

SMACKDOWN “WERK” BOOK

# SHOTS FIRED!

A 5-DAY SENTENCE-SLINGING SMACKDOWN

HOSTED BY APRYL BEVERLY, THE MILLION-DOLLAR WORD STYLIST

*Live*



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.

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## DAY 1: MAKE 'EM F.E.E.L. SOMETHING

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What does the acronym F.E.E.L. stand for?

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What was my greatest takeaway from today?

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How will I use what I learned from Apryl today to attract more leads and make more money in my business?

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What tools did Apryl suggest doing today's lesson?

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**ACTION TIME!** What will I DO differently within the next 3 to 5 days to boost my brand awareness and generate more leads and revenue?

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# DAY 2: OMG-INDUCING OPTIN PAGES

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What was my greatest takeaway from today?

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How will I use what I learned from Apryl today to attract more leads and make more money in my business?

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What tools did Apryl suggest doing today's lesson?

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**ACTION TIME!** What will I DO differently within the next 3 to 5 days to boost my brand awareness and generate more leads and revenue?

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# DAY 3: ENCHANTING EMAIL SEQUENCES

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What was my greatest takeaway from today?

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How will I use what I learned from Apryl today to attract more leads and make more money in my business?

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What tools did Apryl suggest doing today's lesson?

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**ACTION TIME!** What will I DO differently within the next 3 to 5 days to boost my brand awareness and generate more leads and revenue?

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# DAY 4: SMACK-THE-BUY-BUTTON SALES PAGES

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What was my greatest takeaway from today?

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How will I use what I learned from Apryl today to attract more leads and make more money in my business?

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What tools did Apryl suggest doing today's lesson?

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**ACTION TIME!** What will I DO differently within the next 3 to 5 days to boost my brand awareness and generate more leads and revenue?

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## DAY 5: POPPIN' PERISCOPE INTROS

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What is my Periscope/Facebook Live intro?

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What was my greatest takeaway from today?

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How will I use what I learned from Apryl today to attract more leads and make more money in my business?

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What tools did Apryl suggest doing today's lesson?

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**ACTION TIME!** What will I DO differently within the next 3 to 5 days to boost my brand awareness and generate more leads and revenue?

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## BONUS: BANGIN' TOOLS AND RESOURCES

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### Email Service Providers

*Purpose: To house the email addresses of all your brand new smokin' hot leads*

1. **ConvertKit** (Easy to use once you set it up - Affiliate Link):  
<http://mbsy.co/convertkit/22597792>
2. **MailChimp** (Easy to use, limited functionality of you sell a ton of info products): [mailchimp.com](http://mailchimp.com)
3. **ActiveCampaign** (I never used it, but I have some biz besties who love it):  
[activecampaign.com](http://activecampaign.com)

### Landing/Money Pages

*Purpose: To get folks excited enough to give you their email address so they can snatch up your freebie offer*

1. **LeadPages** (Extremely easy to use – monthly fee):  
<https://www.leadpages.net/>
2. **OptimizePress** (WordPress plugin – one-time fee): [optimizepress.com](http://optimizepress.com)

Tons of other options when you Google “companies like LeadPages”

*\*Note: ConvertKit includes a landing page builder. It's not pretty, but it will serve the purpose.*

### Stock Photo Resources

*Purpose: To use on optin pages, sales pages and social media posts*

1. **Women of Color (FREE):**  
<http://www.wocintechchat.com/blog/wocintechphotos>
2. **Depositphotos (FREE and paid options):** <http://depositphotos.com/>
3. **iStock Photo (paid only):** <http://www.istockphoto.com/>

## MEET YOUR MILLION-DOLLAR WORD STYLIST

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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).” Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!



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](http://baab.biz) and download her first bestselling book at [shotsfired.co](http://shotsfired.co). You can grab your copy of *F.A.S.T. Money!* [here](#).