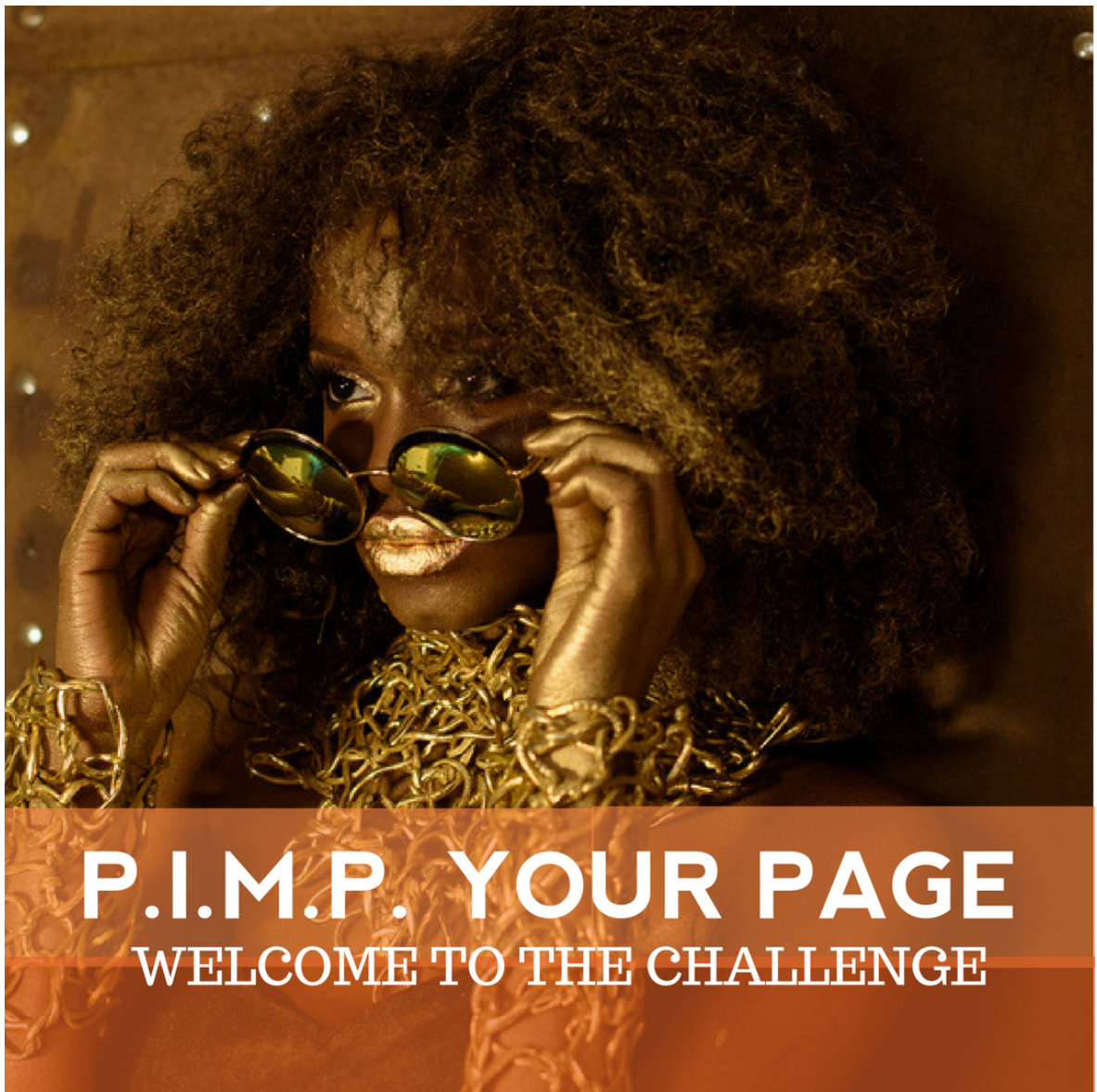


**P.I.M.P. YOUR PAGE
4-DAY CHALLENGE
LESSONS + WORKBOOK**



P.I.M.P. YOUR PAGE
WELCOME TO THE CHALLENGE

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DAY 1: POWER UP YOUR PURPOSE

Before we dive in, let me give you my easy breezy, non-techy definition of a landing page:

A “landing page” is the online page where you encourage readers to take ONE specific action. It’s different from the homepage of your website in that it has no distractions and is created ONLY to get folks to take action on ONE task.

Alright, let's roll into today's lesson ...

Day 1: POWER Up Your Purpose

Let me start with a statement you’ll need to remember whenever you create a landing page:

Always start with the END in mind.

You see, the secret sauce that makes your offer appealing is not that tangible thing you’re selling or giving away. It’s the promise you make to your reader that on the other side of your product/service or freebie lies a better situation for them.

And that’s the part a lot of entrepreneurs miss.

They focus all their time selling “free.” But “free” doesn’t entice everybody because free costs time. People want to know your offering, product/service is valuable enough for them to invest their time (and money) into it.

For example, let’s say I crafted a landing page offering a FREE sales page makeover. Now, for people who have worked with me, FREE could be a trigger because they know my sales pages start at \$1,500.

However, for people who know nothing about me, they don’t care about it being free. In this case, the trigger is having a sales page filled with words that pierce hearts and push them to buy. Folks who trust me to do that and see the value in the service will race to sign up. Make sense?

WERK IT NOW (WIN) Assignment #1: Flex your superpowers

Go back and look at one of your freebies, product pages or service offerings and ask yourself this:

“What am I selling?”

