



BOLD Qualifier Content

Description: Who is even qualified to work with you? It's time to get BOLD so you call in your perfect-fit clients.

Direct Offer Content

(This is an important part of your messaging, including your sales/landing pages.)

Step 1: What is your direct offer? We want you to be selling NOW!

****Note** - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

👉 What are you inviting people into this month?

Step 2a: Who are your BEST clients (the ones who soar)?

Think of your best, most successful clients—the ones who:

- Got amazing results, showed up fully, made your work feel easy, joyful, and energizing
- Now, list 2–3 of them by name and reflect: 👉 What made them READY? What did they already believe or have in place?

Examples:

- Ashley came in knowing her audience and was hungry to clarify her message.
- Jordan had outgrown DIY and needed next-level messaging to grow her brand.

Step 2b: Outline Your 4 Bold Qualifiers (Say what is)

Be honest. Be specific. Be brave. 🙌 What must be true for someone to get the BEST results with you?

Example:

To get the best results in [Offer Name], you must:

- ✓ Be clear on what you're selling (even if the messaging is messy)
- ✓ Be ready to show up and *do the work*—no ghosting, no perfection
- ✓ Be open to thought shifts, bold moves, and radical clarity
- ✓ Take radical responsibility for your growth (no blaming, no outsourcing results)

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook:
- Share a story from your past.
- Share how this relates to what you are doing now.
- Share the teaching point/s you want to make.
- Leave your audience with a question to ponder.
- CTA (see step 4)

Step 4 CTA - What do you want people to do next?

👉 Reply, register, book a call?



Sample Email: Bold Qualifier

From: hq@joyfulbusinessrevolution.com

Subject: confused offer = confused clients

Preview: Are you clear?

Send Date: June 5, 2025 – 8am ET

Audience: Everyone on the list

Hey FNAME,

There was a time in my business when my “offer” was basically: “Hey! I can help with... marketing. DM me?”

No wonder people didn’t take action. :)

I'd hop on discovery calls and try to explain 3 different services, 4 different outcomes, and no real pathway or framework for success. My energy was everywhere, and at the end of the day, I was exhausted of trying to convince people why they needed marketing.


Then I got radically clear on my offer, and about who was most qualified to work with me.

Note: My message has never been perfect, but it is now CLEAR.

I had to make some solid decisions: THIS is the offer. THIS is the result. THIS is the energy I'm bringing in to my business.

And once I committed and got clear? The right people could hear me. They sought me out. My message began resonating with them. I was referable!

So, if you're wondering if our Joy Fueled™ Business Growth Program is for you, start here:

 You must be clear on what you're selling. Even if the words are messy. (I can help you shape the message—but you've got to bring the bones of your offer and know the transformation your clients receive after working with you.

Are you clear on what your offer, and what you are inviting people into?

xo,

Shannon

P.S. If that's a YES, you might be a fit for our business growth coaching program. Read about it here!