



The Uncut Truth About Business Writing

Intro: Hey visionaries, you are tuned in to the starts with a vision podcast. Where everything you do in life starts with a vision. If your vision is clear or foggy, you are in the right place. Its time to go take what's yours, because there's a vision only you can see and a dream only you can dream. And now, your host, Mr. Starts with A Vision.

Isiah Fowler: What's up everybody! This is Mr. Starts With a Vision and another dope episode of Mr. Starts with a Vision podcast. Yo we got somebody super nice on the line today, I'm not even waste no time coz she's killin' it and she has so much knowledge, and insight to give you guys, right.

So, today's guest is Apryl Beverly and she is slingin' these words and sentences as she would say. I'm gonna let her tell you exactly how she's slingin' these words and sentences because she's a master at copywriting and getting people to click that PayPal button thru them words.

Check out this episode, listen to what she has to say, we talked about entrepreneurship, the grime, the journey, the struggle, but also transitioning and having a plan from the job to the actual dream and entrepreneurial journey as well. So, Apryl Beverly, the owner of BAAB Writing, B A A B, and it really stands for something, she's all about legacy, so enjoy this episode, here we go...

What's going on entrepreneurs and visionaries, it is Mr. Starts with A Vision and we got Apryl Beverly on the line, Apryl, how are you doing today?

Apryl Beverly: I'm awesome! Thank you.

Isiah Fowler: Let me ask you a quick question, you said you was 25, right?

Apryl Beverly: Lol. In my mind, yes!



Isiah Fowler: Well your spirit says about 25, 23, so that's really cool. I just want to say thank you so much for taking your time out to be a part of the show and really helping people understand more about what it is you're doing, I know what you do, but helping them and their business and their endeavors thru your knowledge. So, thank you so much for just having a ___ mindset and sharing what you know with the world.

Apryl Beverly: Thank you. I appreciate the invite.

Isiah Fowler: Absolutely. So, I found you on YouTube. I always kind of like tell everybody how I found all the guest. So, I found you in YouTube and I was like she's so cool and so chipper, you know, you like what you're talking about and we got - have not have anybody who does what you do in the podcast yet, so I said I'm gonna decide to reach out to you. So, just let everybody listen and know what you do really quick and yeah, what do you do and who you are.

Apryl Beverly: Alright so I am the Million Dollar Word Stylist, so what that is I sling sentences that help entrepreneurs, startups, multibillion \$ corporations make money, be it sales proposal, website copy, online sales pages, marketing communication, brochures, video scripts, you name it. Anything that requires written communication is what folks hire me to do.

Isiah Fowler: So, when I first saw your interview and you know you're just a writer, right, and I'm not saying it in a derogatory way but that's kind of like what people think it is, you know, she just writes. Or just sales copy. So, like from video to website copy and all that stuff, like...what, are there like, big differences of the style of writing or is it just like hey, I'm trying to persuade somebody to do this, so this is like the same psychology.

Apryl Beverly: You are exactly right, same psychology. So, people think copywriters only writes in a way that gets people to, as I like to say, smack that buy button, however, copywriters are also good for propelling people to take a desired action. And so be it sign up for your free webinar, invest



their time in your free eBook, it doesn't always equate to an actual monetary transaction, it's getting people to take the action that you want them to take and that may or may not always be money right off the bat.

Isiah Fowler: Mm mm. Right, because, now that you know, the times, internet marketing wise, there's always gonna be a freebie magnet now. So, you're saying, the writing doesn't have to get someone to buy immediately, but it could be that free product, that free eBook, and then from there, there's gonna be a funnel, and then eventually, the goal is for you to buy. Right? But all the copy is kind of like psychologically saying, no matter what it is you're doing, promoting or selling.

Apryl Beverly: Absolutely.

Isiah Fowler: Cool. So, um how did you gain a love or enjoyment or passion for writing and did you like did it start off as a passion or did it kind of grow into a passion.

Apryl Beverly: Oh, my gosh. Let me tell you. So, I've been doing -I was like -I'm the biggest nerd ever -like serious you know. So, I've been doing crossword puzzles, I was like four years old

Isiah Fowler: Oh, you were one of them huh.

Apryl Beverly: You're right y'all know everybody's outside making make a mud pies and play a freeze, tag? (And I'm) up in the house doing crossword puzzles and my aunts and uncles are timing me like, oh I bet you can get it done in Xyz time. This time you know, so that was me and it has always been a passion for me.

