

# W.E.R.K. Your Website

## Course Syllabus 2018



**W.E.R.K.**  
YOUR WEBSITE

A "WERK"SHOP TO  
WRITE INCREDIBLE WEBSITE  
COPY THAT CONVERTS

[WWW.WERKYOURWEBSITE.CO](http://WWW.WERKYOURWEBSITE.CO)

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# DISCOVER HOW TO CRAFT WEBSITE COPY THAT WOOS READERS AND WINS CLIENTS

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Confession time ...

How confident are you about your writing skills?

Truth is ... most biz folks are unhappy with their writing.

You see, we all learned how to write in school – how to put together a decent sentence, spell and avoid grammar mistakes. But the problem is our English teachers didn't teach us how to write in a way that entices our readers, keeps them engaged and propels them to take action.

But NOW you too can learn how to write well.

You can learn how to flood your website with personality-infused sentences that woo your audience and ultimately inspires them to smack the buy button.

And the sweet cherry on top is this:

Learning how to craft website copy is surprisingly straightforward ...

First, you need to understand and practice the foundation of persuasive messaging: Write with emotion, “edutain” the mess outta folks, relate to the right people and kill it in sales (and service).

Next, you need to edit to turn drab content into persuasive messages that tap into your readers' desires and inspire them to take action.

Lastly, you need to infuse your content with YOU. Now, once you let loose and get the hang of it, this is the fun part of learning how to craft money-making messages.



**Trinette Stanford** What can I say about word stylist extraordinaire [Apyrl Steadman Beverly](#)? She is an awesome instructor that makes you delve into your creative side. I have to pay full attention when she is teaching in order to grab those pearls she delivers. She is definitely serious about her teaching.



## THIS IS NO ORDINARY “WHAM-BAM-THANK-YOU-MA’AM” COURSE

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Have you ever tried to learn how to write spine-tingling sentences from a self-study course? Or one of those “wham-bam-thank-you-ma’am” courses that drop a ton of videos and worksheets on you while the facilitator disappears when you have questions about the content?

Well, this course is different!

Inside, you’ll discover how to craft enticing website copy page-by-page. You’ll apply the steps I share for each page. And, most importantly, you’ll get feedback on your writing to accelerate your mastery for each step of the process.

And you’ll learn in a supportive and engaging community with other ambitious creatives and business owners.



**Tori Easterling**

December 7 at 4:22pm



Do you all see all of this copy? Let’s rewind and talk about how when I first started following [Apryl Steadman Beverly](#) on Periscope ...I didn’t even know what “copy” was. She was speaking a foreign language. I literally shed tears about writing copy and expressed to Apryl that I spent an extra semester in college bc “I can’t write”. Well check out all of that copy below. I am now a writing machine! I got the idea to write a “piece” about the condo building I had a a property for sale in. The unit was listed for \$2,000,000. There were 13 other units in the building for sale and another brand new building going up down the street. How could I compete? Well, I wrote “Why Sovereign Condos Will Remain Sovereign” and sent it out to industry folks and prospective buyers. In less than a 10 days, I had 2 cash offers!!! I sold the unit for \$1,900,000 and just want to acknowledge Apryl for her books and her training on writing spine tingling sentences to make clients smack that BUY BUTTON!!

## GET MY MILLION-DOLLAR EYEBALLS ON 4 COMPLETE WEBPAGES

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During the first two weeks of the course, we write two webpages step-by-step. You'll get feedback every step of the way, from choosing the right words for your audience to writing and editing.

Every week, you'll have my team and I providing feedback on your writing so you end the course with copy you'll feel proud to publish on your website.

During the final week of the course, you'll have the opportunity to ask any lingering questions so you can finalize your website copy and have it ready to post yourself or send to your website developer.



**Lindsay Enita** I am still using all the Copywriting secrets and genius in every aspect of my business from the W.E.R.K. Your Website class. . **Apryl** doesn't hold back from her customers. She wants to see all of us be empowered to make our clients Smack those buy buttons!! Because of her genius, they do!!



**Jennifer Westbrook** 1. Honestly, I didn't have concerns about taking this class because every class I've taken from you has helped me tremendously. I'm coming from a career where my writing had to be pretty technical, so transitioning to conversational writing has been a tough switch to make. But your classes have been helping make the switch much more easily than I would have been able to do on my own. 2. My biggest takeaway is that I don't have to be afraid of having more copy on my site. I kind of had a block that was making me think less was more, but through this class, I've realized that my website visitors want and need to know more about me and my services, but I haven't been telling them enough! 3. I would rate the experience as a perfect 10! Internet hustlers need to take a page out of your book, Apryl! Everything you do is so detailed and top notch, and I love it. It's the small, polished, professional details that make me feel all good inside, like the stunningly beautiful course materials, the professional, organized emails, and even the replay page! I appreciate that you take the time to make things special for us. 4. Girl you know I would recommend this course and everything you've got to anyone who will listen! Thanks for another great course, Apryl!

