

**THE COPYCLOSET™ PRESENTS**  
**MONEY MOVES MASTERCLASS**

**FOUR COLD EMAILS EVERY ENTREPRENEUR NEEDS TO COLLECT YOUR COINS**





# SEPTEMBER MONEY MOVES MASTERCLASS

TOP 5 CHARACTERISTICS OF A BANGIN' COLD EMAIL

TOP FOUR EMAILS EVERY ENTREPRENEUR NEEDS

TO COLLECT YOUR COINS

BONUS: HOW TO TAKE YOUR CONVO OFF OF LINKEDIN FOR  
MAXIMUM RESULTS

Q&A



# TOP 5 CHARACTERISTICS OF A BANGIN' COLD EMAIL



# TOP FOUR EMAILS EVERY ENTREPRENEUR NEEDS TO COLLECT YOUR COINS





# **BONUS: HOW TO TAKE YOUR CONVO OFF OF LINKEDIN FOR MAXIMUM RESULTS**

# HIGHLIGHTS ON HOW I'VE WERKED MY CLIENTS' WORDS



## My sales conversions hit 60%!

Come through copy ... I've enrolled 600 members into my online membership program with the sales page you wrote for me. And I've used the CopyCloset to revamp other sales pages and my last three product launches have had **ridiculous sales conversions up to 60.52%**.

- Cici "The Six Figure Chick," *The Six Figure Chick*

# HIGHLIGHTS ON HOW I'VE WERKED MY CLIENTS' WORDS



## **I made over \$500 in a few hours!**

I am naturally someone who stares at the wall trying to decide on the words to write. Apryl has shown me how to stop wasting that kind of time.

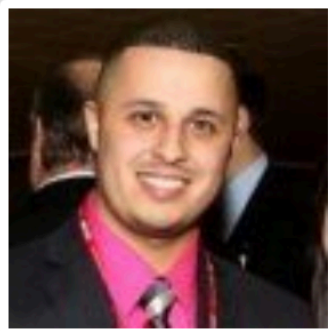
First, I used what I learned in one of her classes to find my ideal customer. Then, I coupled that with one of her writing templates. From there, all I had to do was plug in a few industry terms and hit "post." **I made over \$500 in a few hours!**

- *Leslie C. Bentley, **The Sewcial Place***

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# HIGHLIGHTS ON HOW I'VE WERKED MY CLIENTS' WORDS

“ APRYL'S BUSINESS PLAN WRITING SERVICES HELPED ME **RAISE \$50,000** FOR MY BUSINESS!



...and I received a fast turnaround on the final plan. Apryl helped me present MyCity 24/7 to investors and raise \$50,000 in capital. She also helped me focus on more effective and strategic ways to market my company.”

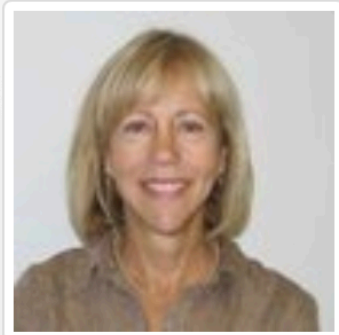
- Michael Gabriel, CEO, MyCity 24/7 | Cleveland, OH

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# HIGHLIGHTS ON HOW I'VE WERKED MY CLIENTS' WORDS

“ WE HAVE **WON SEVERAL MULTI-MILLION DOLLAR CONTRACTS** AS A RESULT OF APRYL'S PROPOSAL WRITING HELP.



We were so pleased with her assistance on several projects during the past few months. Her patience and perseverance were critical to submitting a compliant proposal on time and looking sharp! We sincerely appreciate her guidance and professionalism throughout the process and look forward to working together on future pursuits.”

- CarolAnn Giovando, Senior Director Sales Support, **Aclara Technologies LLC** | Hazelwood, MO

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# HIGHLIGHTS ON HOW I'VE WERKED MY CLIENTS' WORDS

“ WITH APRYL'S RFP WRITING EXPERIENCE, WE WERE ABLE TO WIN ONE OF OUR LARGEST CONTRACTS TO DATE WITH A BIG 10 UNIVERSITY!



Apryl demonstrated enthusiasm and professionalism from the first phone call. She not only helped us complete the project, but she managed the project and helped us to stay organized from start to finish. She was experienced, efficient, creative and thorough. The end results were excellent, we finished on time and have used her services again since then. I appreciate her services and look forward to working with her on future projects. I highly recommend her.”

- Rula Hanania, CEO, **Smile Promotions** | Bloomington, IN



# HIGHLIGHTS ON HOW I'VE WERKED MY CLIENTS' WORDS

SINCE LAST YEAR, MY CLIENTS HAVE  
RAKED IN WELL OVER \$7 MILLION  
DOLLARS WITH THE MARKETING  
MESSAGES I'VE CRAFTED FOR THEM AND  
ON OCTOBER 21, 2017, I'LL REVEAL EVERY  
DETAIL OF THE STRATEGY TO YOU.