When I went to the Ohio State University my mom wouldn't be wanting me to be a lawyer right because she had watch way too many Cosby Show episodes like all right I got you cool. However, I always wanted to be a writer so I enrolled in journalism school. I didn't even tell her that I was in there till after she had already paid for me to take the LSAT and then I was



like I love writing stories and I don't want to be a lawyer. Why? She was hot like fire?

Isiah Fowler: That's crazy. That's crazy so when you were doing that did you even think like, Okay on one day I'm gonna just like be a writer or I'm gonna do this or did it kind of like evolve into that.

Apryl Beverly: I mean I have always had jobs that were writing related on campus I was like literally the black Lois Lane. I was reporting on everything. I was in everybody's face with a microphone. So that was that has always been the things that I did.

I mean I didn't know exactly which path I was going to go and um in journalism school, I really developed them developed a love for public relations and communications and marketing and that type of writing. So, my very first job out of college was working out a PR firm and from there that's how I started with the sales writing, in the persuasive writing and all those types of things.

Isiah Fowler: Okay. So, take us through this this journey if you will -you know -you love you, you, finish college and you started working at the PR and like how long was it until you said I'm gonna go do my own thing.

Apryl Beverly: Alright so my first job out of school was the PR firm and then I started working for law firms which is -whew that was a very interesting time in my life. So, I worked for corporate America for about ten years before I decided that I had had enough and the reason why I decided I had enough was because when I gave birth to my son.

It was like do really want to be asking another adult for permission to spend time with my kid and that was a huge turn off of me and I -and I answered that question like nope I don't. So, I'm amazed. I'm gonna do what I need to do to make this happen. So, I started my business in September 2011. My son was born in June 2011, so he was the reason why I even started the business in the first place.



Isiah Fowler: That's good and everybody, I think everybody needs to have their level of fed up with this if you will. Right like it all hits us at different points in our lives and we all have different -different paying points but we're never going to get to where we want to go if that pain point isn't struck.

Apryl Beverly: Right. Absolutely that's true.

Isiah Fowler: So, when you so when you started your business, did you just cold turkey, did you just immediately quit, was there a transition period or what did that look like?

Apryl Beverly: Oh gosh. So, I am a planner like when things are out of control I'd go a little crazy so to answer your question no I don't have it in me to just quit so what I did was for an entire year um, I built up the business. So, the first thing that I did was I sent emails out to my previous employer so the law firms that I used to work with, the tech companies who I worked with prior to the existing position I had.

I sent email them and said Hey I'm doing some freelance writing do y'all need some help basically. And so, the bulk of my clients were previous law firm clients or relationships that I had built from working at other companies. And so, for a for a full year I would go to work 8-5 and I had I was a marketing manager so my job didn't really stop at 5 o'clock so there was definitely some overlap but I would come home at night after put my son to bed and you know took care of my wifely duties.

I was logged back on at night, work do my freelance client work, get back up in the morning sometimes I didn't even go to sleep and I did this for a whole year in order to save the money from the freelance writing so by the time I quit I had six months a full-blown you know, monthly savings saved up so I wasn't just like jumping ship and my husband will ??? me like, okay what we gonna do for money.



Isiah Fowler: Alright. That's always what it boils down to at the end of the day is money huh?

Apryl Beverly: Right. I mean you know it's like we still had had a lifestyle to maintain so while he was all for me pursuing my dreams you know I always call him the Money man because for him it doesn't make dollars, it doesn't make sense.

So, we sit down and make sure you know we mapped out exactly what I needed to be bringing in in order to accomplish those goals and it really helped me stay focused because I wasn't like armored just charged um twenty dollars a day to write this whole website. No, I'm gonna make sure I charge right because we got bills to pay.

Isiah Fowler: Right and I have a plan to actually execute and if I'm charging \$20 then I'm not gonna be able to quit in a year.

Apryl Beverly: Right yeah.

Isiah Fowler: I got you here so um so like -those -talk about those sacrifices because you say like some days you didn't even go to sleep and I know that to be very -be real like you I know you're not just talking right. You know some people will just talk about like - just talk about those sacrifices and like how it made you feel and what you like what you would tell yourself to keep going.

Apryl Beverly: Um, well first off let me not at all sugarcoat that because it was a very tough time for my entire household. Remember I had a newborn here, which you know me and my husband were trying to adjust to that. I almost ended up single with a dream.