## WHY “W.E.R.K. YOUR WEBSITE” IS DIFFERENT

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### **MOST ONLINE COURSES**

- ∅ Too much information leaving you overwhelmed and confused
- ∅ Written material with lengthy talk-head videos and no HUMAN support
- ∅ Tons of theory, not enough application
- ∅ Pointless assignments that do nothing to move you closer to mastering the material
- ∅ No individual feedback so you have no idea if you’re “doing it right”
- ∅ Overcrowded forum making you feel lost
- ∅ Open, anytime schedule that’s a breeding ground for procrastination

### **“W.E.R.K. YOUR WEBSITE”**

- ✓ You learn how to WERK your website page-by-page in a fun and engaging way
- ✓ A no-fluff zone where you’ll get a mix of templates, LIVE instruction and WERKbooks to suit your learning style
- ✓ Bite-sized methods, practical examples, and practical assignments
- ✓ Relevant assignments that push you closer to your goal – you write content for *your* website
- ✓ Personal feedback from an experienced copywriter, so you understand exactly how to craft words that woo your readers and make you money
- ✓ Limited class size to ensure you get the personal attention you need
- ✓ A structured program encouraging weekly engagement so you stay on task

## HOW WE'LL SPEND OUR TIME TOGETHER

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Each week is dedicated to crafting (or rewriting) two pages of your website.

A weekly LIVE class, WERKBook, templates and samples explain writing techniques in easy-to-follow steps. Replays of the live classes will be available, too.

You'll practice each weekly lesson by following the templates to craft your own page of copy. You'll receive personal feedback on all your assignments.

This is not simply an online course; it's a coaching program where you learn a technique, apply it and receive feedback to master it.

For example, in Week #2, you'll learn the formula for crafting cha-ching Contact Us pages and smack-the-buy-button Services/Products pages. You'll follow the templates to craft your pages and I'll tell you why some sentences are more persuasive than others and how to improve any not-so-intriguing portions of the page.



**Tiff McDuffie** WERK your Website was BANANAS! It not only prepped me with winning words on each page of my site but also provided guidance on layout. Why, to put which words where (tongue twister but true). The parents we serve have commented that they feel like they know me and my program before even speaking to me personally. The feedback given on each page UPGRADED my words into concise, easy to understand language that propels my customer to do exactly what [Apryl Beverly](#) promises, pick up their credit cards and smack that buy (Well....register now) button! The fact that all of this came with weekly classes, workbooks, live calls and a Facebook group that built community certainly exceeded my expectations and set the bar for purchasing courses in the future. Worth every cent!

## DO YOU NEED TO SHOW UP EVERY DAY

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You choose what time of the day is most convenient for you to complete assignments, review the course material and visit the class forum.

We'll have one LIVE group session every week on Mondays from 7 p.m. – 8:30 p.m. EDT. Replays will be available and uploaded to your private online classroom within 24 hours.

All assignments will be due every week by 12 a.m. **EDT** Wednesdays and you'll receive personalized feedback before the following week's class.

To study all material, attend LIVE weekly sessions and complete all assignments, and allocate 3 hours per week to the WERK IT process. The assignments are practical so you'll have enticing, engaging and intriguing copy to publish on your website when the course is over.

### **Already know you have a busy week coming up?**

Block out time on your calendar to watch replays and complete assignments. We'll be here to motivate you along the way, keeping in mind it's YOUR website that will be flooded with smack-the-buy-button sentences when you sacrifice this time to put in the work.



**Tonya Harrison** Hey, hey! I've attended the WERK your website and social media. They were both excellent courses and the best courses I've attended to date on these internet streets! I have to say, the feedback was fundamental. I walked away with a completed website AND social media templates suited for me and my audience.

# W.E.R.K. YOUR WEBSITE COURSE OVERVIEW

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**Course Dates: February 12 – February 26, 2018**

**Live Class Schedule: Mondays from 7 p.m. – 8:30 p.m. EDT**

## Instructor Information

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### Instructor

Apryl Beverly, The Million-Dollar Word Stylist

### Email

[abeverly@baab.biz](mailto:abeverly@baab.biz)

### Office Location

**(Q&A inside the group)**

<https://www.facebook.com/groups/workplace/>

## General Information

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### Description

I created this 3-week course to teach ambitious, action-taking entrepreneurs how to write in a way that hooks more leads and ultimately turns those leads into buyers. During the course, you'll receive guidance on my signature website copywriting formula, "W.E.R.K. Ethics," as well as gain sentence-slinging strategies that have helped my clients rake in over \$11 million.