For example, Colgate doesn't sell toothpaste. They're selling a brighter smile and fresher breathe. A business coach isn't selling advice. She's selling the ability to generate more revenue and have the business you always dreamed of.

A jewelry maker isn't selling jewelry. She's selling a unique and beautiful style that turns heads whenever her customer walks in a room.

Sooo, what are you truly selling?

NEXT STEPS: Share your response on today's post in the group by completing this statement:

I am selling _____.

That's it, Day 1 is in the history books, and your first step to crafting a landing page that gets you PAID is complete.

DAY 1: POWER UP YOUR PURPOSE

What does it mean to “power up your purpose”?

What was my greatest takeaway from today?

How will completing today’s WERK IT NOW assignment move me closer to achieving my business goals?

ACTION TIME! What will I DO differently THIS week to generate more leads and revenue?

DAY 2: INTRIGUE YOUR AUDIENCE

Yesterday you answered an extremely important question that's gonna serve as the foundation of everything we talk about this week. I started with that question because you can't expect folks to race to sign up or invest their money in your stuff if you don't know what you're truly selling.

For example, you signed up for this challenge not because you just love writing landing pages. Nope, you signed up because you want to craft landing pages that act like an "always-on sales team," so you can make money and grow your email list while you sleep, grocery shop, play with your kids and so on.

But how did I intrigue you and 499 other ambitious entrepreneurs to accept the challenge – all within 3 days?

I hit on your pain points. Now, I didn't send you into a deep, dark depression, I simply shared stories on how I and my clients make money online without burning the midnight oil. So, if you're tired of working around the clock and still not getting the results you want, this Challenge was intriguing to you.

To do this, you need to have a clear understanding of your audience's deepest desires. If you have no idea what your readers desire, click here for some hand-holding guidance.

WIN Assignment #2: Heal the pain

Go back to the freebie or offer you focused on yesterday and think about three core pain points your offer addresses.

With every pain point you identify, be sure to ask yourself:

“How does my freebie or product/service eliminate this pain?”

NEXT STEPS: Share ONE of your core pain points on today's post in the group by completing this statement:

My audience struggles with _____ and my freebie or product/service resolves that pain by _____.

That's it, Day 2 is complete.

DAY 2: INTRIGUE YOUR AUDIENCE

What is Apryl's top secret for intriguing my audience to take action?

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

How will completing today's WERK IT NOW assignment move me closer to achieving my business goals?

ACTION TIME! What will I DO differently THIS week to generate more leads and revenue?

DAY 3: MAKE IT EASY

Now, that you have a general idea on how to POWER up your purpose and INTRIGUE your audience, we're going to dive into how to MAKE it easy.

The one thing that will instantly turn off prospective customers/clients is a complex landing page that makes it difficult for them to take action.

For example, you've crafted an intriguing landing page based on your purpose and your audience's desires, but when they click to take action, the button doesn't work. OR it takes them to a questionnaire where you want them to answer a gazillion questions to get to the next step.

Now, we're all human and these things can happen to the best of us, but you want to make sure you test the page by signing up yourself. And then have two to three other people test the page.

Yes, this is an "extra" step to crafting a landing page, but when you want folks to invest their time and money with you, your entire process needs to be seamless.

Now, where should you put your landing page? I use OptimizePress and love it. I know some folks who use LeadPages. I'm always one who likes to send traffic back to my website, so I tend to use plugins and software that ties directly into my website.

There's no right or wrong answer, just use something you're comfortable with and get it up.

Struggling with the techy side of getting your landing page live? Click here for some virtual hand-holding so you never, ever get stuck on this step again.

WIN Assignment #2: WERK IT NOW (WIN) Assignment #3: Make a decision

You've been killing it! So today, all I want you to do is drop in the Facebook Group and share how you feel about the P.I.M.P. Your Page Challenge so far.

Are you learning valuable tips? Do you need more guidance?

Drop us a note on the DAY FOUR post and spill the tea.

P.S. If need step-by-step assistance so you can master the art of crafting landing pages, click here.

DAY 3: MAKE IT EASY

What are some of Apryl’s suggestions for making it easy for my audience to take action?

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

What was my greatest takeaway from today?

ACTION TIME! What will I DO differently THIS week to generate more leads and revenue?

DAY 4: PROPEL PEOPLE TO SMACK THE BUTTON

Yesssss! High fives and fist bumps to you. You made it to the last day of the Challenge! And after today, you'll have (just about) everything you need to craft landing pages that get you PAID!

Now, before we get into today's lesson, let's do a quick recap.

Soooo, you now know how to:

- POWER up your purpose
- INTRIGUE your audience
- MAKE it easy
- PROPEL folks to smack the button

And with all of that in motion, you now have the framework for crafting landing pages that get you PAID!

But what we haven't covered is:

- How to spread the word and get eyeballs on your landing pages
- How to write irresistible headlines that persuade people to keep reading
- How to effectively use bullets to propel people to smack the button
- How to know how much you should write
- How to determine whether you need a “sales page,” “opt-in page” or “product description” page
- How to address buyer/participant objections without overwriting

I'll share how you can get the 411 on these other critical pieces of crafting landing pages that get you PAID! Be sure to tune in LIVE on Periscope, Facebook and Instagram to catch this tea.

Your FINAL WERK IT NOW (WIN) Task

Drop a link to your landing page on today's post inside the Facebook Group. I'll pick 1 or 2 pages for a LIVE P.I.M.P. review during my LIVE broadcast.

DAY 4: PROPEL PEOPLE TO SMACK THE BUTTON

How can I put it altogether to propel people to smack the button?

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

What was my greatest takeaway from today?

ACTION TIME! What will I DO differently THIS week to generate more leads and revenue?

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](#).