You know I'm saying because it was -I was pushing myself so hard so the thing that I told myself in order to get over that hump was things are going to be better. I'm going to be able to spend more time with my family. I'm going to have the freedom to choose when I spend time with my family.



Like begging him -listen this is just one year we can do this for one year and then and then with him pushing me like Apryl, it's only one year, we can do this we got to work together. So, it was like a back-and-forth thing when he got exhausted.

You know he was I was pushing him and when I got exhausted he was pushing me to keep going because it would, you know be better for our household as a whole. I mean and I made good money working for the corporation but it was bigger than that you know saying obviously, I want to make sure I was replacing my income or making more but it was bigger than that. It was it was being able to show our son that there is life other than being an employee not there's anything wrong with it but I wanted to be someone who showed him that other side and now we're doing that.

Isiah Fowler: Right got you so that's just like at the end of the day it's just all about being an example so that when he turns 18 - 19 he sees something different from maybe what you saw when you were growing up and what I saw when I was growing up.

Apryl Beverly: Absolutely. I mean he is he is five right now and I don't know if you found me on Facebook but I chose these I tell these Austin stories like he is live right now and I think that just because he has grown up in a different way like the things that he says things that he thinks the things that he believes in are completely different than what I believe in because I didn't see certain things to even be possible.

Isiah Fowler: Yeah, I think I could relate to that, wholeheartedly. Wholeheartedly. So, when you uh what was it, what was the day like when you quit how did that feel for you?

Apryl Beverly: Uh exciting and scary all at the same dang on time.

Isiah Fowler: Why scary?



Apryl Beverly: Scary because it was like okay, so we so we got the money in the bank account, right? But then my mind immediately shifted to - remember I'm a planner so my mind immediately shifted to am I gonna be able to maintain this.

I'm saying so I mean I'm five years in, and I made well over six figures every year. And so, someone told me, when I first started my business, I asked I said well how do you maintain like how do you get clients in and she said it just happens. That was a dang lie.

Isiah Fowler: So, what did you believe it when she said that part?

Apryl Beverly: I did I was like, oh I saw like rainbows and sunshine, she lied to me as she lied to me.

Isiah Fowler: So, what was your, uh when you realize that she was lying, like what was your what was your survival mechanism if you will.

Apryl Beverly: I just you know what like so for me it always goes back to alright this is this is what we need to survive. Like money motivates me not because I feel like, you know I got to be a billionaire to be hot and I got to get these shoes and whatever.

It motivates me because I want to build a legacy for my child so and I want to give him the things that I that my family cannot afford to give me like private school and going on trips like I mean he got stamped in his passport already. I had not had that when I was five years old so I want to build a legacy and I want to see I want him to see us giving back to others.

That wasn't something that was attainable so it always goes back to the money for me not because I need it but because money is what makes the world go 'round. It positions you to be able to do greater things not only for your own family but for other people.



Isiah Fowler: Right yeah. And I mean I've had to run into that too because sometimes you know you'd be so generous we're kind of just given and even realize like whoa hold on I need to pay bills. Like I can't be doing all this stuff for free you know. So, I'm so definitely... And when you when you were, after you got quit what was it like acquiring new clients and like creating that that consistency inside of your business?

Apryl Beverly: Because I have built the process before I quit my job (that's not in the business) - I'm not gonna say it was easy but I had a process in place. So, what happened though was maybe about three years in I got burned out. Right. So, I'm like working for all these corporate clients.

They're giving me tons of work they're keeping me busy but now I'm chained to my laptop I can go nowhere. I can't do nothing because I'm basically overworked so that's when I started saying you know I got to do something different and I started teaching copywriting and so what that has done for me, that has opened up a world because I have a membership side I'd be (doing) monthly master classes and things where I can teach more people at one time and still get a recurring revenue in on a month-to-month basis so I don't have to service as many corporate clients.

Isiah Fowler: Ah got you so talk about um like just writing in general a little bit like what are your, what are your like pillars of your theory of writing and like what makes a good sentence of this sentence or what makes a good message a good message through words.

Apryl Beverly: So, I have what I call the W.E.R.K. Ethics Formula That's W-E-R-K. But of course. You know how I do, right? LOL The formula values are called the W.E.R.K. Ethics Formula and so that is an acronym for Writing with emotion, Edutaining the mess out of folks, Relating to the right people and when you do those three things you'll be able to Kill it in sales.