### Expectations + Goals

You'll be expected to either come to class or watch the lesson via video replay and complete your weekly assignments. By doing so, you'll gain working knowledge of my signature W.E.R.K. Ethics Formula and receive feedback from my team on weekly assignments.

**To qualify for the weekly assignment feedback, you must complete your assignments by 6 p.m. EDT each Wednesday. While you are welcome to work at your own pace, we will not be able to review any "catch-up assignments."**

You see, I want you to walk away from this course with ready-to-publish, spine-tingling sentences for those action-inducing pages on your website – Homepage, About Page, Contact Page and the all-important Services/Products Page.

You'll also gain working knowledge on how to use the W.E.R.K. Ethics Formula to sling smack-the-buy-button sentences on social media and in other places outside your website. Having this knowledge will in turn help you attract the right people and ultimately grow your business.



## Course Materials & Meeting Details

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### Required Materials

Each week, I'll guide you page-by-page on how to flood your website with copy that pierces hearts and opens wallets. **So, while you can certainly learn the W.E.R.K. Ethics Formula now and use it to write your website copy later, if you want to write your website copy during the course, you'll need the following:**

- A ready-to-go product or service to sell
- An existing (or in the works) website where your products and services will be promoted and housed
- A general idea of your ideal client/customer

### Meeting Location + Lessons

We'll meet every week via Zoom. You'll receive weekly notifications of the meeting location and login details along with that week's lesson plan. ***NOTE: THE LOGIN ID WILL CHANGE ON A WEEKLY(ISH) BASIS SO YOU MUST CHECK YOUR EMAIL OR THE GROUP UPDATES TO ENSURE YOU HAVE THE CORRECT DETAILS.***

**All questions will be answered during the LIVE weekly class or in the Facebook Group ONLY. My team and I will not accept course questions via email, Facebook messenger or other communication channels.**

**Join here:**

<https://www.facebook.com/groups/werkplace/>

**The group will be shut down 30 days after the course ends.**

## Course Schedule

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Week	Topic	Reading	Exercises
0	W.E.R.K. Ethics	Pre-Lesson	Use the W.E.R.K. Ethics Formula to gain a general knowledge of copywriting and use that wisdom to identify the WHO, WHAT and WHY of your offerings.
1	Homepage Holla + About Page Anecdote	Week 1 Lesson	Discover how to make a great first impression and get the right folks to click and stay awhile around your digi-home. PLUS, get my world-famous anecdote to intro your biz and street cred so you leave folks wanting to know more.

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<b>Week</b>	<b>Topic</b>	<b>Reading</b>	<b>Exercises</b>
2	Contact Page Checkup + Services Page Smackdown	Week 2 Lesson	Get the WHY + HOW behind this tiny little page that packs a powerful punch when it comes to getting folks to trust and hire you. PLUS, uncover what every prospect wants to see on your Services Page and exactly how to give it to them using the W.E.R.K. Ethics Formula.
3	Sentence-Slinging Soiree	Final Review Week	Join in on the sentence-slinging soiree to ensure you walk away with ready-to-publish pages filled with smack-the-buy-button sentences.



**Takenya Freeney Battle** The layout of the workbook is intentional and well thought out. It's not some slapped together thrown together pieces of paper. I even made sure to bring them while I'm in Dallas for the weekend for military duty. I've been able to bring clarity and purpose as my focus again vs randomly spouting out something. This is a reminder for me that words have purpose and intent. Your integrity is genuine and true.

## MEET YOUR W.E.R.K. COACH

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I'm Apryl Beverly, The Million-Dollar Word Stylist, sentence slinger and your guide for this incredible journey into using your words to **W.E.R.K. Your Website.**



Entrepreneurs and small biz owners turn to me when they want to transform their dull words into spine-tingling sentences that propel folks to whip out their credit cards and smack the buy button.

I created this course because I see your ambition, drive and DOPENESS. The only problem is, you struggle to package all that into the right words.

What you've got feels blah. Awkward. Dull. And soooo NOT you. Inside this course, we'll WERK your website page-by-page so you walk away with a site flooded with spine-tingling sentences that present you to the world like the BOSS I know you are.



**Shelly AQUI** I think this is great Apryl..  
B, C , A in that order for me!

Honestly, the things I adjusted or fixed the fastest were the areas you gave feedback on based on your assessment!

We don't know what we don't know so when you look and tell us it's more effective than trying to figure it out!!

I've learnt sooo much from you. Anything I do using your method works wonderfully!

Every like and every comment you've made on my page I pay attention to! 🙄

Info I gained from your courses have attracted all sorts of exciting successes, features, contracts , respect and money!

This is exciting!!!

I look forward to another wave of awesomeness with you!!

You're the real deal!!!

Shelly ❤️ @