

F.A.S.T. MONEY MOVE #2 – ACCENTUATE THE BENEFITS



F.A.S.T. MONEY
A 4-WEEK COURSE TO BOOST YOUR BIZ WITH FACEBOOK ADS

Disclaimer: The information contained herein is general in nature and for informative purposes only. It is based on the author's personal experience. The author assumes no responsibility whatsoever, under any circumstances, for any actions taken as a result of the information contained herein.

Copyright © 2016. BAAB Writing and Marketing Services LLC. All Rights Reserved. No part of this document may be reproduced or shared without express, written consent from the author.

F.A.S.T. MONEY MOVE #2 - ACCENTUATE THE BENEFITS

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” – Maya Angelou

Now that you know WHO you’re talking to, it’s time to craft a message that pierces the hearts of your audience and propels them to smack the “sign up” button. And the easiest way to do this is by tapping into the emotions of your buyers.

The reason this works is because buying is an emotional decision. Therefore, anytime you can accentuate the benefits of your products and services in a way that speaks to the pain, struggles your prospect is experiencing and the triumphs she/he wants to experience, you’re at least 85% more likely to make a sale.

Now, before we go any further, I want to stress the importance of tapping into THEIR pain, struggles and desired triumphs ... not YOUR desires or wants. This is about THEM not you. As I said in my bestselling book, [*Shots Fired!*](#):

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.

Next to targeting, the second biggest mistake I see solo entrepreneurs make when posting and advertising on Facebook is delivering self-centered messages that focus on what they want people to do instead of sharing compelling, spine-tingling messages that accentuate how their services and products serve others.

I tested this “theory” in a recent ad campaign where I ran two Facebook ads – same image, same target, different ad copy. Now, one of these ads murdered the other one when it came down to conversions. Let’s see why.

Ad Copy #1 Review



Apryl Beverly ✓

May 13 · 🌐

STEAL THE EXACT PROCESS FOR CREATING LANDING PAGES THAT HAS HELPED ME GET 56.3% AND HIGHER OPT-IN RATES Okay, so real talk ... please know that you'll never be able to convince anyone to opt in to anything if they aren't right for it – or if your offer simply sucks.

Bottom line: I'm not slinging magic fairy dust. But if you've got a good offer and qualified folks who want it, my process will certainly improve your existing opt-in rates.

So if you're tired of bangin' out pages that do nothing to pump up your email or your PayPal account, then click here now >>

<http://baab.biz/bosstars/landing-page-webinar/> to join my LIVE FREE WEBINAR Wednesday, May 18. See ya there!



Shhh... Don't Tell Other Copywriters I'm Sharing This

Get My Exact Process for Crafting Opt-In Landing Pages that Convert at 56.3% and Up (And Grow Your Email List at Lightning Speed)

WWW.FIXMYLANDINGPAGE.COM

Sign Up

Ad #1 is primarily self-centered. Not in a selfish way, but the copy primarily focuses on me and my incredible results with landing pages. The headline (the copy in all caps) tells folks they can “steal my exact process for creating landing pages ...” And then it goes on to crush their spirit by reiterating that what they’ve been doing sucks. (No, I’m not a horrible person; I ran this ad for the sole purposes of testing.)

Now, I do lighten the vibe and focus my attention on the reader’s pain right before I tell them where to click. Judging by the less-than-stellar results of this ad, I’d say most folks were turned all the way off by me and my ad copy by the time they reached the link.

Here’s a look at the results:



I raked in 66 conversions on this ad for a whopping \$73.32! This ad cost me over \$1 for each conversion. So okay, this isn't all that bad. Heck, the Facebook ad gurus say you can spend about \$1 or even a little higher per lead for freebie offers like this one.

But for me, these results are terrible. Now, let's look at the second ad in the campaign.

Ad Copy #2 Review

Apryl Beverly May 16 · 🌐

Imagine spending all night crafting the "perfect" opt-in landing page and NOTHING! No one signs up. You feel like a loser. And your biz life sucks.

If you've been in that dark place, baby, I'm about to blow your mind with "Fix My Landing Page," a new FREE webinar where I reveal the exact process I use for getting at least 56.3% of the eyeballs on my page to SMACK the sign-up button. So if you're tired of bangin' out pages that do nothing to pump up your email or your PayPal account, then join my LIVE FREE Webinar this Wednesday to fix your landing page.

Here's the link to register: <http://baab.biz/bosstars/landing-page-webinar/>

No Fairy Dust. Just Real Results.

If you've got a good offer and qualified folks who want it, my process will certainly im...

BAAB.BIZ [Sign Up](#)

11,264 people reached

For this ad, I kept the same image, but decided to add some text to it. I also ran what's called a

“carousel” ad so I can see which image elicited higher ad engagement (in this case, all the images performed well).

I also did a major overhaul of the copy. This time, I ditched the results-focused headline and went with what I call the “struggle-to-success story.” This sales message written in story form takes the reader through their struggles and into a mindset where they’re experiencing success. And this is the ad that pulverized Ad #1.



