

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



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COPYWRITING 101

“Copywriting is the art of writing in a way that serves your audience and propels them to take action.” – Apryl Beverly

Before we get wrist deep into this W.E.R.K. Ethics Formula, let me breakdown what copywriting is all about. You see, some folks will say it’s all about writing in a way that sells.

But that’s only half the truth.

Copywriting is all about slinging sentences that SERVE and SELL.

What this means is, copywriting not only gets folks to smack the button when you’re “NOT in the room,” but it also serves your audience in a way that propels them to take a specific action.

How?

Copywriting is the act of writing to pierce the hearts of your peeps so they do what YOU want them to do – download your freebie, register for your webinar, enroll in your course or simply open your email.

Copywriting is used everywhere you can think to market or promote your products and services. More on some of those places later, but for now just know:

Copywriting is the act of producing content used for the purpose of advertising and marketing. This type of text, known as copy, is also used to raise brand awareness and persuade the ideal client to part with their money or take some other desired action – download your free eBook, participate in your webinar, register for your email list.

Thanks to Wikipedia for inspiring that stellar definition of copywriting.

Bottom line: Copywriting pierces hearts and opens wallets!

THE W.E.R.K. ETHICS FORMULA

“Folks will invest in you when you give them reason to do so.” – Apryl Beverly

Everything I write. Everything I teach my clients to write starts with the W.E.R.K. Ethics Formula. Here’s what it stands for:

W – WRITE with emotion

E – EDUTAIN the mess outta folks

R – RELATE to the right people

K – KILL it in sales and service (after you’ve nailed the W, E and R)

Let’s break down each component of the W.E.R.K. Ethics Formula.

WRITE WITH EMOTION

Let me start with a statement you’ll need to remember for the rest of your entrepreneurial life:

Using emotion in your writing is the KEY to persuading people to take action.

You see, emotional appeal is why we desire things, and it’s why we take action to get the things we want. “Desire” is an emotional impulse. Now, the trick to writing with emotion is slinging sentences that trigger the right emotion in your audience.

What you don’t want to do is “boo hoo” all over every post you share on social media. Nor do you want to scream, “buy my stuff” day in and day out. Instead, you want to write with confidence and assure your audience you can deliver a product/service that fulfills their desire.

Now, please know this:

Saving money or getting free stuff is NOT everyone’s primary trigger. You see, people desire the lifestyle that comes alongside investing their time and money in you.

So, what does this mean for your business?

FREE ain’t always the answer. This means, whatever service you provide, think on the other side of that service to what your people really want. For example, I sling sentences. Well, people don’t hire me to write for them, they hire me to write sentences that make them money so they can have a profitable business.

Therefore, even if I offer a FREE social media makeover, the trigger isn’t FREE. The trigger is the idea of having a social media presence filled with words that pierce the hearts of their browsers all the while propelling them to take action. Folks who see the value in that will race to sign up. Make sense?

The reason this works is because buying is an emotional decision. You see, anytime you can accentuate the benefits of your products and services in a way that speaks to the pain and struggles your prospect is experiencing or the triumphs she/he wants to experience then you're at least 85% more likely to make a sale.

Now, before we go any further, I want to stress the necessity of tapping into THEIR pain, struggles and desired triumphs ... not YOUR desires or wants. This is about THEM not you. This is as I said in my bestselling book, *[Shots Fired!](#)*

The cold, hard truth is that nobody cares about you, your services or your info products. Sounds crude I know, but it's true. Folks are only interested in themselves.

Next to not focusing on the RIGHT people, the second biggest mistake I see solo entrepreneurs make is delivering self-centered messages that focus on what they want people to do instead of sharing compelling, spine-tingling messages that accentuate how their services and products serve others.

So, to do this profitable biz thang right, you first gotta know what drives your audience to take action. What emotions are they experiencing by the time they reach you? What are their greatest desires? How do your products/services fit in when it comes to addressing their desires?

EDUTAIN THE MESS OUTTA FOLKS

The Online Free Dictionary defines “edutainment” as the “presentation of informative or educational material in an entertaining style.”

And that's exactly what you gotta do when you want to propel folks to whip out their credit cards and smack that buy button.

Here's the thing:

If you deliver your offer in a boring way, your audience will be bored. However, if you're amped up and excited about serving people with your incredible offer, they'll feed into that and they'll be excited too.

Now, I already know what you're asking, “*Apryl, I'm not a bubbly, over-the-top person – so how do I edutain people?*”

Glad you asked.

You see, edutainment is not about being bubbly and over-the-top, it's all about being YOU. For example, some of you have called me “bubbly” when you see me on video or livestream.

But if I didn't use the right storytelling techniques, folks won't do what I want them to do. What I did was give them a damned good story and I got an intrigued audience. However, I didn't get a single PayPal notification. Just people who said, “Yesss, that was an incredible story.”

And that right there ... is when storytelling doesn't work. You see, it is not just about having inspirational stories to tell, it IS about making sure these stories touch something deeper inside

your audience.

It is like this. The key to storytelling is delivering stories that not only engage your audience but also hit your buyers' pain points and paint a picture not only of their struggles, but also of what life will be like for them after they smack that BUY button.

Copywriters use stories all the time because they're a powerful way to sell. They can influence sympathy and encourage donations. They can cause a revolution or protest. They can provoke a response. And most importantly for you, they can sell.

The bottom line is this: storytelling works. But sometimes it doesn't.

