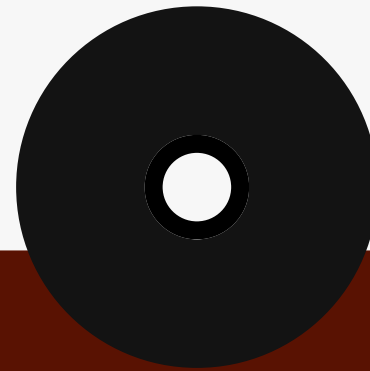
- ♥ Warms up buyers before your launch
- ♥ Creates demand for your main offer
- ♥ Filters out freebie seekers
- ♥ Builds trust FAST
- ♥ Generates sales before cart open
- ♥ Makes your actual launch convert harder

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

GET YOUR OFFERS SOLD OUT CONSISTENTLY



01 You feel like you're doing all the things - showing up consistently, selling, launching and trying to get people into your offers

02 You feel like people are slow to buy your offers or book your services.

03 More than anything, you want to enrol clients consistently and predictably.

**SELL
FASTER
AND
EASIER**

COVERING TODAY

The shifts you need to make in how you show up and sell so that you can bring in sales on evergreen, consistently.

**SOLD ON
EVERGREEN**

SCALABLE OFFER ACADEMY

WHAT WE'RE COVERING

EVERGREEN

SALES



How to take your offer from a 'nice-to-have' to a 'must-have'

Why learning how to effectively sell on evergreen is essential for your business.

How to create urgent messaging that moves buyers without needing price increases, limited spots or expiring bonuses to drive conversions.

Why your content isn't working right now and how to change it to consistently bring in new leads and clients.

How to create an evergreen ecosystem that brings in consistent sales, on evergreen.

YOU WANT TO

JONELVS.COM

Stop relying on endless DM conversations and sales calls to convert, you want your messaging to do the work for you.

Feel like your effort is being rewarded by enrolling clients whenever you send emails, post stories or create content.

Have enquiries and sales come through on a regular basis, not only sometimes.

Know what to say and how to position your offers so people move and buy.

Know to to grab attention and build demand every single time you post or send an email.

Feel confident in your ability to convert clients because your messaging is sharp and dialled TF in.

EVERGREEN MATH



Group program \$1800, (\$150 per month over 12 months)

- ✿ Month 1: Launch for the first time, sign 10 clients on the 12-month plan.
(\$1500 coming in every month)
- ✿ Month 2: Sell 5 spots on evergreen on the 12-month plan
(\$750 + \$1500 = \$2250 per month coming in)
- ✿ Month 3: Launch again, sell 15 spots on the 12-month plan
(\$2250 + \$2250 = \$4500 per month)
- ✿ Month 4: Sell 3 spots on evergreen
(\$450 + \$4500 = \$4950 per month)
- ✿ Month 5: Launch again, sell 10 spots on the 12-month plan
(\$1500 + \$4950 = \$6450 per month)
- ✿ Month 6: Sell 7 spots on evergreen
(\$1050 + \$6450 = \$7500 coming in every month)

Imagine eventually signing 30 clients in one launch:

\$4500 per month

4 launches = \$18 000 per month

**SELL
FASTER
AND
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SELLING ON

EVERGREEN

is a core sales skill that you have to learn and have to get good at if you want to actually make sales anytime and not only sometimes.

**SOLD ON
EVERGREEN**

SCALABLE OFFER ACADEMY

WHY YOU NEED TO LEARN HOW TO SELL ON EVERGREEN



Relying on urgency and scarcity limits your sales

If you only convert clients when:

- You have a discounted price
- Use expiring bonuses to drive conversions
- Have a sign-up deadline
- Or limited spots

Then your conversions will always rely on how often you can have these things available.

This limits your ability to sell and is exhausting, constantly thinking about new bonuses and the price can't go up everytime you sell.

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Evergreen sales means no feast and famine cycles

Relying on launches and open/close cart means you constantly have to wait to sell.

- You have periods where no sales come in.
- You have nothing to sell between launches so no new clients.
- You put a lot of pressure on yourself to convert as many people as possible in a small sales window.
- You have to wait to be paid.

Selling on evergreen means you can bring clients in anytime. Daily, weekly, monthly, instead of only certain windows of time.

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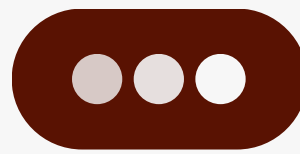


Learning how to sell on evergreen means learning how to create buyers anytime

On evergreen, you're constantly activating buyers and creating momentum.

- You keep offer awareness high consistently.
- People become familiar with your offer and know it by name.
- You create desire everyday aka people joining or enquiring.

Selling on evergreen takes people from interested to 'I'm in' fast.

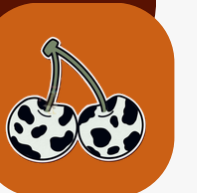


MISCONCEPTIONS ABOUT SELLING ON EVERGREEN

- Setting up a funnel and praying it works.
- Never having to talk about your offer or getting new leads.
- Setting it up once and forgetting about it.
- Thinking it's going to be passive.