I raked in 1,454 conversions on this ad for only \$92.21! This ad cost me about 6 cents per conversion – much cheaper than the \$1 I was spending every time someone signed up on the other ad.

“Well great job, Apryl. What does this mean for me?”

I’m glad you asked.

This means you MUST know who you’re talking to if you want to run ads that convert without draining your bank account. You see, while I will share some ad writing templates later in this chapter, I want you to know there are no magical formulas for writing ad copy because the effectiveness of the message depends on the target audience.

For example, your audience might have loved the matter-of-fact attitude in Ad #1 and thought Ad #2 was too emotional and sappy. In this case, Ad #1 would have converted best for you. So if you decided to skip the BAM Exercise in F.A.S.T. Money Move #1, please go back and revisit it. It’s truly one of the most important things you’ll ever do for your business.

Now, if you already banged out BAM Exercise #1 like a BOSS, it’s time to move on to accentuating the benefits, baby!

It’s All About the Benefits, Baby!

Here’s an excerpt from my *Shots Fired!* book:

Want folks to care about what you’re selling? Give them a look inside and let them see for themselves how it will benefit them. What they’ll get from it is what they want to hear, and that’s what will have them begging to buy from you. To do that, you first need to make sure you’re satisfying your ideal client’s self-interests.

All buyers want to know how you can help them do one or several of these things:

- *Save time*
- *Cut costs*
- *Rake in more cash*

- *Live a happier life*
- *Make better use of their time and resources*
- *Become healthier*
- *Lower stress*
- *Work less and have more leisure time*

You have to ask yourself what problems your service solves and which of the results your buyer will be able to achieve after working with you. And you must be honest with yourself about the answer. Only then will you uncover how to persuade folks to buy.

Even though *Shots Fired!* focused on crafting sales pages, the same concept holds true for any promotional, marketing or sales message you write for your business. When you tell folks “what’s in it for them (WIIFT),” you have a much higher chance of getting them to invest their time and money in you. And this is what it means to accentuate the benefits of your products and services.

The whole WIIFT theory has been around for ages because it makes perfect sense. Think about all the advertisements, TV and radio commercials you tune out every single day because the products and services don’t affect your life. For example, let’s say you were just telling a friend how you want to lose 10 pounds when a radio commercial comes on with a free one-week gym membership. You’re likely to listen for the location and details of the offer because the gym is a great place to start if you want to lose weight.

On the other hand, let’s say you’re happy with your weight, but your friend wants to lose weight. Because the ad writer focused on the pains and struggles of the audience instead of saying, “come to my gym because I’m healthy, fit and awesome,” your friend could be moved to call the gym. And for most of you reading this, it makes perfect sense.

But for some strange reason, this obvious sales strategy gets tossed out the window when small business owners promote their products and services on Facebook. Instead, they tag a gazillion folks in one post in hopes of “flooding the market” and attracting loads of fresh, new buyers.

They run chest-thumping Facebook ads and posts that talk about how amazing they are and how folks are stupid for not buying their stuff. When all they had to do was write a message that accentuates the benefits of their products and services so the reader is moved to engage and take action.

Sounds easy enough, right? It is when you know the process of “socially selling.” And that’s what we’re about to dig into right now.

Socially Selling

In short, socially selling focuses on the value you bring to a relationship, not just the features of your products and services. You see, you’ll always have competitors who offer lower prices, more advanced products, better quality services, but the value you bring to the table can never be duplicated.

By developing an in-depth knowledge of your ideal client, you have the insight to sell based on value and expertise rather than features or price. On Facebook, you do this by telling stories and

sharing information that encourage people to trust your advice and truly believe your solution is right for them.

I often joke on Periscope and Facebook LIVE about writing stories that are so compelling people never realize they're being "sold to" until they reach the call to action and by that time I've got them hooked. While I joke about it, many of my clients say that's how I was able to "convert" them into believers. Like this inbox message I received after a reader spotted one of my ads in her newsfeed:



So how do you write Facebook posts and ad copy that propels people to take the action you want them to take – download, sign up, watch, subscribe, buy and so on?

You follow my simple 4-step process for socially selling. Now, before we dig into the process, I want you to know you can use this to generate tons more engagement on your Facebook posts AND Facebook ads. Alright, let's dive in.

Apryl Steadman Beverly
April 15

Because He has blessed me with another year, I am blessing one of you ...

You see, one of my favorite ways to market my business is Facebook ads.


I've used them to grow one of my email lists from 0 subscribers to just over 3,000 in the past 60 days. And NOPE! I don't run ads around the clock or spend a ton of money because when I decide to run ads, they convert like crazy for pennies on the dollar (see post pic).

Now, I'm no ad guru, but I know how to write copy that propels people into action.

So in celebration of my birthday (April 19 – whoop, whoop!), I want to share the love by giving away CUSTOM FACEBOOK AD COPY for free.

