

*THE COPYCLOSET™ PRESENTS ...*

**MONEY MOVES MASTERCLASS:  
FOUR EMAILS EVERY ENTREPRENEUR  
NEEDS TO COLLECT YOUR COINS**



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## TOP FIVE CHARACTERISTICS OF A BANGIN' COLD EMAIL

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***“If email marketing is ‘dead,’ please alert my bank account because she’s over here collecting coins from the ‘dead.’”***

***– Apryl Beverly***

Before we get started, I want you to know you will have clients lining up to work with you as long as you follow all the principles I share today, and of course, have knowledge in an area that can transform the lives and businesses of others.

You don't have to be the BEST in the business, but you do need to have a talent or skill people will pay money to access. And you have to be confident about your superpower.

So, as long as you have something folks want, are confident about your ability to deliver on your promises and you follow the principles I share today, you're gonna attract clients ... even if you haven't been successful with prospecting emails in the past.

Now, with social media and live broadcasting, you might be wondering *why send cold emails and is it a strategy that even still works?*

And the answer is YES, it still works ... as long as you're doing it right.

Let's look at the top 5 characteristics of a bangin' cold email:

### **Bangin' Characteristic #1 – It's Tailor Made**

Business folks are rushed. Folks are rushing to finish projects. Rushing to get in new clients. Rushing to bulk up their bank accounts. And this is why a lot of entrepreneurs fail to take the time to properly tailor a cold email.

But guess what? Tailoring the email is one of the top ways to engage the recipient enough to continue reading and get to the “good stuff” all about you.

So how do you tailor the email? You take five to 10 minutes researching the prospect to uncover a piece of information that connects you with the prospect. And make sure you identify the connection.

## **Bangin' Characteristic #2 – It Validates Your Street Cred**

Real talk ... how long do you talk to a stranger before you wonder who the heck they are and what they want? Welp, the same thing happens in email.

You've researched the prospect, but you gotta remember they know NOTHING about you, so it's your job to show them you're credible.

Now, if you share a common connection – this is the time to mention it. Having a mutual friend means you're not truly a stranger anymore and it eases the recipient's skepticism about whether they can trust you or not.

Don't have a mutual connection? Include relevant industry experience, authority, social status – anything that can connect you to what's important to the recipient.

*Warning: This is NOT the time to drop your entire 500-word bio. Just add a sentence or two.*

## **Bangin' Characteristic #3 – It Alleviates Pain**

Here, you'll need to give your recipient a reason to care. Now, I'm not really about stabbing folks in the heart repeatedly, but research shows people will do more to avoid pain than to acquire pleasure. What this means is, if you've found a pain point for the recipient, highlight it.

Now, you don't have to send folks into a deep dark depression, simply let the prospect know you can relate to their pain.

For example, while working as a marketing communications manager for two major law firms, I soon realized law firm marketers are typically overworked and burnt out. Because I had the “inside scoop” on this, one of the pain points I often highlighted for law firm prospects was the opportunity to get a helping hand in the midst of the day-to-day fires of sending out proposals and developing business for the firm.

You see, firm partners want business. And they want their marketing team focusing on attracting clients. However, lawyers don't always understand everything that goes into that – website copy, brochure writing, press release, lawyer bio and so on. That's where I came in. I'd write behind the scenes while the marketing team ensured lawyers were ready for client and prospect meetings.

## **Bangin' Characteristic #4 – It's Short and Sweet**

Long-winded, rambling emails suck. People are super busy and nobody wants to open an email and get smacked upside the head with a gazillion blocks of text. PLUS, statistics show people like emails that get to the dang on point.

Now, for automated sales funnel emails or subscriber emails, I talk a great deal about the importance of storytelling. That's different. You see, those folks already "opted in" to your list – they took the action. Your job with regular emails is to entice them enough to stay connected and invest in your products and services.

Prospecting emails, on the other hand, are not that warm and fuzzy. They're still personable, but complete strangers don't care to hear your stories – even if they're tied to a business lesson.

## **Bangin' Characteristic #5 – It's Actionable + Appreciative**

Ahhh, the "dreaded ask." I don't know what it is, but this part of the email freaks folks out so much that they'll often end the email with:

*"Let me know if you want to schedule a call."*

Huh? That's terrible. You did research. You showed the recipient you two are "kindred souls." And, you validated your street cred only to end with this wimpy final line.

Not on my watch. Here's an example of a better ending to a bangin' cold email:

*I'm available for a phone chat Monday or Tuesday from 8 a.m. to 11 a.m. EDT. If that doesn't work for you, please propose another date and time, and I'll make it happen.*

See how that gives the recipient a clear, specific action with boundaries that allow you to follow up without looking like a stalker?

You see, if you don't hear back before Monday, you can check in letting the recipient know you're planning your schedule and want to know what time you should have your assistant schedule you. #Boom

Alright, now that we've covered the characteristics of a bangin' cold email, let's get to the moment you've all been waiting for ...

# THE TOP 4 EMAILS EVERY ENTREPRENEUR NEEDS TO COLLECT YOUR COINS

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*Please Note: These emails were used to initiate contact and follow up with cold prospects. These were not used in an automated sales funnel or sent to a list of email subscribers.*

Why? Because the art of cold emails is personalization. One email. One focus. One prospect. One client.

Alright, let's dig in!

