

THE COPYCLOSET™
PRESENTS ...

Bodacious Bullets
Masterclass



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BODACIOUS BULLETS MASTERCLASS

***“Our job is to bring the dead facts to life.”
– Bill Bernbach***

When written properly, bullet points are magical. Like seriously ... what would blog posts, emails, sales pages and social media posts be without them?!

Sure, targeting the right people, providing great value and delivering an irresistible offer are critical, but having bodacious bullets on the page can often propel on-the-fence readers to smack the buy button.

You see, bullets are the second most powerful element of copywriting (after headlines). But most folks struggle so much to write them, that they just toss in some bulleted feature statements about their products or services and HOPE for fantastic results.

But here's the thing: **People READ and BUY from enticing bullets.**

So if you've just been throwing your bullets together, you're gambling on sales and leaving a LOT of money on the table. Now I am serious about making money and I know you are too, so I want to let you in on my little secret

Writing bullets ain't some mystical talent bestowed upon a select few, it's all in the formula. You see, certain words generate buyer excitement and propel folks to whip out their credit cards and smack the buy button. And I know exactly which words to use to close the sale.

And because I don't want to see you struggle another day, I'm revealing everything I know right here, right now. You see, inside my must-have Bodacious Bullets Masterclass, you'll discover:

1. **The 6 "magical" action words that can make you bucket loads of money.** Once you master these words, you'll have the superpower to generate buyer excitement and make cash on demand.
2. **The FIVE bullet formulas I use to turn "Plain Jane" statements or claims into powerful, irresistible bullets that I use to make myself and my clients more moolah.** These formulas are so easy to use, you're gonna smack yourself on the forehead for not thinking of them yourself.
3. **The Hollywood blockbuster secret to bangin' out bodacious bullets that**

seduce your buyers (even if the rest of your sales page is poorly written). I know this sounds "insane" – but when you see how simple this is... and that it always works ... you'll likely want to try it for yourself.

4. **And, of course, I'll give you the Bodacious Bullets Formula I use to write bullets in minutes – the tiny sales closers that have helped my clients haul in over 7 million in revenue.** You'll be able to download it, use it to revive your own copy, and watch your bank account balance climb!

The Basics

Bullets are simply bite-sized pieces of copy that focus the reader's attention on key features and benefits. They break up massive chunks of copy so it's easier to read and digest the most important information you want to sell them on.

Now, before we reach the bodacious level, we've got to get down to the basics. So here are 4 must-know guidelines for writing bullet points that convey a clear message:

1. Express a clear benefit and promise for the reader
2. Treat your bullet points like mini-headlines – use them to engage and fascinate readers
3. Make bullets consistent – they're not necessarily always sentences, but they should complement one another
4. Avoid bullet clutter – no subsections and sub-bullets

Alright, now that we've nailed down the basics, let's go deeper ...

SIX MAGICAL ACTION WORDS

Before we dive into the “how” of writing bullet points, here are the six magical words you must NEVER forget:

ALWAYS TEASE IN YOUR BULLET POINTS

Let me explain:

As an entrepreneur, you naturally want to serve your audience by letting them crawl inside your brilliant brain. And there’s nothing wrong with that.

The problem comes in when you give away everything on the sales page, in the blog post or email. You see, when you give away the goods so fast, people have nothing to look forward to on the other side of the click. And when they don’t see a benefit to investing in your products and services ... they won’t smack the BUY button.

For example:

On the sales page for the Bodacious Bullets Masterclass, I included the following bullet points:

5. **The 6 "magical" action words that can make you bucket loads of money.** Once you master these words, you'll have the superpower to generate buyer excitement and make cash on demand.
6. **The FIVE bullet formulas I use to turn "Plain Jane" statements or claims into powerful, irresistible bullets that I use to make myself and my clients more moolah.** These formulas are so easy to use, you're gonna smack yourself on the forehead for not thinking of them yourself.

See how in each of these bullet points I never tell you EXACTLY what you’ll get? I allude to the information being something you’ll benefit from and I make a promise that it’ll be valuable, but I leave it at that.

Now, would you have been as intrigued to register for this course if instead of “The 6 magical words ...,” I said, “always tease in your bullets,” and told you exactly what I planned to reveal in this Masterclass?

I’m guessing the answer is NO.