You already know the power of having the right copy in your ad. It's what gets folks racing to jump on your list. And, you also know hiring a copywriter to craft ad copy for you ain't cheap.

Let me know if you're interested and I'll share the link with you.



India Brown, Brittany Washington and 81 others · 103 Comments

Like Comment

1

2

3

4

Step #1: Hit ‘Em Between the Eyeballs

With cute baby pictures, hilarious memes and crazy videos, you have a lot of competition on Facebook. The reality is, people want to read things that are entertaining, fun, emotional, “deep,” and if you’re not delivering those things and then some, your post is likely to disappear into the Facebook black hole. And if you’re running an ad, the effects are even worse because your hard-earned cash is at risk.

So the first thing you have to do is deliver a powerful statement that hits folks between the eyeballs and stops them dead in their newsfeed scroll. You can do this what a headline in all caps that tells the reader THIS IS FOR YOU or start the post with a heart-clenching statement.

Step #2: Make ‘Em Feel Something

I started this chapter off with my favorite quote from Maya Angelou because it’s the secret behind everything I write. Before I share anything, I always consider how I want my readers to

feel.

If you want to encourage people to take action, you have to give them reason to do so. And that starts with making ‘em feel something. Tap into their pain. Let them know you understand their struggles.

Step #3: Give ‘Em What They Want

Now that you’ve tapped into their pain, it’s time to give them a sneak peek inside what I call the “promised land.” It’s the place your reader wants to be, but has no idea how to get there.

This is where you come in and show her what’s possible and let them know you’re the right person to lead them to the “promised land.”

Step #4: Tell ‘Em to Do Something

This step is where a lot of solo entrepreneurs fall short. They tell the story. They give folks reasons to engage with you, but then they fail to tell people what to do next.

This piece of the copy should be straightforward and concise. Don’t be around the bush here, tell folks what you want them to do – click here, register today, enroll now ...

And that’s the easy breezy four-step process for socially selling and writing action-inducing ad copy. Now, before I give you a few writing templates, let’s look at some examples:

Example #1: Ad that Raked in 256 Subscribers in ONE WEEKEND

Apryl Beverly
July 31 at 1:07pm · 🌐

Ready to hit send on that angry client email? STOP! Click now to steal the perfect email.

Keep Clients Happy
Never burn bridges or kill profitable opportunities again. Get the perfect email for all your CRAZY CLIENT SITUATIONS.

GET IT NOW => ILOVEQUICKIES.COM


Download

936,704 people reached

Boost Post

Now, this particular ad has very little copy, which completely discredits the argument that long-form copy ALWAYS works. The truth is it's not the length of the copy that matters. It's striking the right chord of emotion for YOUR AUDIENCE and product. Some audiences and products require full-blown stories to encourage the audience to take action, while others need just a little nudge. When you know your audience, you're much more likely to know what works best for your people.

Example #2: Viral Facebook Post that Generated 10,000 Likes and 2,400 Shares on My First Huffington Post Article




Apryl Beverly
December 5, 2014 · 🌐

Our country is in chaos. As a journalism student, I wrote about the senseless murder of Amadou Diallo, and sadly enough, we're hearing the same stories 15 years later. But it's different for me now. You see back then, I was a hungry journalist out to cover a hot story.

But now, I have a son with chocolate [skin](#) and I can't help but fear unleashing my innocent child into a society where his life doesn't matter to everyone.

I penned an "Open Letter to My Son with Chocolate [Skin](#)" to let my sweet child know that while some may first and foremost only see his chocolate [skin](#), he will one day shine a light so bright on this world that those who come in contact with him will be left color blind. I welcome you to read and comment on my letter. <https://medium.com/.../an-open-letter-to-my-son-with-chocolat...>



An Open Letter to My Son with Chocolate [Skin](#)
Dear Son, I have something important to tell you about your chocolate [skin](#). Mommy and Daddy were wrong. So please listen...

THE BLOG

An Open Letter to My Son With Brown Skin

© 12/10/2014 03:19 pm ET | Updated Feb 09, 2015

2.8k [Like 10K](#)

Apryl Beverly
 Author, Sentence Slinger, Certified Million-Dollar Word B.O.S.S.

This post shows the power of “newsjacking,” which is taking a popular news story and expressing your opinion about it. This story was approved by The Huffington Post (HP) editors within 24 hours and landed me a spot as a Huffington Post blogger. This opportunity has allowed me to write articles that have grown my email list by the thousands! Writing HP blog posts was also a major component of my book marketing strategy that paid off well.

