

# D.O.P.E. TALK LESSONS + WERKBOOK



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## DAY 1: PREP FOR YOUR TAKEOVER

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Let me first say this:

***“Success happens when you put yourself on the shortest path to profitability.”***

What this means is, when you stress over things like what other folks think about you and how you’ll tilt your head in a photo shoot ... you’re NOT thinking about how you can best serve your audience and make money.

And service and profitability should always be your primary focus.

Now, you can’t dominate your market if you don’t know how you can transform your genius into a sellable skill.

Here’s a quick guide on how to prep your takeover, so you dominate your market:

1. Determine HOW you’ll package your genius (coaching sessions, done-for-you-services, digital product/class/course, event and so on)
2. Outline the offering and how it will benefit your audience
3. Set a rate that’s worth the time, energy and effort for YOU
4. Peel off topics from the core offering you can give away in a freebie (NOT full topics, but surface-level lessons you can build on inside the paid offering)
5. Create a freebie that addresses ONE core benefit/action (cheat sheet, eBook, video/audio series ...)
6. Show up LIVE to either promote the freebie or to deliver the “peeled-off” topics and send viewers directly to the paid offering (depending on the price point).

Now, if you decide to promote a freebie ONLY during your LIVE broadcasts because your offering is at a higher price point, please remember “FREE” does not entice everybody because indulging in free content costs time.

That’s why you still have to sell the value of “free.”

For example, let’s say Levista crafted a landing page or went live offering FREE body butter to the next 5 people who joined her email list. Now, for people who understand the reasons for using body butter, FREE could be a trigger because they know the value of her body butter and how much they’d pay for it on her site.

However, for people who know nothing about her, they don't care about it being free because they first want to see if it's safe. They also want to know if she's reputable and so on before they just put any old free stuff on their skin.

In this case, Levista would need to share information about the BENEFITS of her body butter, the ingredients and why buyers trust her products.

Having this type of content on the freebie page will entice people more than FREE because it will demonstrate the value of the product and validate why they should spend time signing up for her email list. Make sense?

### **Assignment #1: Starting with a Strong Sales Foundation**

To be confident about what you're selling, you first must know what you're selling. Today's assignment is to go back and look at your core offering and ask yourself this:

***“What am I selling?”***

For example, Colgate doesn't sell toothpaste. They're selling a brighter smile and fresh breath. A business coach isn't selling advice. She's selling the ability to generate more revenue and have the business you always dreamed of.

A hair stylist isn't selling hairstyles. She's selling healthy, manageable, compliment-worthy hair.

Sooo, what are YOU genuinely selling?

NEXT STEPS: Share your response on today's post in the group by completing this statement:

***I am a \_\_\_\_\_ and I sell \_\_\_\_\_ for \_\_\_\_\_.***

If you sell multiple types of products and services, please choose something you can turn into a core message, so the work we do here is valuable to you. In the coming days, we will build on this statement so be sure to take the time to give this some thought.

Here's my response:

***I am a copywriter and I sell words that generate millions in revenue for small businesses and multibillion-dollar corporations.***

## DAY 2: DO IT WITH CONFIDENCE

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Yesterday I challenged you to answer a fundamental question that's gonna serve as the foundation of everything we'll discuss this week.

I started with that matter because you can't expect folks to race to sign up or invest their money in your stuff if you don't know what you're truly selling.

For example, you signed up for the Dopeness Lounge not just because you're dope. Nope, you signed up because you want to craft messages that sound just as dope as you are so you can entice people to snatch up your freebies and race to invest in you.

*But how did I sell out this program – all within 36 hours?*

I did IT with confidence.

I hit on your pain points.

And I encouraged you to trust the program to change your existing situation.

Now, I wrote “did it with confidence” first because while the other components of the sales process are critical, everything starts with confidence.

How you show up determines your ability to intrigue, entice and move people to take action.

Here's the thing:

Confidence is contagious.

When you have it, people believe in you to lead them into the Promised Land.

When you don't, well they don't trust you can indeed do what you say you can.