You see, you can deliver the most heart-wrenching tale that hooks your fans/followers and swirls them around in a flurry of emotions and makes them experience all their feelings until they're left gasping for air, pleading and begging for more by the time they devour the last word on the page.

But if you haven't used the right storytelling techniques, folks won't do what you want them to do. They got a damned good story. You got an intrigued audience. However, you didn't get a single PayPal notification. Just people who said, "Yesss, that was an incredible story."

And that right there ... is when storytelling doesn't work.

So, the key to storytelling is delivering stories that not only engage but also hit your buyers' pain points and paint a picture not only of their struggles, but also what life will be like for them after they smack the BUY button.

RELATE TO THE RIGHT PEOPLE

Now because most of you already have an established business, I'm going to assume you have at least a general idea of who you serve and who benefits from your products and services.

But just knowing this ain't enough. I always say, "if it ain't written, it ain't hittin'." And in this case, that means, if you don't have a summary of your ideal client in writing, then you'll never truly know who you're talking to.

Of course, you can have her/him in your head, but real talk ... she/he isn't REAL until you see all her/his curves and characteristics, ups and downs, triumphs and tribulations in writing.

To get you headed in the right direction, here are a few questions you want to make sure your ideal client summary addresses:

1. Gender?
2. Age?
3. Race? (If it's a major factor for your product/service)
4. Profession?
5. Annual income?
6. Highest education level?
7. Marital status?

8. What social media platforms does she/he use?
9. What frustrates her/him most?
10. What are the top 3 to 5 emotions this person is feeling by the time they reach you?
11. What is her/his most urgent crisis right now (as it relates to your offering)?
12. How does your offering address the urgent crisis in #11?

Now here is a short sample summary for one of my ideal clients. And YES, you can have more than one ideal client.

Meet Kim. She's a 35 year-old Cablanasian. She's a 5- to -6-figure earner, smart, married mompreneur who is obsessed with Scandal, Empire and even enjoys the occasional reality TV show. She sometimes binge watches Soul Sundays and loves reading Essence, Black Enterprise, Fortune Magazine and interesting articles on The Huffington Post.

When it comes to her work, she is a BEAST at what she does (business coaching, consulting or creative services - photography, design, creative writing, etc.). Only problem is, she doesn't sound so beast when she writes about what she does on Facebook, LinkedIn, in blogs or on her website.

She can talk about her genius all day long, but when it comes to tapping those keys, her "beastness" turns into dull, boring words that do nothing to hook clients. By the time she reaches me, she is wallowing in a pool of word despair. She knows who needs her genius, she just has no idea how to use her words to pierce hearts and open wallets. And that's when I tap into her VOICE and turn her brilliance into spine-tingling sentences that propel people to whip out their credit cards and smack the buy button on her offerings.

KILL IT IN SALES (AND SERVICE)

Writing with emotion, using words to edutain folks, tailoring your messages for the RIGHT people forms the foundation of your ability to KILL IT in sales and service.

Let's be honest, we all want to help our audiences. We all want to serve the masses. We all want our people to succeed. But we also want to profit from our genius.

So many entrepreneurs shy away from saying they want to KILL IT in sales, which is crazy! We're not here to donate our time and services. We're here to profit from our genius and serve the people who need us most.

You see, you can make money AND serve your people at the same time. And feel great about doing it.

Take me for example ... I run a profitable business slinging sentences that make other people money. My clients make money. I make money from my clients paying me. It's a beautiful circle of entrepreneurial life.

Now, the KILLING IT in sales piece does not come about automagically simply by having steps 1, 2 and 3 in order. You see, doing those things positions you to make the sale, but you still have to deliver something worth buying. And serve your audience in a way that keeps them coming back for more.

While this sales writing formula can make KILLING IT in sales easier for you ... it can't guide you through creating the bomb-diggity products and services. Putting in that WERK is all on you, love!

FROM CALLING TO COINS

“Profit doesn’t magically appear merely because you’re walking in your purpose.” – Apryl Beverly

Gurus often say, “walk in your purpose and the profits will come,” but profit doesn’t just fall outta the sky because you’re walking in your purpose.

The bottom line is this:

You have to actively cash in on your calling by transforming your passion into products and services people desire.

And here’s a basic 7-step process to help you do exactly that:

1. Identify your passion and what you do effortlessly. For example, what would you do even if you never made a dime from it?
2. Consider how your passion serves others. This is NOT the time to focus on the product or service, but instead think about how your passion addresses peoples’ concerns, needs, fears and issues.
3. Identify the SHORTEST path to profits. For example, how can you package that passion into a sellable product or service with the money and resources you have right now?
4. Dig deeper into your prospects’ core problem and position your product or service as the solution.
5. Prove the value and validity of your product/service by giving your audience a look inside the “promised land” – the place where they experience the results promised by your products and services.
6. Humanize your message by letting your audience know you can relate to their struggles and present yourself as a servant ... not a salesperson.
7. Tell your audience what to do next to resolve the issue.

Now, the W.E.R.K. Ethics Formula tells you how to communicate properly to induce action. THIS 7-step process tells you how to connect with your audience and make money from your well-crafted messages.

PUT IN THAT WERK ...

What is Apryl's suggestion for discovering my "profitable passion"?

What are TWO ways I can transform my passion into a product or service?

What is Apryl's top secret for uncovering which audience issue my product or service REALLY solves?

WERK TIME! What will I DO differently NEXT week to communicate better with my audience?

