



The Slay Your Sales Page Masterclass Notes

The Slay Your Sales Page Masterclass

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Intro

SLIDE 2

Welcome to the Slay Your Sales Page Masterclass where you will discover how to write sales pages that propel people to whip out their credit cards and smack the buy button.

SLIDES 3-4

Here's what we'll cover today:

1. A foolproof formula for crafting a sales page that will have your book disappearing from Amazon faster than funnel cakes at a festival
2. 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)
3. The Hollywood blockbuster secret to writing your story in a way that's sincere and intriguing instead of "salesy" and "braggadocious"
4. 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)
5. 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)



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I'm Apryl Beverly, the Million-Dollar Word Stylist. Solo entrepreneurs and small business owners turn to me when they want to transform their dull, boring words into spine-tingling sentences that propel folks to whip out their credit cards and smack the buy button. Because if you want to run a profitable business – that's extremely important, right?

I call myself the Million-Dollar Word Stylist because my clients have made OVER \$7 MILLION with the words I have written for them.

I also recently published my first book, [*Shots Fired! How to Write Copy that Pierces Hearts \(And Opens Wallets\)*](#). That book made the Top 5 Best Seller's List on Amazon in 3 categories within 24 hours of its release.

I'm also wife to the masterful money man – he keeps me on my toes about pricing, accounting and getting paid for my genius. And I'm mommy to the most amazing 4-year old in the universe.

And right about now, I'm super excited to spill my secrets so YOU can write words that make YOU money. Ya'll ready?!

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Now, before we go any further, you must know compelling reasons why someone should buy. Take about 5 minutes, think about what you're selling right now and list 3 reasons they should buy.

It can be a book, a product or a service.



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OK, so for ya'll who are selling books, you're gonna love this failproof formula for crafting a book sales page ...

Now that you know why folks should buy, this will be fairly simple.

SLIDES 8-9

Headline: At the top of the page should be the title or your book or a compelling headline. Does your title tell the reader what your book is about? If not, anchor it with a subheading or choose an entirely different headline.

Be sure to capture the pain + benefits – the pain the reader is experiencing now and how your book will bring him/her out of that pain.

Intro: Give a sneak peek inside the book by giving a summary of what the reader can expect. And your book cover so they can visualize what the book will look like when they purchase.

Book Cover: Have a professional book cover image that's intriguing and makes the reader want to see what's inside.

Bullets: Insert juicy bullet points that tease the reader about the benefits of buying the book.

Buy Now: It's a smart move to place the buy now button on the page (any sales page 2 to 3 times). You don't want the buyer chasing the button; you want it front and center in natural breaks where the reader has enough details to smack the buy button.

So everything above the first Buy Now button was intended for impulse buyers. They don't require much convincing. The next section is for the skeptics – they need a little more persuading.



Takeaways: Add more value by discussing what the reader will walk away with and why they need to read your book. Make sure you address the reader's pain and position your book as the solution. Focus on what is and what could be.

Reviews: Add social proof by including testimonials from early readers, celebrity endorsements, etc.

About the Author: Briefly talk about yourself in a way that speaks to your street cred for writing the book and offering a solution to the reader's pain. Talk about your relevant experiences, etc. Focus on reinforcing why you're the ideal author for the book.

Buy Now: Perfect time for the last button. Again, we don't want folks searching all over the page to buy – make it easy by closing the page with a buy button.

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Alright, so all my authors are straight. Let's switch gears and talk about how to write sales pages that sell. I'll end with the formula from my book that you can use to sell virtually anything in writing.

So here's a super sneaky way to get your clients to write your sales pages ...

Here's the thing: your product or service **MUST** solve an immediate need for the buyer to want to invest. In our world as entrepreneurs, we're most likely to get people to spend money and time on products and services that:

[See Page 12 of *Shots Fired!*]

So the trick is to talk to your clients and prospects and listen to how they explain their pain. And then plop it right on the first draft of your sales page.



You'll back and refine it, but it really doesn't get any better than using THEIR WORDS to describe THEIR PAIN.

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So you've spelled out the pain and now it's time for you to position yourself as the solution provider. But how do you do that without sounding like you're bragging?

The key is to keep it casual.

Let's look at some examples ...

Example 1:

I'm Sue Smith – mom, online course design specialist, get-your-butt-in-gear motivator and founder of the first **do-it-with-you ABC Bootcamp**. I've guided new and superstar coaches, consultants, speakers, authors, and other industry influencers in creating lifestyle-changing online courses that not only serve their audiences, but also break the chains of one-on-one work.

After ditching my 6-figure course designer job to start my own business, I dropped thousands on high-profile online business courses that only taught me *what* to do, not *how* to do it – leaving me stuck trying to figure it all out on my own.

You see, when I finally mastered the *how* of this online business world, I hit six figures – completely replacing my corporate salary.

Example 2:

I'm Elle – 6-figure business owner, mom, and biz coach for fitness, health and wellness entrepreneurs. And I'm here to guide women coaches, trainers



and instructors in turning their passion for health, wellness and fitness into a profitable business.

Consider me your devoted kick-in-the-behind giver – the one divinely sent to design a business strategy that fits every curve of your business like a sexy little black dress. Leaving you with a business that feeds your soul (and your family).

You see, I know how it feels to struggle to “make it happen” and to lose all hope that your biz dreams will ever come true. When I first started out in this wonderful world of entrepreneurship, life was anything but wonderful.

I was barely making any money and was on what felt like a never-ending hunt for clients. And even then, my yo-yo income train made way too many stops at the station of “empty bank account.”

Yet I continued to hustle, filling my days with hours of client coaching calls or certification courses. I was broke, busy, burnt out and miserable.

Now, fast forward 10 years past a heap of business bumps and bruises and we get to where I built an international franchised dance biz with over 4,000 clients, a sold-out fitness studio and a global health and fitness coaching business I LOVE.

Bottom line: I cracked the code on how to build a profitable, powerful fitness health and wellness biz that does NOT require 18-hour days or sunrise-until-sundown class offerings. And once I figured out how to create a premium business model with no super-sized email list, website or “influencers” propping open doors for me, I began to attract the right clients and make more money.



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Copywriters usually forbid the word “I” in copy because it’s too self-centered and you need to focus on the reader. This is true. But I’d never ban a word because telling an “I” story could be your secret weapon that sets you apart from others. Like my client who wanted to let her audience know that they weren’t alone for NOT being the greatest moms of all times because she too had messed up. Or another one of my clients who wanted to let her audience know it’s “okay to give up.”

We’ll go over the second sales page in a sec.

So today, I’m granting you permission to write a sales page that uses the word “I.”

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And this takes us to the final discussion of the day – a start-to-finish walkthrough on all the sales page elements I use.

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The B.O.S.S. Sales Page Checklist is the 5-step formula I use for every sales page I write.

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Let’s dissect a client sales page so we can dig into to the formula ...