WHAT SELLING ON EVERGREEN ACTUALLY MEANS

- Setting up an offer with unlimited capacity to be able to enroll clients anytime.
- Create desire and urgency through your messaging and positioning.
- Make your offer feel urgent and needed.
- Build offer awareness so you build constant familiarity.



MAKING SALES USING URGENCY TACTICS IS EASY

SELL
FASTER
AND
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EVERGREEN



Selling on evergreen is the real skill. It exposes your ability to sell without having to push people over the fence by creating short-term manufactured desire.

When you learn how to successfully sell on evergreen, **you will have more buyers, more sales and more enquires**, without needing deadlines, bonuses, discounts or enrollment periods.

You create buyers on demand

SOLD ON
EVERGREEN

WHAT YOU'VE TRIED AND HOW IT WORKED



Saying things like **'the price is going up'** or **'there are limited spots available'**, hoping it gets more people to join your offer.



Having new **expiring bonuses** everytime you launch, and you're **running out of ideas** for what to offer as a bonus.



You feel like your audience is despondent, bored, and tired of hearing the same thing everytime you launch/sell



You abandon selling midway through because people aren't immediately signing up or buying so you go back to finding new things to sell.

YOU NEED

BUY
NOW,
NOT
LATER

INTRINSIC
URGENCY

It's the thing that has been missing from your evergreen selling. It takes people from buying eventually to buying now.

Intrinsic urgency is a self-driven, long-term desire to act based on passion, purpose, or personal values. **Extrinsic urgency** is an externally imposed, short-term pressure driven by rewards, consequences, or deadlines

URGENCY

YOU NEED 3 THINGS IF YOU WANT TO BUILD NATURAL URGENCY INTO YOUR SALES PROCESS

SCALABLE OFFER ACADEMY

1

Have an offer that feels like a **must-have**, not a nice-to-have. People are buying offers that solve an **urgent problem** and has a **desirable outcome**.

2

Create content that **builds offer awareness, demand, and desire**, so they make faster decisions.

3

Create **urgent messaging and positioning** so the YES comes NOW, not Later.

A NICE-TO-HAVE OFFER

- The offer blends in with every other offer out there
- There is no specific, clear or tangible outcome
- Sells the features
- Basic outcome
- No differentiation and nothing new

This type of offer doesn't feel like anything new, different or better than the other offers they have seen or tried before. It only sells as fast as you can build relationships.

You don't need to create a new offer if your offer currently feels like a nice-to-have. You can repackage and reposition your current offer to turn it into a desirable must-have offer.

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A MUST-HAVE OFFER

- There is a very clear, tangible outcome
- It clearly articulates the problem and solution
- Feels exciting and different
- Feels achievable
- Creates desire
- Every feature ties to their desired transformation/goal

A must-have offer feels unique, different, fresh, new, transformative and exciting. New followers immediately see the appeal, get curious and buy.

You don't need to create a new offer if your offer currently feels like a nice-to-have. You can repackage and reposition your current offer to turn it into a desirable must-have offer.

EXAMPLE: SLEEP COACH Zz Zz

Live Coaching Calls:

We have weekly calls where you can come and ask your questions to help you get better sleep.

This feels generic and vague. It doesn't create any desire or show how these calls will actually support them with their sleep. It blends in with all the other offers and doesn't feel exciting.

Deep Sleep Calls:

In our weekly calls, you will get tailored solutions to YOUR specific sleep problems. You'll walk away knowing exactly what to do tonight to get the best sleep you have ever had,

This feels exciting and urgent. They KNOW they will come to these calls and walk away knowing exactly how to have the best sleep of their life, tailored to THEM and THEIR situation. It's a must-have.

2

Create content that builds offer awareness, demand, and desire, so they make faster buying decisions.

FAN-BUILDING CONTENT

- Tips and tricks
- How-to content
- Life updates
- Features lists
- Open for enrollment now
- Inspirational posts
- Buy now

This type of content doesn't drive purchasing decisions. Sure, people save it, but forget about it eventually. It might get lots of engagement, but little to no sales.

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DEMAND-BUILDING CONTENT

- Problem – solution – desire content
- Your unique POV that sells your unique approach
- Objection handling
- Creating social proof
- BTS of your offer
- Results-based content
- Bold opinions + Your POV

This type of content consistently shows your offers value, answers questions your audience are thinking and builds demand for your offer.

EXAMPLE: WEIGHT LOSS COACH

lose 20 pounds

FAN-BUILDING CONTENT

- How to lose weight
- Exercises to do at home
- What to eat to lose weight
- What foods to cut out if you want to lose weight
- How to eat in a calorie deficit
- Why you should lose weight

DEMAND-BUILDING CONTENT

- Stop using the scale to measure your progress
- How I lose 20 pounds without restricting foods
- What the first month looks like while working with me
- My client was stuck at X weight, this is what we did to make her lose another 10 pounds
- Here's how I plan my meals for the week to stay lean.
- How my client used my meal prep planner to lose her first 10 pounds.
- My client went from X to Y in 6 weeks, here's how I helped her do it.