## **EMAIL #1: ATTRACT THE CLIENT**

**Subject Line: His tips were right on the money**

Good morning/afternoon [Insert First Name],

Hi [Soon-To-Be-Client],

I watched and enjoyed the YouTube video your CEO shared on tried and true advice for marketers and how it's important to be "scrappy" and "surround yourself with great people." As you know, the business world is constantly evolving, and it's a much better place because of the innovative, passionate ideas of marketers. 😊

By the way, that picture on the wall in the video that said, "Get Shit Done," was classic!

I'm reaching out because I wanted to see if [insert business name] is in the market for a freelance copywriter who gets stuff done. Let me explain ...

You know how Tom said he spent time climbing mountains in Alaska before joining the team? Well, that's what I do every single day – only on the page and with spine-tingling sentences.

I'm sure climbing those mountains gave him a huge adrenaline rush, and that's exactly how my clients feel when I deliver copy that pierces the hearts and opens the wallets of their audiences. And putting millions of dollars of revenue in their pockets isn't too bad of a bonus either.



Now, the sweet cherry on top for [insert business name]: I write words that make my clients money. I've been bleeding the alphabet for 15 years. I also have an extensive list of thrilled clients and a couple of degrees to boot.

I thought it'd be cool (and quite profitable for your clients) for us to connect. If you're in the market for a "get-stuff-done-and-do-it-right" copywriter, can I take 15 minutes of your time next week to discuss how I can make you more money?

I have penciled you in for Monday at 11 a.m. EDT, but if that doesn't work, I have time on Tuesday as well.

Looking forward to hearing from you.

Talk soon,

[insert signature]

***BONUS TIP: Use a reliable email tracking software such as Mixmax to see when recipients open and read your emails. This will help you gauge whether the recipient is interested in your offer.***

## **EMAIL #2: FOLLOW UP FOR THE WIN**

**Subject Line: Are we still on for [insert day]?**

Hi [First Name],

Happy [insert day]! I know your inbox is a busy place, so I'll make this quick. My calendar is filling up fast, and I want to make sure we have a chance to talk. Are you available [insert proposed day of the week]?

I'd love to chat with you about how I can boost the profits from your next marketing campaign and put a huge smile on your CEO's face (and possibly slide a bigger bonus in your pocket for such a job well done). If [insert proposed date/time] doesn't work for you, we'll find a date and time that does. Just let me know.

Talk soon,

[insert signature]

***BONUS TIP: If the recipient doesn't respond to this email, keep an eye on your email tracking software and be sure to follow up when/if the recipient reads/opens the email.***

### **EMAIL #3: QUOTE YOUR RATE**

**Subject Line: Thank YOU – Your project quote is inside**

Thank you so much for contacting me about your **copywriting needs**. As promised, we are sending you formal pricing information to craft a **sales page that propels your audience to smack the buy button**.

Please see attached for details.

With the finished sales page in hand, you will have powerful words to market and sell your **[insert big client project]**!

What else? I am reliable, professional and easy to work with. If I tell you I'm going to do something, you can trust me to get it done.

Here's a recent note from **[insert client's name]** on the results I achieved for her:

*[insert client's testimonial here]*

For more details on what clients say about my work, visit **[insert link to your testimonials page, if available]**.

#### **Next Steps**

Please respond back to this email with "Approve" in the subject line within 3 business days. From there, I'll send you a brief service agreement, a nondisclosure agreement to sign and an invoice for the deposit. I require **[insert percentage]** of the quoted rate before starting the project.

Due to high demand for my services, I cannot schedule your project until after you have signed an agreement and paid the deposit.

I'm certain you'll be delighted with your final **[insert what you promise to deliver]**.

If you have questions, feel free to reach me by phone, email or at my Facebook account @ **[insert Facebook link]**.

## **EMAIL #4: COLLECT YOUR COINS**

**Subject Line: Oops ... we haven't received your payment**

Hi [insert first name],

Happy [insert day of the week]! Just checking in to let you know I haven't received the payment of [insert amount due] for invoice [insert invoice #]. As per the invoice agreement, payment is due [insert number of days, i.e. 10 days] after receipt of invoice, or a late fee will apply.

I know it's easy to miss these things, especially with how overcrowded inboxes are nowadays. Please send me a note today letting me know you have processed the payment.

If you have any questions, I'm always an email or call away.

Thank you for your support!

## BONUS: HOW TO TAKE YOUR SALES CONVO OFF OF LINKEDIN

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Now, if you're a service provider, you likely already know LinkedIn is a goldmine. But what you may not know is how to really get it poppin' with your LinkedIn business development efforts.

You see, nearly every single time I go on LinkedIn, I land a client.

How? I take valuable conversations off LinkedIn and into the inbox where I can control spacing, character amounts, attachments and so on. You see, like you I used to send those LinkedIn messages and wouldn't hear a peep from the recipient.

But once I started emailing smokin' hot leads from LinkedIn ... all that changed. So, I know you're wondering ...

*Apryl, how can I get the email address from someone who's NOT in my LinkedIn contact list?*

My secret weapon is SellHack (<http://sellhack.com/>). With this tool, I've been able to slide up inside the inbox of hot leads AND land lucrative projects. And now, I'm passing that power over to YOU.

## MEET YOUR MILLION-DOLLAR WORD STYLIST

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