

THE COPYCLOSET™ PRESENTS ...

**MONEY MOVES MASTERCLASS:
BONUS WORD-FOR-WORD SALES
EMAIL SCRIPTS**



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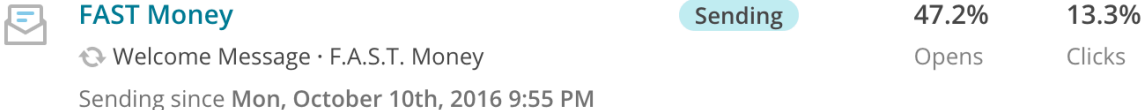
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BONUS EMAIL SCRIPTS

This is the 6-day email sequence for those who grab the FREE action sheets inside the *F.A.S.T. Money* book.

This sales sequence has been on autopilot since October 2017 and carries an overall open rate of 47.2% and a clickthrough rate of 13.3%, which is about double the average for my industry.



Email #1 has an open rate of 72.8% and a clickthrough rate of 57%, which is downright bananas. Emails 2, 3 and 4 hover at an open rate of 45% to 56% and a clickthrough rate of 5%. Emails 5, 6 and 7 carry an open rate of 32% to 37% and a clickthrough rate of 6%.

Now, the beauty of this sequence is the link to buy is included in every single email, which has tripled my conversion rate when compared to other autopilot sequences.

Here, you'll get screenshots of each email for you to use and abuse as you see fit.

Enjoy!

EMAIL #1: YOU ASKED FOR IT ...

You asked for it, so here it is ...

Thank you so much for grabbing your copy of *F.A.S.T. Money!* [Click here](#) to download the F.A.S.T. Money Move Guide I promised you.

This 18-page workbook follows each “F.A.S.T. Money Move” inside the book and is oozing with a ton of tips and tricks to help you “pimp” Facebook to build your six-figure empire. PLUS, you’ll get a copy of my **7-Minute Ad Publishing Cheat Sheet**. Now, the folks who participated in the F.A.S.T. Money Facebook Ads Video Course say this cheat sheet is pure gold!

By the way, the F.A.S.T. Money Formula has been a HUGE hit and folks are already making money and raving about the principles I teach inside the book. You can [check out what the Internet streets are saying here.](#)

Once you dive in and get to work, please do send me your results too so I can feature YOU as the next superstar on my website!

I'm guessing by now, you might be wondering who I am (if you missed my book intro) ...

I'm Apryl Beverly, The Million-Dollar Word Stylist™, sentence slinger and bestselling author of *Shots Fired!* Now, even though I'm a six-figure-plus earner today, it took a ton of bumps and bruises to get here. And with my signature F.A.S.T. Money Formula, you'll finally have a foolproof method for using Facebook to hook smokin' hot leads.

This process is how I now consistently rake in \$12,000 to \$15,000 in revenue each month. And with this book + online course, you can get the same (or better) results!

Now, what about you? I'd love to hear about you and your awesome biz. If you have any questions about the book, the F.A.S.T. Money Move Guide or about anything to do with writing, hit reply and let's have a little chat!

Much love + gratitude,

Apryl B.

EMAIL #2: WHO BABY, A 3300% ROI!

Heyyyy,

Thanks for purchasing the F.A.S.T. Money! book. If you saw the reviews on Amazon you already know folks are loving this book. So if you haven't cracked it open yet, you are missing out!

So, I'm dropping into today to highlight my plug and play formula to help you discover how to "socially sell" and hook more email subscribers and buyers.

By the way, socially selling works – look at what one of my action takers just shared:



Now, you may or may not know, but I used to hustle day and night in my business hunting for clients 24/7.

You see, when my hubby would take Alston to the park after school, I was stuck scouring social media for clients.

When we took family vacations, I was stuck chasing inbox messages and posting in Facebook Groups – still on the hunt for buyers.

And when I found clients, I was hustling even more to balance projects AND hunt for clients.

But something changed the game for me ...

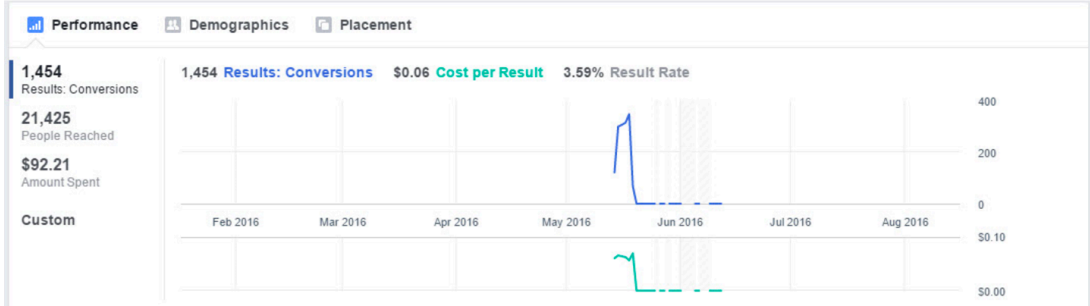
Something that allowed me to "clock out" by 4:30 p.m. every single day.