And so that formula forms the basis of every message that I write, every everything that I teach my copywriting students because you cannot just



put meaningless boring words on the page and expect people to want to take action from those. So that's what the work ethics formula teaches people. it teaches them to be able to own their voice and sell in a way that's not so robotic but more conversational like the discussion you and I are having right now but by the time people get to that's that that vibe where you relate to the person versus the "business."

Isiah Fowler: Right and can you really quickly can you say that again. You say writing with the motion and what was next.

Apryl Beverly: Edutaining the mess out of folks, relating to the right people, and killing it in sales.

Isiah Fowler: Okay and so in sales okay so here's my question for you now. You said edutaining. Right. I think I know what that means but can you talk about that because I think that that one stands out the most out of all of those.

Apryl Beverly: Absolutely. So, people are overloaded with information all right content is free on these internet streets as I call them.

Isiah Fowler: These internet streets are crazy.

Apryl Beverly: You can get content anywhere right but what you can't get is Apryl's personality. Okay what you can't get is ideas personality what you can't get is judgment personality so when you blend your content with your personality you can be teaching on the exact same thing that makes it new and this is what people don't understand when you put your swag into it that makes it new.

So, for example I know all the copywriting theories ADA and all you know that crazy stuff. (Did you know) all my older counterparts teach on I'm teaching on the exact same thing but I'm putting April's flavor on it so when you come to me and you hear you like I get it now but you could have heard it 10 more times before I even said it but because I'm communicating



in a way where I'm entertaining you I'm joking I'm laughing I'm telling you story you like I got it and that makes it new all right.

Isiah Fowler: So that's your secret sauce.

Apryl Beverly: That's it right there.

Isiah Fowler: But it's not such a secret but I guess not everybody like can pay attention to it or can do it in that way. (Because I). Everybody has their own voice their own way of doing things but not everybody believes that they can be that person. You know what I mean.

Apryl Beverly: Absolutely and that's and that's what, that's what I teach people. To believe they can do it and I give them the framework to be able to do that.

Isiah Fowler: Got you ... got you. So, when you -when you got your first (like) corporate client what like how did you acquire your first corporate client and you know to those to those listening? Can you just kind of talk about like the difference between maybe working with like a small business as opposed to a corporate client and what the requirements are and you know what the demand is for the work and the quality and all that stuff.

Apryl Beverly: Okay. So first and foremost, I'm going to say I'm just going to speak for myself and say that I delivered the same level of professionalism and quality for my multibillion-dollar clients as I do for folks who barely making a thousand a month and that's what that's what also sets me apart in the entrepreneurial space.

Because as you know we sometimes get a bad rap because we're missing deadlines, we're not following through on stuff, right? I'm saying I didn't want to be that entrepreneur, so I make sure that my process is the same across the board no matter who I'm working with so that's first and foremost. Secondly, how I get corporate clients is primarily from like I said, either I'm reaching out to a colleague or old relationship or I'm on LinkedIn -



I get a lot of corporate clients on LinkedIn and simply I mean I'll just um summarize the steps for you. You have to just know how to communicate with people and so I can be in a boardroom suited down and I'm gonna talk the exact same way I'm talking to you.

I'm laughing I'm joking how are your kids you know, until we're having a good time with each other because I'm building a rapport so when people say, okay well it's time to hire somebody for this, for this proposal they're going to remember Apryl because Apryl talk to them about the last Ohio State game. She went to our -- Apryl talked to them or made jokes with them about being a Michigan fan and we hate Michigan fans -your nonsense. Oh, they're going to remember me because I brought personality to it and just instead of just a great resume.

So, it's a combination of emails it's a combination of follow up and it's a combination making sure you are presenting yourself as a business. So, I have service agreements I have service grants from entrepreneurial clients as service agreements for my corporate clients. I set them up on payment plans and all these things but again it's just presenting yourself as a business and you would be surprised it's very difficult for some entrepreneurs to be able to do that.

Isiah Fowler: So, you just have to know how to communicate with people. Do you feel like that's something that could be taught or do you know it's kind of something that you're born with?

Apryl Beverly: No I mean I teach it every single day. I have email templates that I share with people. It's just you have to know how to communicate with people and if you don't know how, it's certainly something that can be learned ... from the right person.