POURING YOUR SUPERPOWERS ON THE PAGE

“If you can’t tell people how awesome you are, they’ll never, ever know.” – Apryl Beverly

I meet talented biz folks and entrepreneurs almost every single day who feel “uncomfortable” talking or writing about their genius.

They feel as if they’re bragging.

They don’t want people to think they’re cocky.

And they’re too humble to talk about themselves.

Lemme tell you this:

If you can’t tell people how awesome you are, they will never know.

You see, all this “let your work speak for itself” stuff is cool, but what do you do when you’re strolling a tiny corner of the Internet streets and nobody’s seeing your work? Who is your work speaking to if nobody’s listening?

It’s your responsibility to spread the word about your genius because remember:

You are a SERVANT ... not a SALESPERSON.

And when you’re a servant, you have an obligation to let folks know you can solve their issues. Now, servants write in a way that touts their superpowers for the sole benefit of their audience.

For example, a salesperson would say:

I’m the best coach on the planet. I have six degrees and clients beating down my door. I’ve worked with Kim Kardashian, Gary Everybodyknowshim and many other celebrities and influencers. Buy this now for the low price of \$2,500.

A servant would write:

I’ve helped over 1,000 women transform their passion into profit and now I’m here to teach you how to do the same. Claim your seat now and let me show you how to open the door to more revenue and better clients.

See how the second version touts the coach’s superpowers, but in a way that serves the reader?

Here’s what I want you to know:

Everything you write must connect with your audience and show them you’re here to serve. Not serve for FREE, but in a meaningful way that lovingly guides the reader out of the sea of confusion and into a place where she/he wants to be.

PUT IN THAT WERK ...

Pouring your superpowers on the page is much easier when you have a core message. Use one of the Signature Superpower Message Templates below to craft your core message.

You'll deliver this message on social media ads in live broadcasts. You'll also use a portion of it to get the conversation poppin' at in-person networking events.

SIGNATURE SUPERPOWER MESSAGE

Script Option #1

I'm _____, **(insert title)** and I _____ **(insert action word)** _____ **(insert who you help)** so they can _____ **(insert the benefit of your product/service)**.

Script Option #2

I'm _____, **(insert title)**. **(Who I help)** _____ turns to me/trusts me/relies on me/calls on me to _____ **(insert what you do)** that/so _____ **(insert the benefit of your product/service)**.

Example

I'm Suzy Smith, **Design Master** and I **create stunning websites** for **women entrepreneurs** so they **have a stylish online home that attracts the right clients and puts their bank account on bling**.

BONUS TIP: Avoid using the word “help.” In an introduction, “help” is a wimpy word that doesn't truly tell people how you can serve them. Focus on inserting an action word – coach, teach, create, design, write and so on.

Craft your core message using the template shared above during the WERKShop. Have fun and keep it personable. **Don't wait – complete this task within ONE WEEK of the WERKShop.**

MAKING MONEY MOVES

“Education is important, but making money requires ACTION.” – Apryl Beverly

I’ve seen fellow biz folks spend tens of thousands of dollars on courses and coaching programs. Now, while I wholeheartedly believe you need to constantly educate yourself, making money requires ACTION.

To make money, you gotta create a product or service people want, all while delivering a meaningful message that:

1. Validates the value of the product or service
2. Confirms your street cred
3. Backs up your ability to deliver on the promise of the product or service
4. Promotes the mess outta the service or product

MOVE #1 – VALIDATE THE VALUE

Folks invest their time and money for emotional, not logical reasons.

If people acted logically, you couldn’t sell cheesecake, jewelry, luxury cars and all those other things that make people feel good.

To validate the value, you have to appeal to your prospect’s emotions and desires. You see, validating the value is NOT merely about the price, it’s about the impact your prospect perceives your product or service will have on their life or business.

For example, on page 12 of *Shots Fired*, I identify 8 top “feel good” reasons people rely on to validate the value of their purchases.

Here’s the list:

1. Save time
2. Cut costs
3. Rake in more cash
4. Live a happier life
5. Make better use of time and resources
6. Become healthier
7. Lower stress
8. Work less and have more leisure time

And here’s a few more:

9. Feel prettier and more desirable
10. Increase self esteem

11. Feel empowered to make moves
12. Increase sense of self-worth in the world

The point is this:

People invest to bring about some type of transition in their lives and it's your job to know which transition your products and services deliver AND to write about them.

Everybody knows folks don't like to be sold to. But we all love a kind set of ears listening to and understanding our problems and offering a way to get rid of our core problem once and for all ... don't we?

You see, when you genuinely show people you're interested and concerned about what they have going on, they start to feel comfortable with you. And when they're comfortable. They trust you. And when they trust you, they're more likely to love you enough to open their wallets to you.

Because real talk ...

People love to buy things. They just don't like to be sold to.

So, what's the difference?

Glad you asked.

When you show interest, you're a servant offering a solution. You're being kind and concerned. And instead of pressuring the individual to take action, you're tempting them.

Oooh, now "tempt" is a juicy word. Let's say you're a baker and you want to get your friend to buy a cheesecake from you. Now, you wouldn't hit them with a list of 5 reasons cheesecake is good for her, would you?

Nope. Instead, you'd tell her how moist the cake is, how thick and sweet the cake is, how the crust is cooked to perfection and how wonderful it smells. You see, you've stamped a picture in her brain that teases her emotions so she starts craving the cheesecake, even though she knows it's not necessarily healthy for her.