Something that allowed me to ignore inbox messages I received over the weekend.

Something that allowed me to turn off my phone on vacation.

That something was Facebook ads.

Here's just one of my campaigns with a strategic targeting that brought in 1,454 sign-ups for a webinar for only \$92.21 – meaning I only spent an average of \$0.06 per sign-up!



I also recently ran a campaign that raked in \$3500 in sales from \$107 ad spend; that's a nearly 3300% ROI!

As you can see, Facebook ads can create massive results for your business while you enjoy your life. The problem is, most folks have no idea how to leverage Facebook ads for their businesses.


But really, it's a simple process – so in this email, I'm giving you my plug and play formula to creating a money-making, client-attracting Facebook ad:

Apryl Beverly May 16 · 🌐

1

Imagine spending all night crafting the "perfect" opt-in landing page and NOTHING! No one signs up. You feel like a loser. And your biz life sucks. If you've been in that dark place, I'm about to blow your mind with "Fix My Landing Page," a new webinar where I reveal the exact process I use for getting at least 56.3% of the eyeballs on my page to SMACK the sign-up button. So if you're tired of bangin' out pages that do nothing to pump up your email or your PayPal account, then join my LIVE FREE Webinar this Wednesday to fix your landing page.

Here's the link to register: <http://baab.biz/bosstars/landing-page-webinar/>



3

No Fairy Dust. Just Real Results.

If you've got a good offer and qualified folks who want it, my process will certainly imp...

BAAB.BIZ [Sign Up](#)

11,264 people reached

4

Step #1: FOCUS on the right people. Check out audience insights to see who likes your business page and use that data to target the right folks for your ads. Or create a buyer profile and plug that info in to create targeted buyer audiences on Facebook. There are other, more lucrative ways to target, but these will get you headed in the right direction.

Step #2: ACCENTUATE the benefits of your offer by telling folks how they'll benefit. Ads are about fulfilling the needs and wants of the reader, not your genius or how great your offer is.

Step #3: SLAY your ad images by choosing images that match your branding and compliment your ad copy.

Step #4: TAP into the Power Editor and leverage everything Facebook has to offer for ads. If you're still smacking the "boost post" button or using ads manager, you're missing out on a lot of the money-making features of Facebook ads like being able to add more text (because we all know longer copy typically converts much better).

And that's the super simple F.A.S.T. Money Formula I've used to create a TON of successful Facebook ads that have taken my business from countless zero-revenue days to consistent 5-figure months.

So enough about me. Tomorrow, I'm going to show you how you can get similar (or better) results.

Much love + gratitude,

Apryl B.

EMAIL #3: WHAT TO DO WHEN THE CASH AIN'T FLOWING

So yesterday I gave you a summary of the plug and play formula my clients and I use to rake in bucket loads of cash on Facebook. And I showed how you too can get incredible results too.

Here's what a biz coach asked in response to what I shared ...

"Why run Facebook ads when I can hustle to get clients by sharing my wisdom in Facebook Groups and telling my "friends" to buy all my stuff?"

She'd just post in groups 5 to 7 times per day – answering questions and being super helpful.

Then she'd jump over to her Facebook personal and business pages and tag about 100 friends on her latest product for sale.

And she'd do it all over again every single day and watch cash trickle into her bank account.

Now, I don't know about you, but nothing about this strategy sounds dreamy to me ...

First off, she wants to continue posting in Facebook Groups 5 to 7 times per day. I used to do this and I'd spend nearly 5 hours on Facebook – every day. The return? A bunch of folks asking me to review their copy for free or for a couple dollars.

Next thing she mentioned was tagging folks to let them know she has products and services for sale. I did some research on this and discovered nearly 85% of my Facebook friends think this is ANNOYING as heck. Plus, they're most likely to NOT buy when you tag them.

So, that strategy certainly has some serious cash flow issues.

Here's the thing:

Time is money. And if you're spending all your time on things that ain't bringing in money, you're making your bank account very unhappy.

So sure, you can spend hours out of your day scouring Facebook for people who will pay you *what they want to*.

But why do that when you can spend your time drawing people to you who will pay you *what YOU want them to?*

That's the F.A.S.T. Money way.

It's efficient.

It's profitable.

And it feels oh so fabulous to sit back and bring in some cold, hard cash – without hustling 24/7 to do it. BOOM!

