

— ✦ 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 and 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**

# SHOW UP AND STAY UNTIL THE END BONUS

Document tabs +

- Networking Groups
- 50 Conversation Starters
- 50 Instagram Story Polls
- 365 Authority-Building Pos...
- Podcast Script
- Guest Expert Script
- 35 Ways to Get Visibl... ⋮

## 35 Ways to Get Visible Beyond Posting Content

1. Show Up in Other (Socially)

3. Host IG/PL Collaborations



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# **DELIVERABLES AND SUPPORT**

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**To help you design the experience of your program, not just what you teach, but how your clients receive it, interact with it, and stay supported.**

By the end of this, you'll:

-  Choose your deliverables
-  Set up your support structure

# DELIVERABLES - WHAT WILL THEY ACTUALLY RECEIVE?

Deliverables = What the buyer gets when they enroll.

**Video lessons**

**Workbooks**

**Checklists**

**Workshops**

**Community**

**Co-Working Sessions**

**Cheatsheets**

**Hotseat Calls**

**Q&A Threads**

**Feedback Days**

**Private Podcast**

**Slide Decks**

**Guest Trainings**

**Trackers**

# DELIVERABLES - WHAT WILL THEY ACTUALLY RECEIVE?

Deliverables = What the buyer gets when they enroll.

Asset Type	Examples
Pre-recorded modules	Video lessons, slides, screen shares, audio training (private podcast)
Workbooks + templates	PDF downloads, Notion docs, swipe files, spreadsheets
Live calls	Weekly calls, Q&As, workshops, guest trainings
Community access	Facebook group, Circle, Slack, Telegram, Skool
Resource vault	Bonuses, tech tutorials, content libraries

# SUPPORT – HOW WILL YOU ENSURE THEY STAY ON TRACK?

Support = How you keep them engaged, motivated, and moving forward.

## LIVE COACHING

(Bi)Weekly Zoom calls, implementation sessions, co-working sessions.

## FEEDBACK LOOPS

Homework submissions, Google Forms, peer reviews, Loom video feedback.

## PROGRESS TRACKING

Notion dashboards, milestone checklists, weekly emails, module roundups.

## COMMUNITY CHECK-INS

“Wins Wednesday,” accountability posts, weekly progress check-in posts.

# ACTION STEP

## MAP OUT YOUR DELIVERABLES AND SUPPORT




1. How many calls do they get per month?
2. What are your deliverables (PDF support documents, workbooks, trackers, community, etc)
3. How will you provide support between calls? (Feedback threads, Q&A days)

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# **ACCESS PERIOD**

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## **THE 3 LEVELS OF ACCESS**

-  Curriculum access
-  Community access
-  Call (support) access

# CURRICULUM ACCESS

How long your clients have entry to your materials?

<b>Model</b>	<b>Description</b>	<b>Works well for...</b>
Limited-time Access 6–12 months (Like this program)	Most common for mid-ticket programs. Gives enough time to complete + revisit.	Evergreen scalable programs
Lifetime access	Useful for self-paced programs. Can reduce urgency.	Self-study or passive funnel offers

# COMMUNITY ACCESS

How long your clients have entry to your community?

LIFETIME ACCESS TO THE CURRICULUM + LIMITED-TIME COMMUNITY + SUPPORT

LIMITED-TIME ACCESS TO CURRICULUM + SUPPORT + COMMUNITY

**I do not recommend giving lifetime access to your community.**

# LIVE CALL ACCESS

How long your clients have entry to your coaching calls?

Delivery Type	Call Access
Lifetime curriculum access	3-6 months of call support (after that they can pay a monthly fee to continue having support)
Evergreen drop-in access (e.g. "join calls for 6 months")	You have a longer support model with rolling clients

**Reminder:** There is no rule that says your program must include lifetime anything. In fact, limited access often increases client results AND sales.

## EXAMPLE OF LIMITED-TIME ACCESS

<b>Access Type</b>	<b>Duration</b>	<b>Why</b>
<b>Curriculum Access</b>	6 Months	2 weeks per module (6 modules), 3 additional months to implement.
<b>Community Access</b>	6 Months	To get support throughout their access period
<b>Coaching / Call Access</b>	6 Months	They can hop on calls anytime throughout the 6 months to get support and ask questions when needed.

