

W.E.R.K. YOUR LANDING PAGE COURSE SYLLABUS



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W.E.R.K. Your Landing Page Course Syllabus

August 17 – September 14, 2017
(weekly classes held Thursdays at 7:30 p.m. EST)

Instructor Information

Instructor	Email	Office Location (Q&A inside the group)
Apryl Beverly, The Million-Dollar Word Stylist	abeverly@baab.biz	facebook.com/groups/werkplacelp

General Information

Description

I created this 5-week course to teach budget-conscious entrepreneurs how to write in a way that hooks more leads and ultimately turns those leads into buyers. During the course, you'll receive guidance on how to apply my signature copywriting formula, "W.E.R.K. Ethics," to landing pages so you have a deep understanding on how to sling sentences that boost engagement and sell your products and services.

Expectations + Goals

You'll be expected to either come to class or watch the lesson via video replay and complete your weekly assignment. By doing so, you'll gain working knowledge on how to engage your Facebook, Instagram and LinkedIn audiences and, ultimately, convert them to buyers. You'll also receive feedback (or reviews, depending on your enrollment level) from my team on weekly assignments.

To qualify for the weekly assignment feedback, you must complete your assignments by NOON EDT each Tuesday. While you are welcome to work at your own pace, we will not be able to review any "catch-up assignments."

I want you to walk away from this course with ready-to-publish, engagement- and action-inducing landing pages – an opt-in page, sales page and product/service description page as well as deep knowledge on how to get more eyeballs on your offerings.

You'll also gain working knowledge on how to use the W.E.R.K. Ethics Formula to sling smack-the-buy-button sentences in your business. Having this knowledge will in turn help you attract the right people and ultimately grow your business.

Course Materials & Meeting Details

Required Materials

Each week, I will guide you through the ins and outs of writing a particular landing page. To excel in this class, you'll need the following:

- Knowledge of what you're selling and how your offering benefits your audience
- A general idea of your ideal client/customer
- An existing (or the desire to build) market your products and services

Meeting Location + Lessons

We'll meet every week via Zoom. You'll receive weekly notifications of the meeting location and login details along with that week's lesson plan. **NOTE: THE LOGIN ID MAY CHANGE ON A WEEKLY(ISH) BASIS SO YOU MUST CHECK YOUR EMAIL OR THE GROUP UPDATES TO ENSURE YOU HAVE THE CORRECT DETAILS.**

All questions will be answered during the LIVE weekly class or in the Facebook WERKPlace Group ONLY. My team and I will not accept course questions via email, Facebook messenger or other communication channels.

Join here:

facebook.com/groups/werkplacelp

Course Schedule

Week	Topic	Reading	Exercises
1	W.E.R.K. Ethics	Week 1 Lesson	Use the W.E.R.K. Ethics Formula to gain a general knowledge of copywriting and use that wisdom to craft engaging, action-inducing landing pages.
2	Freakin' Incredible Freebie (Opt-In) Page	Week 2 Lesson	Get a fill-in-the-blank opt-in page template proven to boost engagement and get folks to invest their time and money in your free offerings. We will also discuss the most attractive freebie types and how to get your audience to hand over their prized email addresses.

Week	Topic	Reading	Exercises
3	Smack-That-Buy-Button Sales Page	Week 3 Lesson	Get the inside scoop on crafting sales pages in just ONE hour even if you HATE writing. PLUS, you'll get access to my wildly popular Sales Page Map so you never again stress over writing your money-in-the-bank page.
4	Power Up Your Product/Service Description Page	Week 4 Lesson	Get "bank-account-feeding" secrets on how to turn your hum-drum product or service description into a cash-generating machine. In Week 4, you'll walk away with a fill-in-the-blank template PLUS guidance on how to operate in your zone of genius and sell what folks REALLY WANT.
5	Set That Baby Up for Success	Week 5 Lesson	Hear from my resident tech guru on how to set up your landing page for success ... without going absolutely insane or spending a gazillion dollars to get it done right.

Meet Your W.E.R.K. Coach

I'm Apryl Beverly, The Million-Dollar Word Stylist, sentence slinger and your guide for this incredible journey into using your words to **W.E.R.K. Your Landing Page**.



Entrepreneurs and small biz owners turn to me when they want to transform their dull words into spine-tingling sentences that propel folks to whip out their credit cards and smack the buy button.

I created this course because I see your ambition, drive and passion. The only problem is, you struggle to package all that into words that engage the RIGHT people to invest their time and money in your products and services.

What you've got feels blah. Awkward. Dull. And soooo NOT you. Inside this course, we'll WERK your landing pages so you walk away with an arsenal full of engaging, action-inducing landing page templates that get you paid and grow your email list.