Example #3: Facebook Post that Helped Get *Shots Fired!* to the Amazon Best Sellers List

Apryl Beverly
 February 23 · 🌐

I already know THIS is gonna make some folks feel uncomfortable. But the "truth" ain't always comfy, cozy. #ShotsFired

An Open Letter to My White Biz Besties
 Dear **White Biz Besties**, I seriously debated writing this article because our country is a racially divided mess right now. You got the Miami Police Union claiming Beyoncé promoted an anti-police...
 HUFFINGTONPOST.COM

13,450 people reached [View Results](#)

👍 Like 💬 Comment ➦ Share

👤 Rgna Cordell, Petra Foster and 119 others [Top Comments](#)

This post featured one of the several articles I used to get my brand and writing in front of a larger audience. This particular article stirred up a great deal of controversy in Facebook Groups with tens of thousands of members, many of whom went on the hunt to find out more about me and ended up purchasing [*Shots Fired!*](#)

Engagement-Inducing Facebook Post Template

Intro Options:

1. Real talk ...
2. That moment when ...
3. Dropping in with a little truth bomb ...
4. [Powerful results-focused headline]

Body Text Options:

1. I'm tired of hustling to **[insert your reader's struggle]** just to [insert mediocre results from said hustle]. And I know you are too.
2. All this **[insert your reader's struggle]** ain't/isn't working for me and I bet you feel the same way.

Closer Options:

1. Ready to change your situation and never have to [insert struggle] again? Post “Yes” in the comments below. **Note: This type of post is sometimes banned in Facebook Groups so make sure you check group rules if you plan to use this closer option in groups.**
2. You don't have to **[insert struggle]**. The problem is, most **[insert identifiable group i.e. women]** don't know where to start. I'm here to give you the blueprint. All you gotta do is click here now to get it.
3. Click here now ... a better version of **[you/your business, etc.]** is waiting for you.

Posting in groups? Sometimes, you have to leave the “closers” off so you don't violate group rules. But here's the kicker I bet you didn't even know ...

When the post is irresistibly engaging, the closer doesn't even matter because people will find you. For example, I added over 200 more likes to my Facebook Fan Page with this post in a group:



Apryl Steadman Beverly

January 30

#SaturdayInspiration When I quit my "good-paying job" (as my momma called it), I really had no idea how this whole "running my own biz thang" was gonna shake out. I had a very supportive husband, a new baby and a dream of writing my butt off and making a good living doing it.

I'd saved up 6 months of income from my corporate job and that's all I had. A dream. Six months of money. And a ridiculously UGLY website. 🙄

But baby, let me tell you what's happened since the day I gave my job the deuces back in 2013 ...

1. I've written copy, proposals and business plans that have helped my clients make \$5,021,810 of reported revenue (my clients don't tell me everything :))

2. I have consistently made \$100,000+ for the past 2 years.

3. My FIRST book is hitting the scene in February!

4. AND THIS (*pause while I have a praise BREAAAK*), I have had my BEST, and I mean my BEST MONTH YET at \$15,530.93. Say what?!

And guess what? I don't have a gazillion followers on Facebook, Twitter, Periscope, Instagram or LinkedIn.

So for those of you who are just starting out with a website that's not poppin', a half-baked plan for making money and a prayer for a better life, please know this:

All your hustling, late-night Googling, networking, courses, coaching sessions WILL PAY OFF. I promise! #KeepYourHeadUp #HustleHard #WeSeeYourPassion

The screenshot shows an online banking interface with a table of transactions. The table has columns for Date, Type, Description, Debit, and Credit. The transactions listed are all deposits of \$1,000.00, with descriptions including 'PAYROLL TRANSFER', 'JIMMY JIGS ALLOWED SOLAR Co', 'PAYROLL TRANSFER', 'LORRAE TRANSFER', 'LORRAE TRANSFER', 'DEPOSIT BRANCH (BY BR)', and 'DEPOSIT DEPOSIT'. The interface also includes navigation buttons like 'Edit Post for Errors', 'Assign Categories', and 'Assign All Categories', and a search bar at the bottom.

Date	Type	Description	Debit	Credit
01/25/2016	Deposit	PAYROLL TRANSFER		1,000.00
01/25/2016	Deposit	PAYROLL TRANSFER		1,000.00
01/21/2016	Deposit	JIMMY JIGS ALLOWED SOLAR Co		1,000.00
01/20/2016	Deposit	PAYROLL TRANSFER		1,000.00
01/14/2016	Deposit	LORRAE TRANSFER		1,000.00
01/12/2016	Deposit	LORRAE TRANSFER		1,000.00
01/11/2016	Deposit	DEPOSIT BRANCH (BY BR)		1,000.00
01/06/2016	Deposit	DEPOSIT DEPOSIT		1,000.00

See the Facebook Post Template Action



Apryl Steadman Beverly

March 25

PSSST! MY COLD EMAIL GAME IS THE BUSINESS ...

Wanna know how I just landed a \$4,500 project in less than 48 HOURS?

