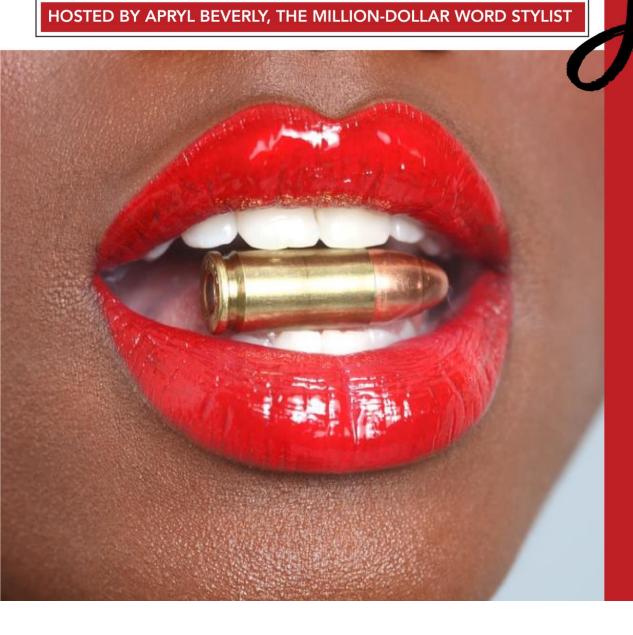
SMACKDOWN "WERK" BOOK

SHOTS FIRE A 5-DAY SENTENCE-SLINGING SMACKDOWN



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

What does the acronym F.E.E.L. stand for?
What was my greatest takeaway from today?

How will I use what I learned from Apryl today to attract more leads and make
more money in my business?
What tools did Apryl suggest doing today's lesson?
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?
my orang awareness and generate more reads and revenue.

DAY 2: OMG-INDUCING OPTIN PAGES

What was my greatest takeaway from today?
How will I use what I learned from Apryl today to attract more leads and make more money in my business?
What tools did Apryl suggest doing today's lesson?

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?
my brand awareness and generate more leads and revenue?

DAY 3: ENCHANTING EMAIL SEQUENCES

What was my greatest takeaway from today?
How will I use what I learned from Apryl today to attract more leads and make more money in my business?
What tools did Apryl suggest doing today's lesson?

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?
my brand awareness and generate more leads and revenue?

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

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

DAY 5: POPPIN' PERISCOPE INTROS

What is my Periscope/Facebook Live intro?
What was my greatest takeaway from today?

How will I use what I learned from Apryl today to attract more leads and make
more money in my business?
What tools did Apryl suggest doing today's lesson?
ACTION TIME! What will I DO differently within the next 3 to 5 days to boost
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my brand awareness and generate more leads and revenue?

BONUS: BANGIN' TOOLS AND RESOURCES

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
- 3. **ActiveCampaign** (I never used it, but I have some biz besties who love it): 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

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

- 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

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 <u>baab.biz</u> and download her first bestselling book at <u>shotsfired.co</u>. You can grab your copy of *F.A.S.T. Money!* <u>here</u>.