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# HIGHLIGHTS ON HOW I'VE WERKED MY WORDS

CLOSED A \$4,500 PROJECT ON LINKEDIN  
IN LESS THAN 24 HOURS

CLOSED A \$5,000 PROJECT WITH ONE  
FACEBOOK POST (NOT AN AD)

CLOSED A \$1,500 PROJECT ON INSTAGRAM WITH ONE POST

WENT FROM \$7K MONTHS TO \$15-\$20K MONTHS IN ONE YEAR BY SHOWING UP EVERY DAY  
ON SOCIAL MEDIA AND ACTIVELY PROSPECTING LEADS VIA EMAIL

SOLD \$30,000 IN BOOKS AND HIT THE #1 SPOT ON AMAZON'S BEST SELLER'S LIST TWICE

SOLD OUT COUNTLESS WEBINARS AND MASTERCLASSES FROM  
FACEBOOK AND INSTAGRAM PROMOS

LANDED A \$50,000 PROJECT FROM A LINKEDIN INTRODUCTION

FILLED MY COPYCLOSET MEMBERSHIP PROGRAM WITH EXCITED MEMBERS

**MOST IMPORTANTLY, I CAN NOW COMFORTABLY EARN SIX FIGURES WITHOUT  
BURNING THE MIDNIGHT OIL AND SACRIFICING FAMILY TIME**





# “How Freelancers Can Make \$2000 Per Week Online ...”

A strategy-packed half-day workshop for freelancers, biz coaches and virtual assistants who want to make more profit

## SHOTS FIRED! LIVE WERKSHOP



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An interactive WERKShop where ambitious entrepreneurs will discover how to sling *six-figure sentences*.

SHOTSFIREDLIVE.CO

11 A.M. – 1:30 P.M. EDT

# GET THE KNOWLEDGE YOU NEED TO CRAFT SENTENCES THAT SERVE AND SELL



How to attract **an abundance** of new clients



How to write follow-up emails that **eliminate common sales objections** to working with you.



Why people should **come to you** rather than go elsewhere.



How to create a **“passive” income** from products.



Why using these **2 words** in your marketing is so wrong and how it actually **loses** you clients!



How to convert **virtually every person** you talk to during a discovery call.



Whether you are a freelance website designer, writer, photographer, business coach or virtual assistant, this **step-by-step blueprint** for writing in a way that entices prospective clients will be invaluable to you.



How to get **\$2000 per week** working with clients **you hand-select**.



All this and more in one **fun, strategy-packed** and thought-provoking workshop!

**PLUS, when you register BEFORE October 1, you'll ALSO get:**



### **Custom-Made Writing Journal (\$110 VALUE)**

This beautifully, custom-designed 8 1/2 x 11 writing journal is the perfect place to store all the spine-tingling sentences you'll use to pump up your profits and get your bank account smiling.



### **Printed WERKBook (\$300 VALUE)**

No more setting your pen on fyah to write down everything shared during the training. Simply follow along in your printed WERKBook and take notes on the "in-the-moment" gems I'm sure to drop during the WERKShop.



### **Pre-WERKShop Soiree (\$500 VALUE)**

Receive a backstage pass to join us for an online pre-WERKShop Soiree Friday, October 20, 2017. Here, you'll hear from sponsors, special guests and behind-the-scenes shenanigans as we put in the WERK to teach you how to get PAID!



### **FREE Copy of the "Uncloned Life" Book (\$75 VALUE)**

If you've been strolling the Internet streets, you've certainly heard a thing or two about this "Uncloned Life" movement launched by Audria Richmond, Branding and Marketing Genius. This book will give you your entire life and it's yours absolutely FREE as my special guest at the *Shots Fired LIVE* WERKShop.

# BO-BO-BONUSES

## BONUS #1:

REGISTER BEFORE OCTOBER 1 AND GET 15% OFF THE TICKET PRICE  
USE PROMO CODE MONEY  
(AS SHOWN, ALL CAPS)

Code	Discount Amount
MONEY	15% off

**WHEN YOU RESERVE YOUR SEAT BEFORE MIDNIGHT TONIGHT,  
YOU'LL ALSO:**

## BONUS #1:

GET AN AUTOGRAPHED COPY OF SHOTS FIRED WHEN YOU ARRIVE AT THE EVENT AND A FREE 30-MINUTE PRIVATE COACHING SESSION WITH ME (FOR LIVE ATTENDEES ONLY). (VALUE: \$500)

## BONUS #2:

QUALIFY TO WIN A FREE COPY MAKEOVER (WINNER WILL BE ANNOUNCED AT THE EVENT (FOR LIVE ATTENDEES ONLY) (VALUE: \$1500)

**TOTAL BONUS VALUE: \$2,000**



**READY TO WERK YOUR  
WORDS TO ATTRACT THE  
RIGHT CLIENTS?**



**SHOTSFIREDLIVE.CO**  
**USE PROMO CODE: "MONEY" AND SAVE!**

**PRETTY +  
PROFITABLE**