In short: You'd tempt her by appealing to her emotions. You wouldn't bore her with a gazillion reasons to hand over the money right now or ram the cake down her throat – that is if you want to make the sale.

MOVE #2 – CONFIRM YOUR STREET CRED

Here, you'll rely on your core message to let your audience know you have the skills, talents and experience to provide a specific product or service. Remember, you're a servant so you'll confirm your street cred by talking more about how your product or service has benefited and will benefit others.

MOVE #3 – BACK UP YOUR ABILITY TO DELIVER ON THE PROMISE

People are creatures of emotion, not logic. What this means is after your prospect is emotionally sold, she needs to justify her *irrational* decision with *rational* reasons.

Think about coaching services. First, you demonstrate your knowledge of her pain and fears. Then, you take her through the journey of what her life would be like once she overcomes that pain and/or fear.

And once she's emotionally connected to your life coaching services, she *justifies* the investment with all the testimonials and case studies you've included to show her how other women just like her achieved goals similar to hers.

But please know the testimonials didn't sell your services. They simply made her feel good about the decision she already made. And when a buyer is on the fence, this is almost as necessary as the emotional appeal. Although this additional information doesn't sell the services, it does justify the investment.

Here's the bottom line:

You want the prospect to feel good about the investment because when they do, they'll likely take an active role in what comes next AND tell others about their incredible purchase.

MOVE #4 – PROMOTE THE MESS OUTTA YOUR PRODUCT OR SERVICE

To promote your product, you must find out where your audience hangs out. Now, yes Facebook has 1 billion users, but that doesn't necessarily mean Facebook is the place where you should spend all your promotional time.

In fact, social media is just ONE place to promote, you can also promote by getting out and connecting with real people. Trust me, it works.

In the remaining sections of this WERKBook, you'll receive quick tips on how to take critical steps toward making more money and growing your business.

Now, these Money Moves are not a "once-and-done" situation. You see, to make money and grow your business, you'll have to repeat these steps every single time you launch a new product or service. On the next page, I've included a Money Moves Blueprint for you to map out your products and services.

You can't expect the same people to buy everything you put out into the world. PLUS, to grow your business, you'll need to constantly attract NEW people into your community.

CRAFTING YOUR PRODUCT/SERVICE OUTLINE

When creating products and services, you'll want to identify the following:

- 1. Product/Service Goal:** Craft a short statement that summarizes why you're creating the product/service.
- 2. Participant Outcome:** Craft a brief statement outlining WHO is the ideal buyer and WHAT she/he can expect to gain from investing in your product/service.
- 3. Delivery Platform:** Identify how you'll deliver the information and for how long. For example, is it a 4-week course, a 2-hour workshop and so on.
- 4. Authority Anecdote:** Craft a brief statement outlining what gives you the street cred to deliver the product/service.
- 5. Pricing Strategy:** Determine your money goal and work backwards until you land on the per participant price you need to accomplish your money goal. For example, if your goal is to make \$5000, you'll need 10 participants if you charge \$500. If you charge \$250, you'll need 20 participants.
- 6. Product/Service Map:** Create a list of bullets that map out each segment/core feature of your product/service in a way that's easily consumable. Be sure to tie a result to each segment or a benefit to each feature, so your participants can easily see the value of the investment.

YOUR PLAN FOR PROFITABILITY

1. Product/Service Goal

2. Buyer/Participant Outcome

3. Delivery Platform

4. Authority Anecdote

HOW TO ATTRACT AN ABUNDANCE OF CLIENTS

“Relatability wins on the Internet streets.” – Apryl Beverly

In these here Internet streets, “relatability” wins. Plain and simple. Now, the reason this is true is NOT because “influencers” are smarter than you, NOPE. You see, it’s all because they know how to communicate in a way that gets folks to take notice.

For example, Samantha is a genius when it comes to coaching businesses on packaging profitable digital products. The only problem is the only people who know about her genius are the folks who happen to book free calls with her.

You see, she’s a BEAST when it comes to talking about how her genius benefits biz owners, but not so much when it comes to pouring her superpowers on the page and letting people know she exists.

Now, let’s look at Martha. Martha also is a business coach. She’s pretty good at coaching businesses on packaging profitable digital products, but she’s still learning the process herself. But catch this:

Martha talks about her clients on social media. She gives coaching advice in her group and she shares her wisdom with the folks she knows who need her most. And she bangs out digital products like it’s nobody’s business (even though they’re not exactly perfect).

Now, she’s not a genius like Samantha, but she makes her words WERK. And because of that, Martha’s business is booming while Samantha’s been making the same revenue for the past 3 years.

Sooo, how do you entice people to choose you over your competitors?

You use the W.E.R.K. Ethics Formula to build notoriety and make people remember you by:

1. Repeating your core message
2. Delivering on your promises
3. Showcasing the results of working with you

And by doing these things, you become relatable to your audience. What this means is, even if one fan isn’t ready to buy today, she’ll tell others about you because you’ve stamped your brand in her mind. So, whenever people ask her about an expert for XYZ, she thinks of and recommends you – even if she hasn’t invested in your products and services.

Yes, relatability is a powerful thang.

HOW TO ENTICE PEOPLE TO CHOOSE YOU

“The best way to attract an abundance of clients is to put YOU in your business.” – Apryl Beverly

You see, “swag” is one of the most essential ingredients to persuasive writing. People buy from folks they like. When you infuse your writing with personality, people feel like they know you. This sense of intimacy leads to trust. And when they like you, rapport comes along and before you know it – you make the sale.