1. I targeted a MAD prospect - someone who has the MOOLAH to spend, the AUTHORITY to hire me and the DEMAND for my smack-the-buy-button sentences.
2. And of course, I write bangin' emails that grab them by the eyeballs and make them want to hire me. 😊



50 others

6 Comments

Like Comment



Apryl Steadman Beverly

March 18

Whoop, whoop! I GOT 279 NEW EMAIL SUBSCRIBERS (IN ONE WEEKEND) FROM THIS FACEBOOK AD FOR JUST \$16.54 TOTAL AD SPEND.

And the ad performed so well that my cost per click was ZERO DOLLARS. I also recently ran a video ad that was only 0.003 cents per view!

Yep, your girl has seriously smashed the code on Facebook ad copy. Wanna get my insider secrets on writing Facebook ad copy that converts for yourself?!

Just type YES in the comments below.



and 53 others

82 Comments



Apryl Steadman Beverly

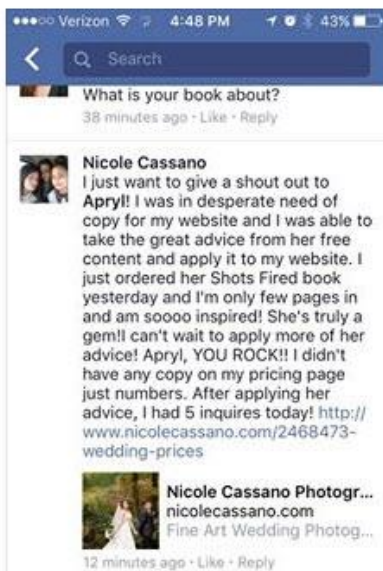
March 10

MY FREE [WRITE LIKE A B.O.S.S. GUIDE](#) GOT THIS PHOTOGRAPHER 5 NEW SMOKIN' HOT LEADS IN LESS THAN 24 HOURS

Seriously, she went from months and months of ZERO leads to 5 in LESS THAN ONE DAY – without paying a penny for the advice on how to do it! What'd she do? She went through each step in my free guide and followed my tips on crafting spine-tingling sentences that propel people into action.

Bottom line: she did the work and got RESULTS. Now, I'm out of the \$1,000 I was going to charge to write her website copy, but she's WINNING, so that's all that matters. 😊

Want the guide for yourself?! Comment "Gimme that guide!"



Like with any template, make sure you tweak the language so it's in your voice and uses a tone with which your audience can relate.

Action-Inducing Facebook Ad Template

Now, I LOVE telling stories in my Facebook ads. This method sells my products and services like funnel cakes at a state fair. So here, I'm going to give you 2 ad copy templates:

1. A short and sweet ad story template
2. A simple "grab and dash" ad copy template

Option #1: Short and Sweet Ad Story Template

Imagine flooding your website with spine-tingling, smack-the-buy-button sentences. Think of the moolah you can make and the lives you can change if only you knew how to write words that make you money. **1**

With my new book, "Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets), you can finally STOP DREAMING and START DOING what it takes to get your clients to SMACK THE BUY BUTTON. **2**

My book made the AMAZON BEST SELLERS list in 3 categories in less than 24 hours because I'm giving away gold for those of you who want to make more money and serve more clients. **3**

Click here: www.shotsfired.co to get my million-dollar copywriting secrets for just a few bucks. (Shhhh! Most copywriters guard this info with their lives – so don't tell them I'm sharing all these insider tips with you.) **4**

Headline **5**
Discover How to Craft Smack-the-Buy-Button Sentences for Your Business

News Feed Link Description **6**
Join thousands who have already downloaded the book that topped Amazon's Best Sellers list in 3 popular categories in less than 24 hours!

Call To Action **6**
Download +

Apryl Beverly Sponsored

Imagine flooding your website with spine-tingling, smack-the-buy-button sentences. Think of the moolah you can make and the lives you can change if only you knew how to write words that make you money.

With my new book, "Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets), you can finally STOP DREAMING and START DOING what it takes to get your clients to SMACK THE BUY BUTTON.

My book made the AMAZON BEST SELLERS list in 3 categories in less than 24 hours ... [See More](#)

Discover How to Craft Smack-the-Buy-Button Sentences for Your Business

Step #1: Give a Glimpse Inside the “Promised Land” or Reflect on the Struggle

Here, you want to write a couple of sentences telling the reader what their lives/business would be like *after* buying your product or service. A simple way to do this is by starting with “imagine ...” or “picture this.”

Alternatively, you can start your ad story with a couple of sentences that reflect on your reader’s struggle. Something like this:

Apryl Beverly July 26 at 3:59pm

“I’m hustling 24/7 and I’m still NOT making enough money in my business to survive!”

Yep, I get it. I said those same words when I was spending 12+ hours scouring LinkedIn and Facebook Groups, broadcasting on Periscope and posting on Instagram on the hunt for clients.

For the struggle intro, you can give a statement that describes the struggle like I did in my ad. Or you can start with something like: “Are you tired of ...?” The key is to identify the pain your reader is feeling so she knows you can relate to what she’s going through.