**Assignment #2: Developing a confident self-image and healing buyer pain**

Today's assignment involves two essential parts to selling with confidence.

First, I want you to write down 2-3 pain points you address for your audience.

Here's a couple of examples I just made up off the top of my head:

*A Confidence Coach helps women overcome self-doubt and gets rid of those self-sabotaging thoughts swirling around in her head.*

*Pain points: Experiencing self-doubt and self-sabotage*

*A Hair Stylist creates manageable styles for women who are on-the-go and frustrated about the time it takes to whip up a compliment-worthy hairdo on their own.*

*Pain points: Natural hair blues, too busy to fuss with their own hair*

Next, I want you to refine your foundational sales statement from yesterday by plugging in those points and critical aspects of your statement into this script:

### **Script Option #1**

I'm \_\_\_\_\_, (insert name, 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 name, 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).

I'll share a couple of examples on today's lesson thread.

**BONUS TIP: Do your best to avoid using the word “help.” In an introduction, “help” is a wimpy word that doesn't really tell people how you can serve them. Focus on inserting an action word – coach, teach, create, design, write, style, develop, produce, empower, guide, lead and so on.**

## DAY 3: OWN YOUR AWESOME

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You are what you think, so why not be awesome!

I'm not into the “woo-woo” stuff, but I genuinely believe confidence level, personality and attitude determine your ability to achieve unimaginable success.

I believe it because I've experienced it. You see, when I first hit the Internet streets with a gangsta lean, I thought I was dope. And then I started watching folks with far less experience make millions in minutes and build large audiences of raving fans, and I began to doubt my dopeness and my ability to do what I thought He sent me here to do.

I couldn't own my awesome because I was too busy adoring the awesomeness of others to the point it left me mentally paralyzed.

And it happens to the best of us. I just watched a video where Beyonce talked about the fear she experienced before releasing her self-titled visual album.

Being afraid to own your awesome is human. But if you want to serve the people who need you most, you gotta find a way to break through that fear.

For me, it was creating a message that spoke my awesomeness into existence (and calmed my nerves) every single time I hit the broadcast button. In many ways, my script serves as an affirmation of my greatness. And that's why it's so vital for you to stroll the Internet streets with a dope sales message that tells people how you can serve them – all while affirming your greatness to yourself every single day.

### **Assignment #3: Shine your light on us**

Now, if you haven't written your sales message script, yet, you'll need to do that for today's assignment. Today, you're going to **deliver your script in a 30-second MAX video inside the group.**

It's entirely okay to read the script on video (no need to memorize it), but we want to see you own your awesome.

*Why do I want you to do this?* Because when YOU see yourself as an expert – someone who is the bearer of incredible news, a problem solver and a knowledgeable, dope BOSS – your audience will see the value you add.

## DAY 4: PERSUADE WITH PERSONALITY

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*“With passion comes personality.”*

You see, one of the secrets to sales success is to love and believe in what you’re selling. When you do so:

You will defend it and argue against it.

You will talk about it until folks’ ears bleed (LOL).

And you’ll wake up in the morning dying to tell more people about it.

Buyers gravitate to passionate people.

Now, some biz folks have passion but are too afraid to showcase their true personality. And that’s what we’re going to talk about today.

Personality is something you can’t fake the funk with, but you can attempt to suppress it – which is what a lot of biz folks do.

They’re afraid writing (or speaking) in their everyday lingo will turn off buyers.

They’re afraid being TOO real will repel prospects.

And they’re afraid they’ll say something that will “ruin” the sale.

Now, I’m sure you’ve likely heard:

People buy from people they know, like and trust.

But catch this:

Personality is the NUMBER ONE thang that distinguishes you from everybody else.

Take me for example. The Internet streets are overflowing with copywriters – many of whom don't look like me. Now, what draws people to me is the way I break down the complexity of copywriting into language anybody can learn and execute.

I make jokes. I laugh. I use slang. I create words. I'm not always grammatically correct.

That's my personality on- and off-camera.

If you want to propel folks to invest their time and money in you, you gotta sell with what nobody else has ...

YOUR PERSONALITY.