Isiah Fowler: Got you got you and speaking of Periscope I saw you on your you're on Periscope I want to say was like a week ago and I'm just checking out your Periscope and so like you say, you teach people, you teach entrepreneurs and you have like monthly programs and stuff like that.



So, talk about how you even went about kind of going into the online space all right. Because you know working with clients and just doing your own thing is a different ballgame as opposed to free content and you know getting people to pay you 20 dollars a month or whatever it is. So how did you like kind of like merge the two and going to the online space and actually like build a presence.

Apryl Beverly: To start off with, I brought that same professionalism and quality of work that I was providing for my corporate clients to the online world. And so, you may be like everybody do that but they don't. Like there's so many freelance writers I can name to you right now who are constantly missing deadlines.

People reach out to them and they don't respond. I mean it has happened to me. I have been on people's websites and have asked them to do things for me and they never get back to me so that's rare in it of itself.

And then, I mean I have a net because I also used to be a course designer so I understand how to teach adults and I believe that I have a specific skillset where I can take a very complex idea and break it down in a way where people can understand. I mean this is what my clients had told me that I do very well and so it was it was easy for me to translate that once I got comfortable in front of camera. I used to hate being on camera like even now I still got to do a little dance before I hit that broadcast button.

Isiah Fowler: Right.

Apryl Beverly: But so yeah, I mean you know what once you get comfortable being in front of people and just, I mean I'm just going everyday (I don't go every day) but I'm going when I go on and I just show myself you know you can love me or hate me. I am Who I am.

Isiah Fowler: Right and why don't you like being in front of the camera?



Apryl Beverly: You know what it scared the bejesus out of me like for real I think it was like maybe when I first started online so like four years ago now maybe yeah probably out four years ago I am I did this challenge that was all myself it was called the “camera loves me challenge” right so I would come on every day and get in front of the camera.

Man, that was the hardest thing I ever had to do over seven days you understand? It because I have had so much anxiety about it I can't even really tell you why I just had so much anxiety. Now it's like whatever. I mean I still get anxiety but like I start trying I was like oh I got to put on the full face and makeup and now I don't even wear makeup but I would just be a real extra. I don't even want to feel like ?? doesn't need to do that.

Isiah Fowler: Right, do you feel like it you were maybe because, and this is just a thought, were you good at like public speaking before that?

Apryl Beverly: No I am NOT a public speaker I mean I speak and I do like I do presentations and I do events and I've been a course-- I have experience being a course trainer I did that for about ten years however I'm not really like that's not my first love.

You understand I'm saying? Right? Being at the keyboard writing is my first love that kind of just came into play because of some positions that I had that it was you know being in marketing I have to be able to present to large groups and things that nature so I had to kind of get over that back when I was in corporate America.

But it was never like my first love there are people who can get up and talk in front of a crowd. (But) when you try to get them to write something like oh crap I'm gonna do this? ---?

Isiah Fowler: Thank you thank you and then you say you say you know you said marketing right I just heard the word so from your perspective what's the difference between marketing and like sales and sales copy.



Apryl Beverly: Well, marketing content much is I'll give you like a general sense of it marketing content is content that is a promotional so you may not be directly going into the sale from that it could be for awareness, it can be for getting people to just take notice of your brand – that's what marketing does. It puts your name out into the audience whereas sales and copywriting like I said are getting people to take that next step with you either an exchanging of an email address, exchanging of money, exchanging of time and a transaction in some sort of way that's what sales and copywriting does.

Now, can you have one without the other? No because if you're not marketing your product or services ain't nobody gonna know you got something to buy.

Isiah Fowler: Right. Absolutely that's very big and I just wanted to kind of like highlight that because sales are like the persuasion and you know even with copy you know but marketing is getting you to that page that the actual sales copy is on I'd like you said is you know you need both of them to work together so I wanted to highlight that because I just like to illustrate things you know for everybody listening. I just like to be very simple because I feel like so many people try to make you know business and entrepreneurship bigger and more complicated than it actually is.

Apryl Beverly: Right absolutely I agree.

Isiah Fowler: So yeah so tell us about um just like the online your online teaching is it like how many programs and like you know the monthly and all that stuff.