Every great writer I know writes in their own voice. Maya Angelou writes like Maya Angelou. Stephen King writes like Stephen King. Famous copywriter Dan Kennedy writes like Dan Kennedy. And speaking of copywriters, our magic is not only writing in our own voices, but studying the voices and services of our clients so we perfect their voice as well.

Now, I don’t want you to be concerned about writing in any voice other than your own. Just remember, if you’re in the market to hire a copywriter and you meet anyone who tells you they can’t write in a way that sounds like you – RUN! FAST!

So, you wanna know the best way to lace your writing with your own special swag?

Write like you talk first and refine second.

Don’t attempt to be the best communicator or the most prolific writer – simply be you. It’s truly the fastest way to master persuasive writing without the need for special tricks, templates or blueprints.

Why? Well, because you already know how to talk. Let’s say you and I were having a conversation over a drink, just talk like that. You can use slang, swear words and your normal lingo. Don’t try to be overly professional. Add some flava and be a little “incorrect.”

You know what? This is one of the most powerful lessons I’ve learned in copywriting. It’s not only a proven way to boost sales, but it brings you a ton of freedom to be your authentic self. You’re no longer fishing around the Internet for the “perfect” words that sell; NO! you’re simply having a normal everyday conversation in writing.

The other great thing about writing like you talk is it sets you apart from the hundreds of thousands of other “competitors” in your industry. No one can “steal your swag” when you’re selling in a super crowded place like the Internet. Now, they may be able to hijack your words, but nobody can steal the essence of YOU.

HOW TO WRITE EMAILS THAT ELIMINATE COMMON SALES OBJECTIONS

“People are unresponsive when you’re unimpressive.” – Apryl Beverly

Getting lost in a great story breaks down a reader’s “defenses,” even when they’d normally be on edge about receiving yet another sales pitch. So, when you turn your emails into tiny entertaining and engaging stories, you’re more likely to get folks to smack the buy button.

Here’s how to do that well:

ENTERTAIN

Wanna know the BEST way to entertain your audience? Tell relatable stories. Storytelling connects you with your subscribers because it gives them insight into how you think, what you feel and what you find important.

I’ve told stories about my son, my family, my dog, the TV shows I watch, the music I listen to, sporting events, vacations, the questions I get from prospects and clients – nearly nothing is off limits. As long as you can take the story and move it into the second E – educate.

EDUCATE

Now, a story will fall flat if you can’t turn it into a valuable lesson for your audience. For example, I shared a story about why I was so intrigued with the *Mayweather vs. McGregor* boxing match.

But I didn’t stop there, I took the story and tied in a biz lesson that my audience can relate to. Now, they can choose to agree or disagree, but the lesson is presented from my perspective so people can crawl inside my brain and see how I think.

It’s still giving away a valuable tip, but instead of linking to an article or newsletter, I’m personalizing the experience so it’s memorable and entertaining for my subscribers.

ENGAGE

Now, this step is what makes folks sweat a little. This last E is all about engaging your subscriber to take action – be it hit reply on the email, click the link to register for your free webinar or click to a sales page.

From the entertainment and education, the engagement should be a smooth transition. You’ve hooked them with the entertaining story. You’ve educated them with a biz lesson.

And now you’re serving up a way for them to get rid of their individual issues by clicking the link to the offer.

HOW TO CREATE A “PASSIVE” INCOME FROM PRODUCTS/SERVICES

“Make people pay at the gate to crawl inside your brain.” – Apryl Beverly

Entrepreneurs love talking about how we were able to overcome struggles. In fact, some biz folks love it so much, that they allow folks to crawl inside their brains without first paying at the gate.

I know because I was one of those people.

Folks would slide up in my Facebook messenger and ask me a gazillion questions:

1. How did you hit the bestseller’s list with both of your books?
2. How did you get your freelancing biz off the ground?
3. Where do you find clients?
4. How do you get people to respond to your cold emails?

You see, I used to spend all my time answering questions for FREE. And then, I’d sit and watch those same people who slid in my inbox create Masterclasses and mini-courses based on the FREE information I shared with them.

No more. I got smart. And after this WERKShop, you’ll stop giving away your free access to your brain, too.

Here’s the core steps in creating a “passive” income from products/services:

STEP #1 – RECOGNIZE YOUR VALUE

The FIRST step to creating a “passive” income is recognizing your brain is filled with valuable information. You see, if you don’t believe your wisdom is valuable, you’re going to have a rough time convincing others it is.

STEP #2 – DO LESS, TEACH MORE

This requires a major mindset shift for creatives because we’re so used to “doing” rather than teaching. But the key to “passive” is to spend less time on your craft.

For example, I’m teaching a WERKShop on sales writing. Now, my “craft” is writing marketing and promotional content for businesses, but today, I’m teaching YOU how to do what I do for yourself.

Will you go out and make millions of dollars like I do for my clients? Maybe, but that’s not the point. The point is to educate you today so you leave with more knowledge about how to write in a way that serves your audience and makes you money.

You see, becoming more knowledgeable is a RESULT that many creatives downplay.

Here's the thing:

I can write your words all day long. But once I'm done, that's it. You don't get to find out the strategy behind what I wrote. However, when I share the strategy behind what I did, you now have the ability to repeat and manipulate what I did over and over again.

And that right there is the beauty of teaching versus doing.