Here are 3 more examples of these 6 magical words in action:

1. Laser in on the 4 common sleep training methods (and how they are likely to work for your baby)

This bullet mentions the 4 common sleep training methods participants will get inside the course and how they'll likely work for their baby. However, it doesn't give away the goods by telling WHAT those common methods are. That's the teaser.

2. Discover my never-talked-about story where I reveal my own struggles and journey to success so you can say, "if she did it, then certainly I can do it too."

This bullet lets participants know they'll get exclusive information on how this coach beat the odds and achieved success. However, it doesn't give away her successful process – that's only for folks who register.

3. Tap into my 7-step proven process for freeing your mind and healing your broken spirit – all so you can shine like the **DIAMOND** you are.

This bullet lets participants know they'll receive a 7-step proven process. But what it does NOT express are the details of the process. That detail is reserved for buyers.

So let's bottom line this:

Never give away all the details of your offer BEFORE the reader smacks the buy button.

FIVE EASY-BREEZY BULLET FORMULAS

Want to immediately increase the response to EVERYTHING you write in a fast and easy way?

Then just get extremely well at writing bullet points.

Now, nearly all the best copywriters spend tons of time bangin' out bullets. Why? Because we know a LOT of expensive coaching services and products have been sold using the power of a few tiny, yet completely irresistible bullets buried among a sea of paragraphs in a long sales page.

Question is ... how do YOU bang out irresistible bullets like that?

Apryl, what's the "secret"?

Turn your “plain vanilla” claims and factual statements into bodacious bullets that seduce buyers. And you can do that simply with my 5 “unconventional” yet highly valuable bullet formulas. Here’s how they work:

1. **The “Striptease” Bullet:** Without letting them dive in completely, this formula seduces buyers by giving them a quick peak into the “happy place.” Use this bullet on opt-in and sales pages.

Here’s two examples:

- Uncover the never-talked-about reason buyers REALLY smack the buy button (Hint: It’s NOT what you think)
 - Discover how watching the 1993 film *Indecent Proposal* put money in my pockets and it can for you too ... that is when I tell you the money-making lesson learned from the movie
2. **The “Street Cred” Bullet:** This bullet is used to recite proof that supports your claim. Use the “street cred” bullet to transform dry factual data into

fascinating bite-size info nuggets that stamp out doubt and push your reader into action. Use this bullet for blog posts, emails, opt-in pages and more.

Here's an example:

- Tune in for the exact steps I used to rake in \$20,000 from my itty-bitty email list and how you too can craft emails that turn freebie-seeking subscribers into loyal buyers

3. **The “Whoa, Baby!” Bullet:** This is where you make a claim that's nearly unbelievable. Now, it's certainly 100% true, but it's so outlandish that it makes the reader say, “whoa, baby!” This bullet is great for sales and opt-in pages, as well as blog posts and emails linking to a paid offer.

Here's 2 examples:

- Get my exact steps on how I pull in hundreds of fresh, new subscribers for less than \$20. Create your own ad that hooks and converts in less than 60 minutes!
- Find out how I hooked 279 new email subscribers (in one weekend) from a Facebook ad that drained a whopping \$16.54 from my bank account. The ad performed so well that my cost per click was ZERO DOLLARS!

4. **The “Nosy Rosy” Bullet:** While similar to the “striptease” formula, this bullet piques the reader's curiosity AND foreshadows what's on the other side of the click. These bullets are great for laying the foundation for an upcoming product/service launch, promotion or special event.

Here's an example:

- Up next you'll find out why this instant rush of fame and demand resulted in headaches and frustration for this legendary designer, and

why he suddenly refused to accept any more client work... at any price! (*Copyblogger*)

Here's another example from Copyblogger:

- Next, you'll discover how an unknown blog designer became an overnight Internet sensation, and the chance meeting that exploded his business.
5. **The “Taste Tester” Bullet:** This bullet is similar to the lady who hands out yogurt samples at the grocery store. She gives you a tiny “taste” – and many times you end up with whatever you didn't come or even think to buy in your shopping cart. This is also like going on live stream and giving away 2 of your 5-step money-making formula. You give your viewers a little “taste” of the process and end with a link to devour the entire formula. These bullets are great for building up to the sale.