Apryl Beverly: Alright. So, my core program is called the CopyCloset. It's an online resource where startups and entrepreneurs can go and I say grab-and-dash with words that sell. So, there's email templates in there are um masterclass trainings on how to write sales page how to write landing page there's like 70 pieces of content in there. I won't go through all of them but it helps you write Facebook ads and there's just a ton of



information in there on helping you communicate better with the written word. So that's like my flagship offering right now. I've also written two books, "F.A.S.T. Money" that's on Facebook ads and then my very first book was titled "Shots Fired" and that's all about copywriting.

Isiah Fowler: Okay that's you and where can people find you?

Apryl Beverly: They can find me on Facebook, Periscope, Instagram @baabwriting.

Isiah Fowler: And what does BAAB stand for?

Apryl Beverly: That is name of my official company it's BAAB writing and marketing services and so the B is my husband's what I call them actually because his first name is something else it's his middle name Bakari, and then it's my name Apryl, our son's name is Alston and our dog's name is Biggie so that's it.

Isiah Fowler: And that's that that's the whole that's the whole legacy thing right there.

Apryl Beverly: It keeps me grounded like we're supposed to be like I can't buy?? that I got to move on? because I got this legacy to build. BOOM.

Isiah Fowler: That's what's up. What else keeps you grounded.

Apryl Beverly: Family. Family is everything to me you know family is very important to me and then just, you know just being spiritual and faithful and gracious that I can wake up every day and do something that I absolutely love. Now do clients get on my nerves yup. Does life get on my nerves yup.

Does my family get on my nerves? Absolutely. But to know that in, in the bigger sense that I am waking up every day and I get to walk about 20 steps from my bedroom to my office and do something that I absolutely



love, it's just it's mind-blowing to me that I that I'm even able to do this. So that's what keeps me grounded as well.

Isiah Fowler: And um how do you how do you handle the whole balance of family and business? Like what are your what are your tips or tricks or keys if you will to, you know help people maybe somebody else you know -how the business or just started and they are kind of struggling with the whole you know family and business balance thing.

Apryl Beverly: Set boundaries. So for me I don't do any work on the weekend so if you message me Friday night Saturday Sunday you will likely not get a response to Monday and I'm and I'm very upfront about that. I tell everybody on social media I tell my clients yes you can send me a message, you can send me an email but I'm not responding. Those are my boundaries.

You have to set boundaries your people and so some folks are afraid like oh my god I won't get any clients because they want me to do this on Saturday yep nope if I got somebody you want me to work on a Saturday they're not the right client for me. And so, you have to be comfortable, you have to be confident enough in your business that the right people will come along even though you have to tell some folks no.

Isiah Fowler: Got you. So be willing to just walk away because all money ain't good money.

Apryl Beverly: There you go.

Isiah Fowler: Alright and I think that that is one the biggest things ever just be willing to walk away from it because every dollar attaches a headache you just gotta know which headaches you want to deal with.

Apryl Beverly: Absolutely.



Isiah Fowler: So, I learned that the hard way. So, uh so yeah so everybody could hit you up on Facebook @baabwriting and do you have anything else you want to kind of just leave everybody with maybe somebody who's just starting out in entrepreneurship or maybe struggling.

Apryl Beverly: If you are just starting out and you are struggling I want folks to know, that we all start at square one. So, a lot of times you'll see people who are hashtag winning right now but you don't see where they started from you know I'm saying so just always keep that in mind. We all started that first square 1.

I always like to tell people that like whether they invest in me or not, if they if they schedule a call with me I can always like to tell people look, if you're just starting out there is like no magic does no amazing a unit - place where the unicorns grow. You know that your kind of put that work in and it's not always going to be rainbows and sunshine but you have to keep going ah

Isiah Fowler: Got you and I just don't stop. Just keep going.

Apryl Beverly: Right don't stop -

Isiah Fowler: Yeah that's right look eventually you're gonna get where you want to go.

Absolutely got you, well everybody listening um I hope you really enjoyed it because I enjoyed talking to Apryl, just a lot of knowledge and a very good spirit and I really hope everybody got a lot of value and a lot of life-changing information from her for their business so if you are looking for anything related to writing then hit up Apryl and she will take care of you. Am I right you gonna take care of them.

Apryl Beverly: Absolutely I take good care of my people.

Isiah Fowler: That's it that's it so with that being said everybody that's gonna be the show and I will talk to you on the next episode. Thanks for



listening to the Starts with a Vision podcast. Come get your vision clearer at www.StartswithaVision.com. See you there!