STEP #3 – ATTACH A PRICE TAG TO YOUR GENIUS

Another issue biz folks have with “passive” income is knowing what to charge. Now, while I'm no pricing guru, I do know you need to attach a price tag that'll make it worthwhile for you. For me, there's nothing worse than pricing a passive product so low that I have to drag myself to do it.

STEP #4 – PACKAGE YOUR GENIUS TO SOLVE ONE CORE PROBLEM

The most efficient and least overwhelming way to package your genius is to do so in a way that solves one core problem for your audience.

For example, in this WERKShop, I'm teaching you how to write business content in a way that serves your audience and makes you money.

But I'm not teaching you the step by step process for email marketing, sales page writing, social selling and so on because that'd be overwhelming.

The key to a passive income product is a “quick win.” This means, you preset enough information for your participant to apply the lessons and land a quick win that correlates to the results you promised.

WHY USING THESE TWO WORDS IS COSTING YOU CLIENTS

“The best way to attract an abundance of clients is to put YOU in your business.” – Apryl Beverly

Before we get to “why” these two words are costing you clients, let me first identify the two words/phrases: (1) “Cheap” and (2) “I Believe.”

BAD WORD/PHRASE #1 – “CHEAP”

You’ve likely heard copywriters talk about the importance of using simple words. And for many biz folks, “cheap” is a simple way to say “affordable” or low cost.”

However, “cheap” means something other than “affordable.” You see, when used in connection with your products and services, “cheap” speaks more to the quality of the offer rather than its price.

“Cheap” tells the reader the product or service lacks quality, which is not the message you want to convey.

So, when referencing price, it’s better to choose one of these options:

- Affordable price
- Low-cost offer
- Insanely low price
- Only \$_____
- A measly \$_____ a week

The point is to use a word or phrase that is not “cheap.”

BAD WORD/PHRASE #2 – “I BELIEVE”

This phrase **causes the reader to question your confidence**, even though you’re likely using this phrase to demonstrate your confidence. For example, I often see biz folks overuse sentences like this in sales pitches:

We believe you will agree we’re the best service provider for the project.

We believe you’ll find us to be an asset to your team.

Here, you can boost the confidence of the sentence by replacing “I believe” with statement like these:

We are confident you’ll agree we’re the best service provider for the project.

We’re certain you’ll find us to be an asset to your team.

HOW TO BOOST YOUR SALES DURING DISCOVERY CALLS

“Servants listen and offer up solutions to their audience’s issues.” – Apryl Beverly

Listening is the key to getting people to buy during and after your FREE discovery calls.

Lemme explain:

The first step to having a successful discovery call is to “condition” the prospect to take action. You do this by:

1. Having the prospect complete a brief questionnaire online before jumping on a call with you. This is Action #1.
2. Once the prospect responds to the questionnaire, you then want to route them to your calendar to choose a date/time to meet. This is Action #2.
3. During the call, you’ll ask questions in relation to the questionnaire responses and ask the prospect to fill in any gaps you’ll need to propose a viable solution.

Be sure to LISTEN to the prospect and take note of keywords he/she uses to describe issues/struggles.

After the individual explains the problem, you say:

“Thank you so much for providing additional insight on your issue. I’m sorry to hear you’ve been struggling with [insert keywords prospect used to describe the struggle], but I’m happy to say my [insert product/service name] is the perfect solution for you.”

From there, you’ll provide details on how similar clients have found success with the product/service they purchased and why you’re suggesting it for this potential client. The key here is to continuously refer back to the individual’s description of their issue so they see your product or service as the best and, possibly, only solution.

HOW TO MAKE \$2K PER WEEK WORKING WITH CLIENTS YOU HAND-SELECT

“Folks will invest in you when you give them reason to do so.” – Apryl Beverly

Before I reveal the strategy I use to generate \$5,000 to \$7,000 per week, please know this:

If you want to make \$10 a day, \$100 dollars a day or even \$1,000 a day, you first gotta answer these three questions:

1. What are you selling? (For example, Colgate sells a brighter smile and fresh breath, NOT toothpaste)
2. Who will your offering help?
3. What struggles will your offering solve for your audience?

If you ignore everything I say today and only focus on making sure you answer these three questions BEFORE launching any offering, you will position your business for growth.

Why? Because nobody likes walking around with a bag full of stress and struggles. So, if you can position your product or service in a way that eliminates even some of your audience's frustrations, you'll compel them to smack the buy button.

The bottom line is this:

If you wanna bust wallets wide open, you first gotta pierce hearts!

STEP #1 – ALWAYS BE COMMUNICATING

The BIG thing most ambitious entrepreneurs forget about social media is the SOCIAL aspect. Many entrepreneurs will post promotions and holler “buy my stuff, buy my stuff,” but what they don't do is showcase the “human behind the brand” so people feel comfortable spending their cold-hard cash.

You see, the Internet streets are full of pimps and hustlas, so you gotta go that extra mile to let folks know you can be trusted.

Sooo, here are 3 tips on what to communicate:

1. **Real Talk:** These posts include giving general biz advice from your own perspective. You use YOUR personality and swag to deliver the message as only you can.
2. **Superpowers:** These posts include delivering tips specifically related to your superpowers – design, real estate, jewelry, natural hair care. Now, it's important that you serve without giving away all your secrets.
3. **Promotions:** These posts are in-yo'-face sales pitches. You simply give a summary of

what you're selling (preferably using bullets or a brief outline) to "sell the click" so you propel people to take action.

