

#FASTMoneyChallenge Day 4 – Dude, Where’s My Stuff?

Welcome Emails



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Sample Welcome Email #1 - eBook or physical freebie

Subject Line: You asked for it

You asked for it, so here it is ...

The Write Like A B.O.S.S. (WLAB) Guide:

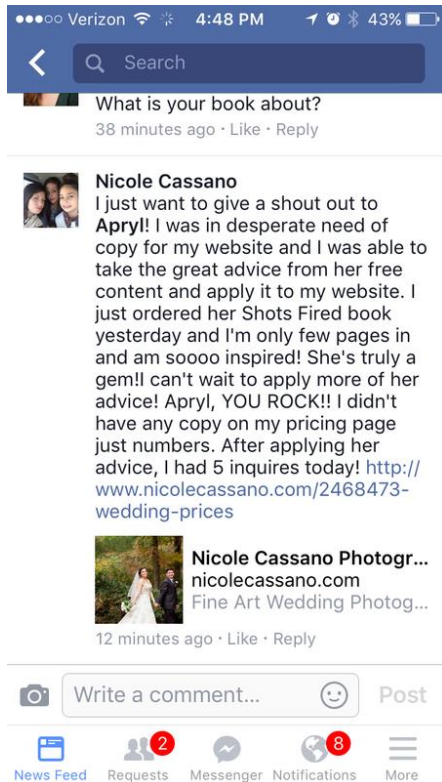
<http://www.baab.biz/wp-content/uploads/2016/02/Write-Like-a-Boss-2015.pdf>

Take a quick look at all the goodness inside:

- A forehead-slap way to write fast (you're English teacher would have never told you this)
- Why ditching this one thing can make your writing much more lovable and sexy
- How bragging about your "bodaciousness" is so not cool in school, but it's perfect if you're a kick-ass entrepreneur
- Why flaunting what your mama gave you is the only way to stand out

Remember Nicole? She's the rockstar who grabbed the guide, took action right away, and as a result, landed 5 new, smokin'-hot leads in just 24 hours!

Here's what she had to say:



Now, once you dive in and get to work, please do send me your results too so I can feature you as the next superstar on my website!

I'm guessing by now, you're wondering who is this chick and why you should listen to me ...

I'm Apryl Beverly, the Million-Dollar Word Stylist. Big-hearted entrepreneurs trust me to transform their dull words into spine-tingling sentences that propel folks to whip out their credit card and smack the buy button.

And what about you? I'd love to hear about you and your awesome biz. If you have any questions about the WLAB guide or about anything to do with writing period – or you simply want to say Hi or send me a love note, hit reply and let's have a little copy chat!

Much love + gratitude,



Apryl Beverly
COMMUNICATIONS
STRATEGIST

Sample Welcome Email #2 - Challenge/series-style freebie

Subject Line: F.A.S.T. Money Challenge – You're IN!

Hey {{ subscriber.first_name }},

You're in like skinny jeans and oxford shoes! The 5-Day F.A.S.T. Money Challenge OFFICIALLY kicked off on Periscope and Facebook LIVE at 12 p.m. EST Monday, July 18.

Just joining us? No worries, this party is still going strong.

Now, we swing open the doors for you, here are a few super important steps I need you to take:

- Your **FIRST assignment** is to find one (or a few) accountability biz besties and share this challenge with them (www.challengeme.info).
- Head over to Periscope and follow me [@BAABWriting](#) (If you want to skip Periscope and tune in on Facebook Live – I'm [@baabwriting](#) on Facebook too) to make sure you get every alert about the daily challenge. When you share social media posts or do any scopes about or for this challenge be sure to use the hashtag **#FASTMoneyMaker**.
- Mark all emails from **abeverly@baab.biz** on your "**whitelist**" so all my emails make it to your inbox.
- **Slide on over to the [Word BOSStars Facebook Group](#)**. This is where you'll share your completed assignments and get some extra love and support on the daily challenge threads.
- If you made it down this far, **you're an action-taking BOSS who is going to KILL this challenge!**
- One more thing, I already know you're about to **flood the Internet streets with your genius** so be sure to like and tag me on [Twitter](#) and [Facebook](#) so I can witness and celebrate all your money-making moves.
- Lastly, **GET YOUR MIND RIGHT AND REST UP BECAUSE – IT'S ABOUT TO GO DOWN!** #FastMoneyMaker

I can't wait to see you spread your genius all over these Internet streets and hook some smokin' hot biz leads!

Much love + gratitude,

Apryl B.

The Million-Dollar Word Stylist

www.baab.biz

Welcome Email Fill-In-The-Blank Template

You asked for it, so here it is ...

[NAME OF THE FREEBIE]:

[INSERT LINK]

Take a quick look at all the goodness inside:

[USE BULLETS TO HIGHLIGHT SPECIFIC BENEFITS OF THE OPT-IN –USE COPY FROM THE LANDING PAGE SO IT’S FAMILIAR]

Here are some of the results my clients are getting from the principles I teach in the _____:

[INSERT SCREENSHOTS OF TESTIMONIALS OF PEOPLE WHO HAVE HAD GREAT RESULTS FROM THE OPT-IN]

[ADD AN INCENTIVE THAT MAKES THE READER FEEL GOOD ABOUT TAKING ACTION. SOMETHING LIKE THIS:]

Once you dive in and get to work, please do send me your results too so I can feature you as the next superstar on my website!

[INSERT BRIEF BIO TO ESTABLISH CREDIBILITY AND AUTHORITY –BE RELATABLE + SHOW YOUR VALUE. SOMETHING LIKE THIS:]

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And what about you? I'd love to hear about you and your awesome biz. If you have any questions about the **[INSERT NAME OF THE OPT-IN]** or about anything to do with writing period –or you simply want to say Hi or send me a love note, hit reply and let's have a little copy chat!

Much love + gratitude,

Who's behind all this "F.A.S.T. Money" brouhaha?

I'm Apryl Beverly - Million-Dollar Word Stylist, sentence slinger and your guide for this incredible F.A.S.T. Money Challenge.

Entrepreneurs and small biz owners turn to me when they want to transform their dull words into spine-tingling sentences that propel folks to whip out their credit cards and smack the buy button.



I'm a six-figure-plus earner today, but it took a ton of bumps and bruises to get here. And during the challenge, I'll share with you what I did to start hooking clients online. This process is how I now consistently rake in \$10,000 to \$15,000 in revenue each month.