Step #2: Offer Up the Solution

After you’ve given the reader a glimpse of the “promised land” or a “reality check,” it’s time to offer up the solution – your product or service. Now, be sure to accentuate the benefits of the product or service.

For example, in my ad, I told the reader exactly what she would be able to do with my book. An easy way to do this is by saying:

... so you can STOP [insert the challenging action] and finally START [insert the action that delivers the desired results].

Alternatively, you can include 3 to 5 bullets outlining the benefits of the offer. This is extremely effective for freebie offers like webinars, eBooks, video series and so on. Here’s an example:

Join me for the Slay Your Sales Page Masterclass where you'll get the inside scoop on the EXACT steps you need to fill your sales page with smack-the-buy-button sentences.

Here's a whiff at what you'll get:

- *A foolproof formula for crafting a sales page that will have your book disappearing from Amazon faster than funnel cakes at a festival
- *A super sneaky yet effective way to get your clients to write your product/service sales page for you (and then smack the buy button once you publish the page)
- *The Hollywood blockbuster secret to writing your story in a way that's sincere and intriguing instead of salesy and braggadocious
- *Permission to write a "self-centered" story sure to sell out your products and services like iPhones at a high school (even though other copywriters swear THIS breaks all the rules)
- *A start-to-finish walkthrough on all the sales page elements I use to write million-dollar sales copy (it's like your bank handing over the keys to the money vault)

PLUS, you'll walk away with the confidence to write words that will propel your audience to BUY and you'll save bucket loads of cash because once you discover how to Slay Your OWN Sales Page, you'll never need to hire a copywriter. (That is unless you got it like that and just like shelling out thousands of dollars.)

Now, please know that all this goodness is way too incredible to share with everybody. The way I see it, there's really no need to flood the Internet streets with money-making magic like this when I already have 150 members inside The CopyCloset who are watching their inboxes every hour on the hour for the release of the login details for this Masterclass.

So I've decided to make the Masterclass available ONLY to my peeps inside The CopyCloset. Now, because I have such a big heart, I have decided to let a few more folks inside before I close the doors for Summer Break on Monday, June 20.

Preview

Desktop News Feed Mobile News Feed Feature Phone Desktop Right Column

Apryl Beverly shared their event.


Sponsored

Join me for the Slay Your Sales Page Masterclass where you'll get the inside scoop on the EXACT steps you need to fill your sales page with smack-the-buy-button sentences.

Here's a whiff at what you'll get:

*A foolproof formula for crafting a sales page that will have your book disappearing from Amazon faster than funnel cakes at a festival...

[See More](#)



JUN 21 Slay Your Sales Page Masterclass
Tue 7 PM · RESERVED FOR COPYCLOSET ME...
15 people interested · 11 people going

Interested

Step #3: Show Credibility

As you know, there's a ton of scammers on Facebook. So if you want folks to trust you, you need to give them reason to do so. Give a stat that demonstrates the value of your product or service. Drop a sentence or two about the results you or a client have achieved with your product or service.

The point here is to let people know you're legit. Now, in some of my ads, I leave this step out because I mostly target people who already know, like and trust me and my brand.

Step #4: Give Them Something to Do

Now, in Facebook posts you can get away with leaving off the closer or call to action because you're primarily focusing on engagement there. However, if you want folks to sign up for your webinars, download your video series, or even smack the buy button on your offer, you must include a call to action that tells them exactly what to do.

Step #5: Serve Up a Spine-Tingling Headline

The headline section of the ad is powerful. Here, you want to hit folks right between the eyes with the core benefit of the offer. The key here is to TEST, TEST, TEST!

I sometimes run several ads with a different headline in each and put more money behind the one that gets me the most conversions for the least amount of money.

Here are a couple headline examples:

Text

5-Day F.A.S.T. Money Challenge Starts Monday!
Join us here -----> www.challengeme.info

Just imagine: You wake up, turn on your computer and BOOM ... you have 100 SMOKIN' HOT LEADS waiting to hear from you. Spend 5 days with me and I'll show you exactly how to make that your reality. You get daily emails, daily trainings and a look inside the process that took me from zero-dollar days to six figures. Now, if you're cool with hustling to hunt for clients, please don't click the link.

THIS CHALLENGE is for entrepreneurs who want to get in front of the RIGHT people and use their genius to change the world! So grab a biz bestie and LET'S DO THIS!

Headline

FREE 5-Day Challenge - Get 100 Smokin' Hot Leads THIS WEEK with Social Media

News Feed Link Description

Apryl Beverly has leveraged Facebook and other social media platforms to grow from zero-dollar days to a six-figure business.

Call To Action

[Learn More](#)

Sponsor

Pages you tag in your ad will be notified. They will be able to view your ad's metrics, including ad spend and CPM. They will also be able to create an ad using your post.

Who is sponsoring this ad?