SEE IT IN ACTION

Facebook Post

I made \$1,350 from THIS ONE POST and it's NOT a Facebook ad. How? I told an intriguing, RELATABLE story that pierced the hearts of my audience without slapping them upside the head with a sales pitch.



Apryl Steadman Beverly

March 13 at 11:48am · 🌐 ▼

Real talk ... I don't do business on the weekends, but I'm about that profitability life every single day.

Lemme explain:

This is a pic of me teaching Alston how to skate this past weekend.

Now what you don't see is in addition to him falling RIGHT after this pic was snapped, 🤔😞 I still managed to have fun all weekend long AND make money in my business without being glued to my MacBook.

Here's how it all went down:

*Friday night: The hubby and I sang and danced at the Cleveland R&B Festival. All while the coins were rolling in.

*Saturday: I took my son to his cousins' birthday parties for 4 hours of skating, arcade games, jungle gyms, cake and pizza. All while the coins were rolling in.

*Sunday: The Beverly clan went to the bowling alley for 3 hours of bowling and more arcade games. All while the coins were rolling in.

Here's the thing:

Over my fun-filled weekend, I raked in \$3,173.10 between my PayPal and Stripe accounts. Now, some of ya'll might be saying that's "chump change," and that's cool. But please know, this "change" had my bank account smiling like the Kool-Aid kid.

Here's the lesson in all of this: I'm no unicorn with a bag of fairy dust manifesting money. I'm just a regular ole' "can't-stop-won't-stop" biz chick who knows how to make her words WERK.

And you too can do the same. Here's a little something to get you headed in the right direction: <http://bit.ly/werkitgirl>. #WerkEthics #NoBizWeekends



Instagram Post

After posting THIS on Instagram, *F.A.S.T. Money* jumped from #17 to #6, even though the story was NOT a direct sales promo.



And the list goes on and on with the amount of money and engagement I have attracted from social media.

**You see, the key ain't just about being there,
it's also about knowing what to communicate while you're there.**

STEP #2 – MASTER THE ART OF GOAL SETTING

You see, goal setting is a critical step to making money in your business. I know it may sound like some “woo, woo” type stuff, but it’s not.

For example, I set goals for revenue, community growth and promotions and I break them down into monthly “money moves,” “weekly wakeups” and then again into “daily dopeness.” All these goals are linked to my annual and quarterly goals.

Here’s a look inside how I set money goals.

GOAL BREAKDOWN

As mentioned, I set annual revenue goals and break that down into monthly, weekly and daily goals. So, let’s say my annual goal is \$300,000. That breaks down to:

Monthly: $\$300,000/12 \text{ months} = \$25,000$

Weekly: $\$300,000/52 \text{ weeks} = \$5,769$

Daily: $\$300,000/350 \text{ days} = \857

Now, that \$857 daily goal feels way more achievable than the weekly or monthly goals when you look at it like this:

- I can sell one sales page for \$1500.
- I can sell two Copy Makeovers at \$599 each.
- I can sell 19 spots for my \$47 class.
- OR if I discount the class at \$27, that means I'll need to sell 40 spots to hit my daily goal.

Here's the thing:

When you have a set goal, you can then look at your products, services and pricing to determine what you need to do to hit that goal.

STEP #3 – MAKE MONEY MOVES

Whether you're responding to direct messages on Instagram or Facebook or posting on social media on your page or in groups with hopes of filling your next webinar and selling out your course, one thing's for sure:

Social media is the place where you can make that happen. If you know how to use it properly. The problem is, most entrepreneurs don't know how to use social media to their advantage.

Sooo, while I can't pay for my son's private school by giving away everything in this FREE webinar, I'm more than happy to give you some insight on the "make it happen" piece to seal the deal on making \$3K in 3 days.

MONEY MOVE #1: PROMOTE WITH A PURPOSE

Set promo calendars so you can build your content around a specific promotion. Depending on how many products and services you sell, you can do this monthly or even weekly.

I set monthly promo calendars so I can balance promos with my one-on-one calendar without going completely insane.