Here's an example:

- Get 3 more secrets on transforming features and benefits and have readers drooling over your offer

HOLLYWOOD BLOCKBUSTER SECRET

Remember when I said writing great bullets ain't magic, it's all in the formula? Well every bullet I've shown you so far uses a very simple formula:

FEATURE FACT + IRRESISTIBLE BENEFIT = READER ACTION

Now, the **Feature Fact** is the tangible, obvious thing you get. Like a car with four doors. A yellow pencil. Four hours of coaching videos.

The **Irresistible Benefit** is the not-so-obvious yet super valuable component of your offer. For example, a car with four doors offers more room for everyone in the family. A yellow pencil is easy to spot in a cluttered desk drawer. Four hours of coaching gives you the step-by-step process on crafting irresistible sales pages.

You see, when you add an irresistible benefit to a factual statement or claim, you increase the likelihood the reader will take action. Why?

Because adding a benefit takes the focus away from your product and service and puts it on the reader's wants and desires. Now, undoubtedly your soul smiles every single time you talk about your business, your services and your work. Maybe you're excited about the new course you just launched to help folks create dazzling DIY designs.

Or you just learned a new skill and packaged up all your wisdom into a badass eBook. You're selling your course or eBook so naturally you want to flood your sales page with all the incredible features of these awesome products. Right?

Nope! The cold, hard truth is that nobody cares about you, your services or your info products. Sounds crude I know, but it's true. Folks are only interested in themselves.

Let's bottom line this:

If you want to take your bullets from boring to bodacious, you've got to make sure each and every one of them focuses on the reader ... not how awesome you think your products and services are.

BODACIOUS BULLET FORMULA

And here's the moment you've been waiting for ...

The Bodacious Bullet Formula works like this:

- 1 Start with an action
- 2 Add the feature fact
- 3 Insert the "connector"
- 4 End with an irresistible benefit

Let's put the Formula to work ...

Step #1: Start with an action (word)

Here are some of my favorite action words/phrases to jumpstart bodacious bullets:

- | | |
|---|---|
| 1. Access | 10. Get up close and personal |
| 2. Craft | 11. Ignite |
| 3. Crawl | 12. Plan |
| 4. Develop | 13. Prime buyers |
| 5. Dig | 14. Tap |
| 6. Discover | 15. Uncover |
| 7. Eliminate all confusion on _____ | 16. Uncover my easy-breezy tricks
to _____ |
| 8. Find out | |
| 9. Get my never-before-talked-
about _____ | |

Step #2: Add the feature fact

The feature fact is simply a statement on what's included in your offer. For example:

- Get one video delivered straight to your inbox for the next 4 weeks
- Get access to two Q&A calls
- Get my exclusive, must-have list of platform dos and don'ts
- Get step-by-step training sessions on 2 plug-and-play platforms

Step #3: Insert the connector

A connector is a word or phrase that connects the feature fact to the benefit statement so you end with a bodacious bullet point.

Let's look at the examples in Step #2 and add the connector (see highlighted word/phrases):

- Get one video delivered straight to your inbox for the next 4 weeks **so you can**
- Get access to two Q&A calls **to**

- Get my exclusive, must-have list of platform dos and don'ts **that will**
- Get step-by-step training sessions on 2 plug-and-play platforms **so you**

Step #4: Add the irresistible benefit

Now, it's time to bring on the bangin' benefit. Let's go back to the examples in Steps #2 and #3 and finish them up. Here's what you'll end with:

- Get one video delivered straight to your inbox for the next 4 weeks **so you can craft your money-making strategy at your own pace**
- Get access to two Q&A calls **to tighten up your course before you release it to the world**
- Get my exclusive, must-have list of platform dos and don'ts **that will eliminate all uncertainty when it comes to delivering your course**
- Get step-by-step training sessions on 2 plug-and-play platforms **so you avoid last-minute landmines and course catastrophes**

And once you do that ... you will have a BODACIOUS BULLET POINT. Want more bodacious bullet points? Simple rinse and repeat the process. It's really just that easy.

YOUR TURN

Take a look at your existing bullets and use the next few pages to transform them into bodacious bullets that seduce buyers.