[@Jonel Van Schalkwyk](#) WHAAAT ?! Another DM received RIGHT NOW. Jonel, Thank you so much. This makes me realize SO MUCH the difference between sharing real useful content for our clients and... sharing again again again the same thing.

3

Create urgent messaging and positioning so the YES comes NOW, not Later.

SHORT-TERM MESSAGING

- This bonus expires on X date
- There are only 5 spots available
- You don't want to miss this
- Now is the best time to join
- Click the link to learn more
- Comment INFO if you want more information
- 'if you're ready'

EVERGREEN MESSAGING

- Consistently speak to their desires and the possibilities your offer gives them.
- Speak to their problem in THEIR words.
- Show them the results they will achieve.
- Speak to the wins they will experience and how fast you can solve their problem
- Speak to the consequences of not doing this work.

EXAMPLE: EMAIL MARKETING STRATEGIST

SHORT-TERM MESSAGING

- Your email list is the most important asset you have in your business.
- 5 reasons why you need an email list.
- How to grow your email list.
- Ready to grow your email list?
- How to create a lead magnet in 3 steps.

This is all very generic. There is no boldness that will get people to move. It sounds like everyone else and creates no desire.

EVERGREEN MESSAGING

- You created a killer lead magnet, but you're not getting many people signing up.
- If you don't have an email list, you are at the mercy of the algorithm.
- Collecting emails on your email list and not sending emails will not grow your business.
- Without an email list, you're losing out on 6-figures a year.
- If you want consistent sales, you need to prioritise growing your email list consistently.

PEOPLE MOVE WHEN YOU NAIL YOUR EVERGREEN, URGENT MESSAGING

BEFORE

- Your audience feels sleepy
- They don't really engage
- People aren't buying fast
- Little to no enquires
- Sales come in drips and drabs
- Need bonuses and urgency tactics to convert

AFTER



- Your audience engages with your content
- You consistently have people enquiring about your offers
- You consistently bring new clients into your offer
- You have a solid lead pipeline
- Your content resonates with your audience
- You get more referrals
- People know what problem you solve and how you help them
- You get added to their wishlist



WHEN YOU CAN CREATE SALES AND DEMAND ON EVERGREEN, YOU WILL ALWAYS HAVE CONTROL OF YOUR SALES AND INCOME.



SCALABLE OFFER ACADEMY

You'll understand what creates conversions and why people buy so you can replicate it again and again.

You know how to create content that gets your audience fired up and sold on joining your offer.

You make faster sales because everything you do is compounding and moving people towards buying.

You get out of the feast and famine cycle because you know how to turn on demand and feel confident that you're creating buyers and not just followers.

You are building a skill that will support you forever in business, because you are in control of how much demand you generate and can do it on repeat.

\$32197 and I'm shook! This means I can pay off my debt with the cash and have pmnt plans coming in for the next 6 months!!!!!! Ready to plan the next one! Thank you 🙄



I am so excited to have 70 people registered for my Bootcamp!! Ready to knock their socks off and kick off Thursday!

I'm all about validating and pre-selling...

So with that in mind I have just pre-sold 1 space on my new signature program!!! 🍊🍊🍊 @Jonel Van Schalkwyk

Hi Jonel! An little update for July: That's 75 new sales and 34 repeat clients 💰 I can't believe how much money I was leaving on the table by not implementing this sooner. You know your shizz!

August we're going even bigger!!!! My goal is \$70k cash. YAAAAS!

10k month

For anyone doubting whether it's possible..... It's the 2nd day of the month and I already have a guaranteed 10k!!! (Well, \$9,900, but let's call it 10k - because it may well be by the end). I

Interest in my offer!

I want to celebrate that I had three market research calls so far,

3 d · 🐱

Success: Launched it at 10am and already have 6 sold! This is a complete change from my usual

GOT MY FIRST Client for my new offer 🎉

I can't believe it... I did the masterclass last Tuesday and was

My fb has exploded with 4.2k followers 🤩 there's 300 in the group and 198 signed up for the boot camp. Holy sh*t, I can't believe I'm typing this 😂 I wouldn't be here without you!!!



You're a genius!! This is the turning point. Thank you!



Tomorrow is the day - my free webinar launches and I have 95 people registered

#celebration I signed 2 private clients

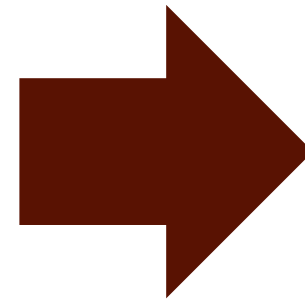
You, Laura, Ash and 4 others

ACTION STEP

WRITE 10 HOOKS FOR POSTS THAT DRIVE EVERGREEN DEMAND

FAN-BUILDING CONTENT

- How to lose weight
- Exercises to do at home
- What to eat to lose weight
- What foods to cut out if you want to lose weight
- How to eat in a calorie deficit
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Q&A

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

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