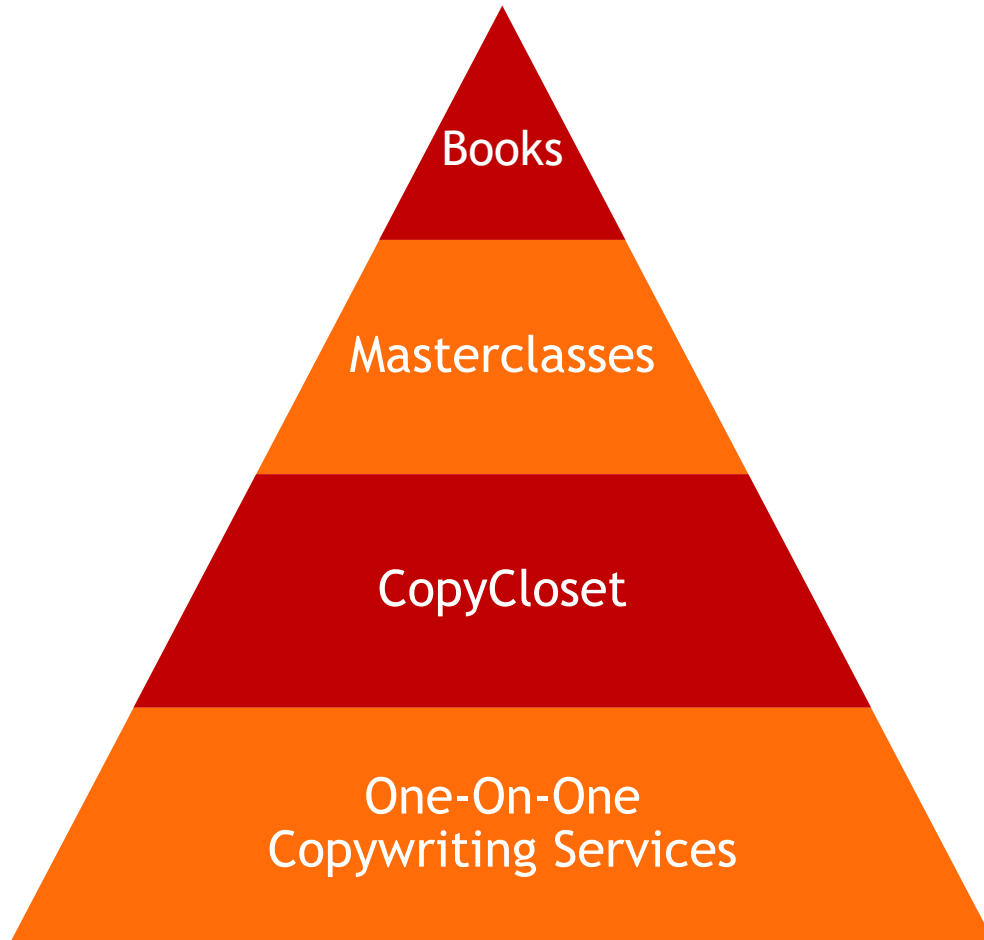
MONEY MOVE #2: GET YOUR PRICING ON POINT

Offer products and services at varying price points. This way, you're constantly moving people into your funnel no matter their budget.

For example, I have two reasonably priced books. With the price of the Kindle versions coming in below \$10, readers get quite a bit of value for an insanely low price. From there, folks can purchase video courses on my site for \$47, enroll in one of my LIVE Masterclasses for \$47/\$97, join the CopyCloset for a monthly fee or book me for one-on-one writing services that carry an investment of \$599 to \$10,000 depending on the type of service.

Now, you're not necessarily arranging the funnel based on price, you're arranging it based on the amount of time you must invest to deliver the service or product.

So, when you break this down, my funnel as a service provider looks like this:



MONEY MOVE #3: POST WITH A PURPOSE

Once you know what you're selling, make sure every piece of content you share mentions or directly links to that promo.

For example, in the Facebook post I shared up top, I wrote about my fun-filled weekend and tied in my promo. So even though my post was entertaining and interesting, it still linked to a promo WITHOUT screaming, "buy my stuff, buy my stuff."

You can also check out my Instagram page to see this in action:

<https://www.instagram.com/baabwriting/>

For example, let's say you're promoting a \$47 webinar on Making \$10K on Facebook. Some post ideas you'd want to rotate include:

1. A story on how you make money on Facebook
2. A story on how your client has made money on Facebook
3. Screenshots of high-converting Facebook ads
4. Screenshots of highly engaging Facebook posts
5. Three tips on making \$500 in an hour on Facebook
6. A best-kept secret on how to boost engagement on Facebook

7. A straight-up sales pitch for the webinar

See how I took that one promotional theme and flipped it into tiny bites of useful information for my audience? Following this approach can too help you to make it happen on social media.

You see, an age-old marketing rule says people need to see your information at least 7 times before they make a decision. Well, this way, you're not ramming the same thing down people's throats. Instead, you're rolling with a theme and flipping that bad boy so it feels new every time you talk about it.

MONEY MOVE #4: HIT FOLKS WITH THE BENEFITS

Don't just tell people what they get by investing in your products and services. Be sure to also let folks know the benefits of smacking you upside the head with their wallets.

For example, let's say you sell earrings. Now, I can go inside the mall and grab a pair of earrings for half the price without having to wait for you to ship them. So why do I want your earrings?

Well, your earrings are handcrafted. They're a statement piece that will have your besties "oohing and ahing." And the best part, you don't have to worry about anyone else at that glamorous affair rocking your earrings.

See how instead of solely focusing on what the earrings are made of, when they'll arrive, what color they are and how much they weigh, I have now distinguished the jewelry from anything the buyer can get inside the cookie-cutter stores inside the mall?

Now, if they want originality, they'll love your earrings. If they want cookie cutter, they'll go to the mall. Make sense?

MONEY MOVE #5: FOLLOW UP WITH FLAIR

I left the best for last because this powerful move can place plenty of coins inside your bank account almost immediately ...

Follow up with prospects and past clients.

Many entrepreneurs are hustling around the clock to get new clients. But the fact is, it's much easier to sell to clients who have already worked with you.

What this means is, if you're NOT following up, you're missing out on money. Heck, studies show that prospects will wait for the follow up to gauge if you're really interested in them and to assess your level of customer service. No follow up means you fail the test.

Now, following up doesn't have to be rocket science or some long process. You simply want to let folks know you're interested in working with them. Or if it's a new client, you're checking in to make their lives easier by offering your services or products.

And there you have it – the inside scoop on how to WERK your words in a way that makes YOU money. Now, please don't stash this workbook in a drawer you have no plans to open for the rest of the year. It's time to implement what you learned today – your clients are waiting for you. You don't have to do everything at once, but you gotta do something every day

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](#).

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