Remember, the four core rules of writing bullets:

1. Express a clear benefit and promise for the reader
2. Treat your bullet points like mini-headlines – use them to engage and fascinate readers
3. Make bullets consistent – they’re not necessarily always sentences, but they should complement one another
4. Avoid bullet clutter – no subsections and sub-bullets

Now, use the Bodacious Bullets Formula to make “magic” on your page!

MASTERCLASS REVIEW SNEAK PEEKS

I have included some random bullets from pages submitted for review along with my suggested rewrites. Please note that these rewrites are intended to give the participant an idea on how to modify the copy for better results. It is NOT to be interpreted as a full copywriting service from me.

Original Bullets

- Knowledge on how to start your business the right way.
- Social media tips to help you monetize the time you spend on social media.
- A clear, fresh & empowered mind & spirit ready to take on new endeavors.
- New Outlook on what it means to be an "entrepreneur"
- An Accountability Partner, we all need a good partner to keep us on track.
- Information on how to make money right now in your business while still keeping God at the forefront.
- Necessary tools to creating a spiritual Brand/Business.

Suggested Bullet Rewrites

- A business startup blueprint outlining how to start your business the right way so you can avoid some of the common bumps and bruises most newbie business owners undergo
- The inside scoop on how to leverage the power of Facebook, Instagram, Twitter and other social media platforms so you make money while you socialize
- An accountability partner to empower you and deliver loving kicks in the behind on an as-needed basis so you reach your business goals sooner and with less headaches
- A step-by-step business formula for making money right away while still praising Him every step of the way

- A toolkit designed to help you create a spiritually-based business that feeds your bank account AND your soul

Original Bullets

- Take control of your time, by becoming more organized in your day-to-day routines,
- Gain clarity on what you should be focusing on and in what areas,
- Get crystal clear on identifying, setting and accomplishing goals the SMART way and sticking to it,
- Avoid wasting valuable time on a lot of “fluff” stuff,
- Get organized, position yourself to get opportunities, and get outstanding outcomes.

Suggested Bullet Rewrites

- Toss mile-long “stay-busy” lists and tackle important to-do’s – all while having time to kick back and enjoy life’s precious moments
- Gain clarity on where to focus your time and energy so you squeeze the most productivity out of every minute of your day
- Get the inside scoop on organizing your daily, weekly and monthly to-do lists as a mommy, wife, boss, sister, cousin and the many other roles you play – all without feeling like an overwhelmed, crazed lunatic
- Discover how to cut the “fluff” time you waste on mundane tasks so you free up more time to do the things you love
- Organize your life so you always stay ready to pounce on lucrative opportunities on a moment’s notice without feeling overwhelmed and frazzled

IN-YOUR-BACKPOCKET RESOURCES

Word disruption is a powerful copywriting strategy where you use uncommon language to deliver a common message. For example, I can certainly say, “I write words that make you money,” but instead I chose to say, “I propel people to whip out their credit cards and smack the buy button.”

It gives you a visual and disrupts what you normally hear from other copywriters, so it’s memorable.

Here are a few resources that will come in handy as you enhance your word disruption skills:

- **Word Hippo (<http://www.wordhippo.com/>):** This is a great tool for finding similar and opposite words
- **Portent Content Ideal Generator (<https://www.portent.com/tools/title-maker>):** This is a FUN tool to help you create unique ideas for content that can turn into some pretty fabulous bullet points.
- **Advanced Marketing Institute Headline Analyzer (<http://www.aminstitute.com/headline/index.htm>):** Many of you already know this is one of my favorite tools for testing and analyzing headlines.
- **101 Magic Words (<http://www.baab.biz/101-magic-words-guaranteed-to-instantly-make-you-a-better-sales-writer/>):** In this list, I drop 101 words to trigger 6 common buyer emotions.

I also get a ton of inspiration from magazines, books, movies, music and the Bible.

YESSS, YOU DID IT!

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

Go use this information right now, BOSS!

Now, if you want to know how to slay your sales page:

1. Check out the Sales Page Masterclass inside the **Vivacious Vids + Webinars** section of The CopyCloset. Not a member? Enroll here:

www.smackthebuybutton.com

2. Say what's up to me on [Facebook](#) or [Instagram](#) so I can put a gorgeous face with your name.
3. Give yourself a high five #BOOM. You just learned a skill that's going to put more money in your bank account. Yay!

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.

Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).”



In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co.