## EXAMPLE OF LIFETIME ACCESS

<b>Access Type</b>	<b>Duration</b>	<b>Why</b>
<b>Curriculum Access</b>	Lifetime	More aligned with your business model/beliefs.
<b>Community Access</b>	6 Months	Gives them enough time to go through the curriculum and be active in the community.
<b>Coaching / Call Access</b>	6 Months	Enough support time for them to achieve the transformation.

# ACTION STEP

## **DECIDE ON THE ACCESS PERIOD OF YOUR OFFER**

1. How long will they have access to the curriculum?
2. How long will they have access to the community?
3. How long will they have access to the coaching calls?

*Validating with a surveyValidating with a surveyValidating with a surveyValidating with a surveyValidating with a surveyValidating with a survey*

# **VALIDATING WITH A SURVEY**

*Validating with a surveyValidating with a surveyValidating with a surveyValidating with a surveyValidating with a surveyValidating with a survey*

By the end of this section, you'll know how to craft a **powerful validation survey** that gathers real-world data, not just opinions, to shape and pre-sell your scalable group offer, no matter your niche.

# WHY SURVEYS WORK

Most people create offers in a vacuum and hope it sells. But when you build your offer with your audience by asking the right questions, you don't have to guess.

## **You'll know:**

- The exact words your audience uses to describe their pain
- What transformation they're craving
- What support format actually works for them
- Whether they'd say yes (and even pay) for your offer idea

# **WHAT YOUR SURVEY NEEDS TO DO:**

**A great validation survey answers these questions:**

- Is the problem urgent and painful?
- What's the transformation they're craving?
- What support format do they actually want?
- How do they describe their experience in their own words?
- Would they pay for this and how much?

# OFFER VALIDATION SURVEY: BEST PRACTICES

## KEEP IT SHORT + PUNCHY

Sweet spot: 8–12 questions. MAX 15.

## USE A MIX OF QUESTION TYPES

The right balance keeps it engaging and insightful.

- Multiple choice (radio buttons or checkboxes): Fast, frictionless, great for formatting/delivery/price testing
- Open-ended (1–2 only): Use to gather voice-of-customer gold for your messaging
- Scaled/ranking (optional): To understand priorities or buying intent

## MAKE IT ANONYMOUS

Most people answer more honestly if they feel anonymous.

- ✓ Leave name/email optional
- ✓ Only ask for IG/email if you're offering early access or follow-up

## **SURVEY SUCCESS CHECKLIST**

- ✓ 8–12 questions max
- ✓ 2–3 open-ended
- ✓ Clear intro (why, how long, what it's for)
- ✓ Honest + conversational tone
- ✓ Clear audience filter questions
- ✓ Transformation + offer promise testing
- ✓ Format + pricing preferences
- ✓ Optional soft CTA for beta interest
- ✓ Review before sending
- ✓ Post it more than once

# WHERE TO FIND PARTICIPANTS

- Ask your audience
- IG and FB Stories
- Your email list
- Paid communities you're in (memberships etc)
- Facebook groups
- Threads



**POST IN AS MANY  
PLACES AS YOU CAN.**

The more people you can get to answer your survey, the better. I would aim for 10 to 20 people minimum.

# WHERE TO CREATE YOUR SURVEY

- ★ Google Forms (free, easy to use)
- ★ SurveyHeart (free, can make it pretty)
- ★ TypeForm (paid)

# ACTION STEP

## **MAP OUT YOUR DELIVERABLES AND SUPPORT**

1. How many calls do they get per month?
2. What are your deliverables (PDF support documents, workbooks, trackers, community, etc)
3. How will you provide support between calls? (Feedback threads, Q&A days)

## **DECIDE ON THE ACCESS PERIOD OF YOUR OFFER**

1. How long will they have access to the curriculum?
2. How long will they have access to the community?
3. How long will they have access to the coaching calls?