[The around-the-clock hustle stops here.](#)

Much love + gratitude,

EMAIL #4: HE WAS ACTUALLY RIGHT ...

First off, I want to thank you for grabbing your lifetime license for the F.A.S.T. Money Video Course. We're nearly sold out. If you haven't grabbed a spot, I still appreciate you for buying the book and supporting my work.

People don't say "thank you" nearly enough in our world today, so I want to let you know I am grateful.

So I'm dropping in today because I have a confession:

I felt uneasy as heck about telling you about my F.A.S.T. Money Facebook Ads course.

Am I being too pushy?

Am I being a salesy jerk?

Am I charging too much?

I love, love, LOVE sharing my wisdom on live stream and in the BOSStars group, but this selling stuff (even though I write spine-tingling sales copy and know in my heart this course will change the lives of those who sign up) still feels straight up uncomfortable for me -- like walking on hot rocks in the middle of the desert.

But I know if I give away everything, I'm stealing from my son's college fund. So sometimes a BOSS has to slide into her big girl panties, hit the Internet streets and change the world!

Now, whenever I start questioning the value I'm giving, I pull out a note I scribbled to myself about what an old school marketing guy told me when I was just a "copywriting pup":

"The reason people procrastinate on important things that could actually help us live better, fuller and happier lives is not because we're necessarily a bunch of morons.

No, the real reason is simply that nobody sold us on taking care of these things. And if you have a quality service that'll genuinely help somebody, then you owe it to your prospects, customers and clients to at least tell them about it. Even if you have to be a predator in order to get the job done."

Here's the point:

People will stubbornly resist your sales attempts. And they will also NOT do what's best for them.

You're like that.

I'm like that. Heck, *everybody* is like that.

That's why we do dumb stuff like drive around until the gas light comes on. Refuse to get that pain in our chest examined until we damn near pass out. Or go to the dentist until our teeth ache so bad that we can't eat.

Anyway, here's what I want you to do:

Whether you invest in the F.A.S.T. Money Facebook Ads Video Course today or not, remember what this guy told me for your next sales pitch or launch.

You see when I started thinking in terms of giving value, it made *selling* a lot easier.

And it'll do the same for you, too.

Alright, that's all for today.

By the way, I have no idea how long I'll keep the investment for the F.A.S.T. Money Facebook Ads Video Course this low so best to stretch forth your fingers and slide on in now:

<http://bit.ly/pimpthebook>

See ya' on the other side!

Much love + gratitude,

Apryl B.

EMAIL #5: THIS PROBABLY AIN'T FOR YOU

A few days ago I gave you a tip on how to "socially sell," a money-making strategy I use to get folks engaged in my Facebook posts and ultimately smack the buy button on my products and services.

One of my BOSStar Group members used that exact tip and increased her engagement by 10 TIMES! Cuh-razy!

Another one used one of the F.A.S.T. Money Facebook templates to rake in over \$500 in just a few hours!

Shows you this stuff works.

Anyways, this is the same kind of stuff I talk about in the F.A.S.T. Money Facebook Ads Video Course. The place where I take you by the virtual hand and walk you through the exact socially selling and Facebook ads formula I've used to take my business from countless zero-revenue days to continuous 5-figure months!

And the course is selling like funnel cakes at a carnival.

Why?

Good question and I'll try to explain this in a brief way.

Conventional teaching among marketing gurus tells us to "ask" the market what they truly want and then go create it and sell it to them.

It's a logical concept since you'll seemingly never know what people want until you ask. Heck, I even did this when I started selling info products and services to online entrepreneurs. And like tons of other business owners, I spent a LOT of time, effort and energy trying to ask my market what they want.

Now, this isn't necessarily a terrible thing to do, but about 90% of people will only tell you what they *think* you want to hear. And this won't always match what they truly want.

Even for those small few who "asking" does work for, it doesn't work well.

So if that's what you're into, this probably isn't for you.

You see, my course is based on the fact that buying decisions ain't logical.

They're driven by emotion.

So while you're surveying and asking folks what they want ...

Your competitors are creeping around in Facebook Groups and on social media observing what your dream clients are *already buying*.

Here's the thing:

If they spent a gazillion dollars on life coaching sessions, then they'll most likely do it again.

And there's an excellent chance that if they spent a small fortune on online marketing courses, for example, last year, that they'll do it again. That's what the millionaires know to be true.

Marie Forleo knows it in the online business industry. Lisa Nichols knows it in the coaching world. And if you trace back to where they started, many of the other mega successful folks in the online world took a course from one or more of these online "celebrities."

And how exactly did they earn millions selling info products and online courses?

Their success didn't happen by accident. They certainly didn't do it by sending out a thousand market surveys. They did it by selling people what they know they already want.