Preview

Desktop News Feed Mobile News Feed Feature Phone

Apryl Beverly
Sponsored

5-Day F.A.S.T. Money Challenge Starts Monday!
Join us here -----> www.challengeme.info

Just imagine: You wake up, turn on your computer and BOOM ... you have 100 SMOKIN' HOT LEADS waiting to hear from you. Spend 5 days with me and I'll show you exactly how to make that your reality. You get daily emails, daily trainings and a look inside the process that took me from zero-dollar days to six figures. Now, if you're cool with hustling to hunt for clients, please don't click t... [See More](#)




FREE 5-Day Challenge - Get 100 Smokin' Hot Leads THIS WEEK with Social Media

Want some help crafting great headlines? Plug your headline in here <http://www.aminstitute.com/headline/index.htm> and keep tweaking it until you get a higher score.


Step #6: Deliver a Scroll-Proof Newsfeed Description

Yes, we've made it to the final step! Now, pretty much anything goes for the newsfeed description. I've included short third-person bios (which is ONLY for cold-traffic ads), fear of missing out (FOMO) statements where I talk about the number of other folks who have already taken the leap and so many other options.

What I tend to focus on here is making a compelling statement. What's extremely important for your reader? What really makes them take action? What pain do they really want to get rid of? These are the types of things I include in the newsfeed description. It's short and sweet – a single heavy-hitting sentence. So as I said pretty much anything goes here. The following description is one of my all-time favorites:

 **Apryl Beverly**
July 31 at 1:07pm · 🌐

Ready to hit send on that angry client email? STOP! Click now to steal the perfect email.



Keep Clients Happy

Never burn bridges or kill profitable opportunities again. Get the perfect email for all your CRAZY CLIENT SITUATIONS.

GET IT NOW => ILOVEQUICKIES.COM [Download](#)

936,704 people reached [Boost Post](#)

Now, even though this ad didn't perform well, I've used this headline with other ads and it has performed very well.



Apryl Beverly ✓

May 13 · 🌐

STEAL THE EXACT PROCESS FOR CREATING LANDING PAGES THAT HAS HELPED ME GET 56.3% AND HIGHER OPT-IN RATES Okay, so real talk ... please know that you'll never be able to convince anyone to opt in to anything if they aren't right for it – or if your offer simply sucks.

Bottom line: I'm not slinging magic fairy dust. But if you've got a good offer and qualified folks who want it, my process will certainly improve your existing opt-in rates.

So if you're tired of bangin' out pages that do nothing to pump up your email or your PayPal account, then click here now >>

<http://baab.biz/bosstars/landing-page-webinar/> to join my LIVE FREE WEBINAR Wednesday, May 18. See ya there!



Shhh... Don't Tell Other Copywriters I'm Sharing This

Get My Exact Process for Crafting Opt-In Landing Pages that Convert at 56.3% and Up (And Grow Your Email List at Lightning Speed)

WWW.FIXMYLANDINGPAGE.COM

Sign Up

Option #2: Grab and Dash Ad Copy Template

Now, because I'm a copywriter, I don't use this option very much for myself because my audience has grown to expect stories. However, I've seen other marketers use this option and I've also used it when I write ad copy for clients.

So I know it works, I just don't have a ton of examples of my own to show you for this option. Alright, let's get into it ...

This ad copy works well for audiences that love straightforward ad copy. They want to know these 3 things:

1. That you understand their struggles.
2. How you can resolve their issues.
3. Where they need to go to get the solution.

So you know what I always say: let's give the people what they want!

Step #1: Relate to the Pain

Here, you'll include one question or statement. Something like:

- *Hey boss lady, are you tired of [insert the struggle]?*
- *I see you [insert the struggle] day and night. It's exhausting isn't it?*

Step #2: Solve the Problem

In Step #2, introduce the offer you have that will solve the reader's problem you identified in Step #1. For example:

- *That's why I created [insert name of the offer], so you'll never have to [insert struggle] ...*
- *If this sounds like you, you're gonna love my new [insert offer type]. It has helped hundreds of others solve similar problems so I'm certain it'll work for you too.*

Step #3: Tell Them Where to Get the Solution

This is simply the place where you insert the call to action or link to get all the goodness you described in Step #2.

For this step, be sure to reiterate the core benefit of the click and any urgency (time's running out, limited spots available and so on). For example, you can write something like this:

- *So if you're finally ready to go from months of zero-revenue generating days to the 6-figure empire you've been dreaming of, click now. Your new clients are waiting for you.*
- *It's time [insert what the reader wants]. A better version of you is waiting on the other side of this click [insert link]. Now, I'm closing the doors on all this goodness in 24 hours. Best to stretch forth your fingers and secure your spot today.*

And there you have it ... two action-inducing Facebook ad copy templates. Now, please remember to use your own voice and a tone with which your audience can relate. After all, your people want to hear from YOU, not me.

BONUS Template: What About Live Streaming Ads?

Did you know you can now run ads directly to your Facebook LIVE broadcasts? This is an incredible way to show off your personality and get more people to sign up for offer.