#### **Assignment #4: Power up that personality**

Today, I want you to do TWO THINGS:

1. Drop the link to a freebie/offering you're running now or plan to run (again). NO WORD DOCS OR POST COMMENTS - LINKS ONLY. (If you do not have a link to share, skip to #2)
2. Post a ONE-MINUTE video inside the Dopeness Lounge completing this script:

*Today, I'm revealing \_\_\_\_\_ (insert name of freebie or offer) and if you're a \_\_\_\_\_ (insert who you serve), this is a must-have/must-attend \_\_\_\_\_ (insert what it is – ebook, cheat sheet, masterclass ...) because inside you'll get/experience \_\_\_\_\_ (insert 3 to 5 key benefits).*

*Go here \_\_\_\_\_ (insert link) to check it out now.*

\*If you do not have a link to share, send us to your general website or make up a link, but don't skip the sentence.

Now, you can use the script or freestyle it, but make sure you add your swag and flair with facial expressions, hand gestures, word emphasis, make up your own words ... just show us your vibe.

## DAY 5: EARN WHILE YOU SERVE

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*“Being of service does NOT mean giving away all your goodies for FREE.”*

A lot of entrepreneurs opt for free everything because it’s easy.

You see, free doesn’t create conflict.

Free doesn’t spark internal fear of rejection.

And free doesn’t make people feel uncomfortable.

But guess what “FREE” also doesn’t do?

It does NOT give you the type of wealth necessary for you to serve MORE of the people who need you most.

It does NOT position you to build a legacy of wealth for your family and generations to come.

And it does NOT allow you to give your audience the level of insight they genuinely require to step into the Promised Land.

Now, I’m not saying its' terrible to offer a “freebie” here or there. (It's a great way to build your email list.) The problem comes in when you give away things just because selling makes you feel uncomfortable.

And today we’re going to address that problem.

I’ve said this before:

“Knowing what you’re going to say to get the sale makes closing the sale a whole lot easier.”

And that rolls us right into our FINAL assignment for the D.O.P.E. Talk ...

## **Assignment #5: Time to get comfortable with collecting your coins**

Today, I want you to put together everything you've learned by posting a video inside the Dopeness Lounge using this sales script:

*[Start with your powerful intro sales message here.]*

*Today we're talking about \_\_\_\_\_ so if you're struggling with \_\_\_\_\_ I know you're gonna love this. Now, don't be stingy. Make sure you share this good word out with your followers/friends. Also, if you can't stay the full time with us today, head over to [insert link] to get the inside scoop on everything I'm going to share today.*

*Ready? Let's dig in ...*

*[Give 3-5 tips related to your offer]*

*Now, that's just a little appetizer. Type "yes" if you want the main course?*

*[Pause and watch a few responses roll in. If they don't comment something like this: Wow, ya'll are quiet today. I'm thinking today is NOT the right time to share this. Sooo nobody wants these powerful tips?]*

*You see, I break down each one of these nuggets of gold inside my new [insert product/service] \_\_\_\_\_. And I'm so excited to give you look inside ...*

*[ALTERNATIVE FOR PRODUCTS: You see, this is exactly what my new [insert product type; i.e. body butter, throw pillows ....] will address for you. Slide over to [insert website link] to check it out now.*

*[Share Sales Page or give a list of the BENEFITS of signing up/buying]*

*Now, if you're struggling with [repeat struggles from earlier], this is going to be a game changer for you. And the best part is, you don't have to drain your bank account to get access/get the product.*

*Head on over to [insert website link] now because [insert reason to go now – sale ending, seats disappearing, special offer expiring ...] Once on the page, (click \_\_\_\_). From there, you'll land on a secure checkout page.*

*[Explain any specific details about pricing, deposits, and so on]*

*Alright, so what questions do you have about the service/product or anything I shared here today?*

*[Spend time answering questions and keep driving people back to the service/product for more details]*

Now, you can use the script or freestyle it, but make sure you are using all the various elements of intrigue, service and excitement to get people to engage with you AND the offer.

I want you to OWN this process of using your personality to earn while you serve.

## 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 \$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/>.