When you invest in the F.A.S.T. Money Facebook Ads Video Course, you'll get the inside strategies that will earn you a loyalty from your followers that is second to none.

You'll get my wild and crazy delivery of the strategies I use to communicate value in every ad and organic post I share on Facebook so it feels more like giving than selling. Enticing them to invest in what I'm selling because they trust I wouldn't sell them "junk" products.

You'll get some fantastic tips on how to set up, write and publish mind-blowing ads that get results, but this ain't no wham-bam-thank-you-ma'am video course where I dash into your inbox and exit as fast as I arrived.

Plus, while it's priced with my budget conscious biz folks (BCBFs) in mind, it certainly ain't "cheap," valuable things never are. And it's worth way more than you could ever imagine.

If you invest now, you can get everything plus BONUSES for \$77, but don't invest for the price alone!

Invest because you want to get off the income roller coaster (or worse yet ... the "lack of income" nightmare.)

Invest because you want to have a loyal group of followers who pay you more than ever because you know how to communicate the value and the many ways in which you can help them.

Invest because you're ready to move outside your tiny corner of the world and serve more of the people who need you most.

It's your time to "pimp" Facebook and make the money you need to inspire, motivate and help people all over the world! Take the first step here:

<http://bit.ly/pimpthebook>

See you inside!

Apryl B.

EMAIL #6: THE IN-YO'-FACE SALES PITCH

Here's a whiff at what's waiting for you inside the course:

*Real-life guidance on how to **skyrocket your reach AND your sales** by uncovering foolproof strategies for finding and hooking leads on demand and turning them into loyal buyers (even though you have a tiny audience right now)

*My **wild and crazy, live on-screen delivery** of the EXACT formula I use to write ads that **propel folks to smack the sign-up button and, ultimately smack the BUY button**

*The inside scoop on how to **finally stop hunting for prospects and buyers** and use Facebook ads to drop buyers right into your lap

*A step-by-step process for using Facebook ads to **grow your list by the THOUSANDS and finally tap into all that money the "gurus" keep saying is "in your list."**

*Blockbuster secrets on how to **make "retargeting ads" work for you** (even when Facebook says your "audience is too small" to target)

So, if you're looking to attract smokin' hot leads on Facebook and start getting PAID when you spend your hard-earned money on ads, the F.A.S.T. Money Facebook Ads Video Course is a great complement for your book.

Now, if you already have all the leads and money you can handle, please DON'T JOIN US. This course is for BCBFs (budget conscious biz folks) who are interested in growing their tiny empires without draining their bank account to do it.

All BCBFs ready to "pimp" Facebook, grow your six-figure empire and set the world on FIYAH, go here:

<http://bit.ly/pimpthebook>

See you inside,

Apryl B.

EMAIL #7: IN THE WORDS OF MJ ...

In the words of Michael Jackson ... This Is It! Let's sing a little:

*One, two, three, four
This is it, here I stand
I'm the light of the world
I'll feel grand ...*

Yes, I LOVED that song! Anyways, this is it for me too.

This is the last email I'm sending about F.A.S.T. Money Ads Video Course – pinky promise!

And I'm only sending this one because I saw you checked in on one of the previous emails, but you still didn't grab your spot for the course.

Just as a reminder when you register, you'll get access to ...

*My wild and crazy, live on-screen delivery of my 4-week course where I take you by the virtual hand and guide you on creating and publishing mind-blowing Facebook ads.

*Insight from two of my super smart biz besties – a Facebook Ads Strategist and a Branding and Marketing Genius.

*Lifetime access to all the class recordings and notes so you can relive the experience time and time again.

*The chance to make history because after this, I'll NEVER offer this video course at this price again.

*My F.A.S.T. Money Facebook Ads formula – you know the one I followed a few weeks ago to rake in \$3500 after only spending \$107 on ads? And the one I tucked inside your book? Yep, that's the one.

Now, it's tough to put a price tag on all this goodness, but if I had to price the value of it all, I'd say \$2,325. You see, I've been known to not price for my worth, so I'm being pretty generous with that amount.

Anyways, you can [get instant access now for only \\$77.](#)

Here's the thing:

I'm not the pushy type so I'd never drag you kicking and screaming into this course.

You have to want it.

But, if you're waiting until next time ...

If you're unsure this will work ...

If you're stuck trying to pretty up your product offering so it's absolutely "perfect"
...

I invite you to step out on faith and see what could happen when you take a risk.

Invest in yourself. This is your chance to move outside your corner of the world and serve the masses.

Whether you join or not – I got nothing but love for you and I appreciate you for saving a very special place in your inbox just for me.

Here's to changing the world!

Much love + gratitude,

Apryl B.

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