**Lifetime access to the curriculum (and future updates)**

**24/7 community (app access)**

**Q&A threads to always be supported**

**7 Modules, lessons with action steps**

**Live Launch Lab**

**Guest expert trainings**

**Tailored 1:1 feedback within 48 hours**

**6 x a month hotseat coaching calls (no time cap)**



**BY JONEL VS**

# 7 Module Roadmap to Consistent 10k-20k Months

## 6 Months Support, Mentoring & coaching

- ✓ 6 Monthly Group Coaching Calls
- ✓ Daily 1:1 Feedback
- ✓ 24/7 Community Access
- ✓ 7 Modules, lessons with action steps
- ✓ Fast Track Workshops w/ Jonel
- ✓ Lifetime curriculum access
- ✓ Guest expert trainings



[www.jonelvs.com/scalableofferacademyprogram](http://www.jonelvs.com/scalableofferacademyprogram)

# What we do Inside SOA:

## Scalable offer

Create or reposition your offer to be scalable and have instant appeal. Can welcome 100's of clients.

## Ideal Client Alignment

Get crystal clear on your ideal client and the messaging that makes them MOVE and pay attention.

## Audience activation

Grow and activate your audience with people who are ready and eager to buy.

## Low-lift launch

Ready to make fast sales? Our Low-Lift Launch strategy converts high and is low-effort.

## Conversion events

Ready to do bigger sales campaigns to sign 20,30, or even 50 clients? I've got you.

## Evergreen Sales

Turn your offer evergreen and make sales daily, weekly, monthly.



My usual conversion rate is between 5% and 10%. **This launch converted at 50%.** I've used several launch strategies before, and they've all worked to some degree. But when I used Jonel's low-lift launch, I was honestly amazed.

**RACHAEL RAWLSLEY - SPIRITUAL MEMBERSHIP STRATEGIST**

# Here's What You'll Master Inside Scalable Offer Academy

## ➔ **Build a Brand That Becomes the “Go-To” in Your Niche**

Learn how to position yourself as the clear authority so the right people instantly recognise your expertise, trust your message, and see your offer as the obvious solution.

## ➔ **Simplify Your Systems With Plug-and-Play Templates**

Say goodbye to tech overwhelm - we give you the exact templates, workflows, dashboards, and step-by-step videos so you can set up your offer, delivery system, and client experience with ease.

## ➔ **Create Your Scalable Signature Offer**

You'll develop a group offer built to scale - one that delivers transformational results, has unlimited capacity, and can sell every single week without burning you out.

We walk you through the entire process:

- ✓ structure
- ✓ positioning
- ✓ pricing
- ✓ promise
- ✓ curriculum
- ✓ delivery
- ✓ student experience

You create it once - and sell it over and over again.

# Here's What You'll Master Inside Scalable Offer Academy

## ➔ **Build + Grow an Audience Full of Buyers (Without Paid Ads)**

Inside our Audience Activation system, you'll learn the exact visibility and demand-creation strategies that helped me attract 1500 aligned followers who bought over \$200k worth of programs... all through organic marketing.

## ➔ **Sell Your Offer With Confidence + Ease**

No more guessing.  
No more "hope marketing."

You'll learn the simple, psychology-backed sales system that brings new clients into your program consistently - even with a small audience.

## ➔ **Build an Evergreen Sales System That Brings in Clients Every Week**

Inside Scalable Offer Academy, you'll learn how to set up a simple, sustainable evergreen sales system that attracts, nurtures, and converts clients on autopilot - without launches, complexity, or spending all day online.

# HOW YOU'LL BE SUPPORTED



## Daily, on demand support

so you never get stuck on what to do or how to move forward. The support inside is unlimited



## Sales Copy And Asset Reviews

Actionable and specific feedback on what to shift so you build demand, desire and close sales



## High-converting assets

that help you take action and see results quickly.



## 2 weekly calls

Directly with me to get immediate feedback and support. No more waiting.



## Quarterly Sprints

I host a quarterly pop-up event inside the community to help you take action - live launch labs, email sales sprints, email list growth sprints etc



## Proven Templates and resources

Save loads of time and whip up assets with ease.