That is, if you know how to pitch during a broadcast. A lot of business owners don't know how to smoothly transition from a free tip into a promotion during a live broadcast. So I'm here to fix that for you.

Here's an easy script you can tweak and use to sell during live broadcasts. **P.S. This works on Periscope too.**

I'm (insert name) _____, (insert title) and I _____ (insert action word) _____ (insert who you help) so they can (insert the benefit of your product/service).

Script Option #1 Sample

*I'm Suzy Smith, **Design Master** and I create stunning websites for women entrepreneurs so they have a stylish online home that attracts the right clients and puts their bank account on bling.*

BONUS TIP: Avoid using the word “help.” In an introduction, “help” doesn’t truly tell people how you can serve them. Focus on inserting an action word – coach, teach, create, design, write and so on.

Today we're talking about _____ so if you're _____ I know you're gonna love this. Also, if you have any followers who are _____, make sure you hit the PeriDude in the corner and click the invite all followers button. I'd also love it if you could share this out on Facebook and Twitter.

[Give 3-5 tips related to your offer]

Now, that's just a little appetizer. Type “yes” if you want the main course?

[Wait for the Yes Comments]

You see, I break down each one of these nuggets of gold inside my new course _____. And I'm so excited to give you peak inside ...

[Share Sales Page or give a list of the BENEFITS of signing up]

Now, if you're struggling with _____, this is going to be a game changer for you. And the best part is, you don't have to drain your bank account to get access.

So if you're ready to stop _____ and start _____, (insert name of offer) is where you want to be. You can get in now by heading over to (Sales Page link – make it easy to remember).

Once on the page, (click _____). From there, you'll be taken to a secure checkout page.

[Explain any specific details about pricing, deposits, and so on]

Alright, so what questions do you have about the course or anything I shared here today?

[Spend time answering questions and keep driving people back to the course for more details]

Your “Bust A Move” (BAM!) Exercise #2

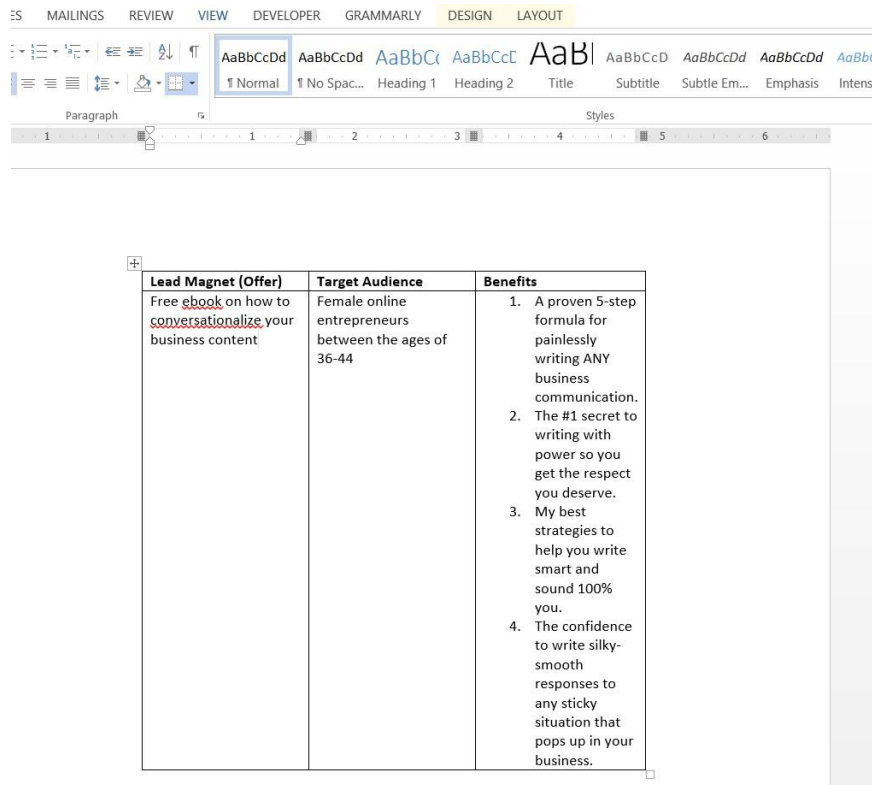
Pre-Work: Map Out Your Ad Offer

Take 15 to 20 minutes to:

1. Open up a Word doc, Google doc or even grab a pen and paper.
2. Write down a brief description of your offer (a free eBook, free webinar ... whatever it is you want people to get from your Facebook ad)
3. Now jot down who your offer is for (women ages 25-44, men ages 30-44 – be as specific as possible)

4. Create a bullet list of three to five main life-changers for your offer (how will your offer make your ideal client happier, healthier, richer, etc.)

You can create a table in Word that looks something like this:



Get to It: Write Your Ad Copy

Write 2 options – one with long copy and the other one short and sweet. If you get stuck, go back through my examples, formulas and templates. Whatever you do, do NOT give up.

You got this!