

D.O.P.E. TALK WERKBOOK



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DAY 1: PREP YOUR TAKEOVER

How can I package up my genius to make money in the next 7 to 10 days?

What was my greatest takeaway from today?

How will completing today’s 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: DO IT WITH CONFIDENCE

What is Apryl's top secret for "doing it with confidence?"

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

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

ACTION TIME! What is ONE way I can show up with more confidence?

DAY 3: OWN YOUR AWESOME

What are some ways I can communicate my superpowers without feeling like I'm bragging?

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

What was my greatest takeaway from today?

ACTION TIME! What are one to three AWESOME ways in which I serve others?

DAY 4: PERSUADE WITH PERSONALITY

Personality is defined as “the combination of characteristics or qualities that form an individual's distinctive character.” Sooo, what is MY personality?

What are the top 3 to 5 words other people use to describe me?

What was my greatest takeaway from today?

ACTION TIME! What can I do NOW to incorporate more of my personality into my business?

DAY 5: EARN WHILE YOU SERVE

Selling can be scary. What does Apryl suggest doing to eliminate or at least lower my “fear” of selling?

What is the “shortest path to profitability?”

What was my greatest takeaway from today?

ACTION TIME! How will I use this information to generate more revenue in my business.

LIVE BROADCAST NOTES

Tune in LIVE inside the Dopeness Lounge and take notes as I dive deeper into the daily lessons.



LIVE LESSON SCHEDULE

- DAY #1: LIVE AT 7 P.M. EDT
- DAY #2: LIVE AT 12 P.M. EDT
- DAY #3: LIVE AT 12 P.M. EDT
- DAY #4: LIVE AT 7 P.M. EDT
- DAY #5: LIVE AT 12 P.M. EDT
- DAY #6: LIVE AT 11 A.M. EDT

REPLAYS WILL BE AVAILABLE FOR LIFETIME ACCESS

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 \$11 million for her clients THIS YEAR, which include 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 second 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!

Now, Apryl didn’t just “wake up” slinging spine-tingling sentences. She has more than 15 years of experience and earned a journalism degree from The Ohio State University and a master’s in business administration with an emphasis on marketing.

Want to crawl even deeper inside Apryl’s brain? Go here:

<http://smackthebuybutton.com/>.