# 7 Value-Packed Modules

## **Module 1**

YOUR SCALABLE  
FOUNDATION

## **Module 2**

YOUR SIGNATURE  
OFFER

## **Module 3**

GROW AND  
ACTIVATE YOUR  
AUDIENCE

## **Module 4**

LOW-LIFT LAUNCH -  
SIGN YOUR FIRST 5-10  
CLIENTS

## **Module 5**

YOUR 5-FIGURE  
LAUNCH FORMULA

## **Module 6**

THE EVERGREEN  
STRATEGY

## **Module 7**

SCALE YOUR SUCCESS  
TO 6-FIGURES +

**LIFETIME ACCESS (INCLUDING UPGRADES)**



### 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 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 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 4

Get June, July and August as bonus months in the community.

Your 6 months of support only starts on 1 September.

**GET 9 MONTHS INSTEAD OF 6**

# JOIN WHILE WE ARE LIVE BONUS

## BOTH PAY IN FULL AND PAYMENT PLANS

### SLAY YOUR LAUNCH 🔥

This is not a quick bonus call. We will map out your entire repeatable 5-figure launch strategy together so you leave with an actual plan you can execute again and again.

#### Inside your VIP Day, we'll build:

- 🔥 Your full launch strategy
- 🔥 Your launch timeline
- 🔥 Your content plan
- 🔥 Your sales assets + messaging
- 🔥 Your launch angle + positioning
- 🔥 Your promotion schedule
- 🔥 Your conversion strategy
- 🔥 Your urgency + bonus structure

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!!!



So instead of throwing content at the wall and hoping people buy...  
...you'll walk away with a launch built to create momentum, demand and SALES.

One launch can change your entire business.  
This bonus helps you do it properly.

# SOA IS PERFECT FOR YOU IF:



**A coach ready to shift from custom 1:1s into a streamlined, scalable group offer that frees up your time and multiplies your income without spending more time on Zoom calls or in Telegram.**



**A creative service provider who's tired of doing everything for clients and wants to build offers that let you co-create with them inside programs, memberships, or masterminds.**



**An expert with a growing audience or community who knows it's time to give them a structured way to learn from you beyond just free content or scattered live sessions.**



**A group offer creator who's done the beta rounds and small groups with less than 10 people inside... and now wants bigger enrollments (30+), better systems, and evergreen sales rolling in weekly, not just during launch week.**

# THE INVESTMENT

## SCALABLE OFFER ACADEMY

<p>One Time Payment of</p> <p><b>€ 1500</b></p>	<p><b>THREE-Month</b> Payment Plan</p> <p><b>€500</b></p> <p>per month</p>	<p><b>Six-Month</b> Payment Plan</p> <p><b>€250</b></p> <p>per month</p>	<p><b>12-Month</b> Payment Plan</p> <p><b>€ 138</b></p> <p>per month</p>
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**Ready to get going?**

[www.jonelvs.com/scalableofferacademyprogram](http://www.jonelvs.com/scalableofferacademyprogram)

# 9 Months Support , Mentoring & coaching

## SUPPORT

- ✓ 2x Weekly Calls for sales & marketing
- ✓ Daily 1:1 feedback
- ✓ Personalised work / content reviews

## DONE FOR YOU

- ✓ Done for you Scripts , templates , frameworks
- ✓ Done with you launch events

## COMMUNITY

- ✓ 6 months Private Community with support

### 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

Get Started for €138 p/m  
over 12 months

## BONUSES

- ✓ SCALABLE LAUNCH KIT
- ✓ HIGH-CONVERTING SALES PAGE TEMPLATE
- ✓ LIVE LAUNCH LAB (MARCH)
- ✓ 935 OFFER CONTENT VISIBILITY VAULT TEMPLATES
- ✓ THE SIGNATURE SPRINT (TALK ABOUT YOUR OFFER FOR 21 DAYS)
- ✓ BONUS TECH SET-UP CALL
- ✓ PIF ONLY: 30 DAYS DFY CONTENT TO CREATE DEMAND
- ✓ PIF ONLY: 3 X 1:1 CALLS WITH JONEL

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\$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

**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

**JOIN SCALABLE OFFER ACADEMY WHILE WE ARE LIVE AND GET  
A BONUS VIP DAY WITH ME TO **SLAY YOUR LAUNCH****

**Q&A**

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

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