



COPY CHAT:

WRITING TO SELL





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The #1 Reason People Don't Believe in You

What is the #1 reason people don't believe in you?

What's the first step you will take to change that?

Have you ever said "I wonder ..." or "if you might" phrases in your writing?

YES _____

NO _____

If so, be sure to smoke them out and rewrite them in a way that asserts your authority.



The Blockbuster Secret to Getting People to Love You Like Chocolate

What is the blockbuster secret?

How will you use this tip in your writing?

Have you ever said “I believe I am _____”?

YES _____

NO _____

If so, be sure to get rid of wimpy phrases like this that water down your confidence.

Write the affirmation I told you to jot down in the space below.



A Tried and Tested Way to Propel People into Action

What's the one thing you can do to build the “know, like and trust factor”?

What does it mean to “swag up your story”?

Is consistency important when pouring personality into your writing?

YES _____

NO _____



And that's it, folks!

Now, it's up to you to take action.

Go use this information right now, friend!

And if you really enjoyed what you learned, here's what I want you to do next:

Say what's up to me on [Facebook](#) so I can put a gorgeous face with your name. Download the "Write Like A B.O.S.S." Guide for more profitable writing tips at:

<http://www.baab.biz/freeguide/>.

Lastly, give yourself a high five. You just got your hands on a resource that shows you how to **quickly, easily and painlessly write in a way that propels your audience to take action** - download your webinars, subscribe to your email lists and **buy what you're selling**.



Who's this writer chick?

I'm Apryl Beverly, communications strategist and word stylist. I've been known to turn quite a few "dull" pages of writing into sexy, toe-curling sentences that make even skeptics and non-believers smack the 'buy' button.

No matter the project on your plate, I'll help you write in a way that turns skeptics into believers and prospects into paying clients. I can be as goody two-shoes or Billy Badass as you need me to be, woo corporate bigwigs or drop a few swear words for special effect – whatever you want.



I'm here to enhance, not cramp your style.

By the way, I don't just sling seductive sentences as a hobby. I've got 15 years of business writing and copywriting experience and a couple of degrees to boot.

When you're ready to deliver a powerful message, attract a community of raving fans, or crawl inside people's heads and pull out what they really want, **contact me.**