

THE COPYCLOSET™ PRESENTS ...

**MONEY MOVES MASTERCLASS:
TOP 5 THINGS I DO EVERY MONTH TO
KEEP MONEY FLOWING IN**



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THING #1: FOLLOW UP, NOT STALK

I'm sure you've heard following up is golden when it comes to generating more revenue in your business. But how long should you play the follow-up game?

I have a 4-part email series my assistant sends that gets us a 75% response rate. Now, the response is not always YES, but even a NO lets us close out the prospect with confidence.

If we don't receive a response after that fourth email, we drop the prospect in a nonresponsive pile and move on.

You see, follow up is great but there comes a time when it impedes on the time and energy you should spend courting people who are ready, willing and able to invest.

You can grab two juicy follow-up emails to get you started inside the CopyCloset here:

<https://thecopycloset.com/lesson/prospecting-emails/>

THING #2: CHECK IN WITH EXISTING CLIENTS/CUSTOMERS

This THING right here is money in the bank. You see, an existing client knows you, knows the quality of work you provide and trusts you. So, all you have to do is find an opportunity and present it to them.

For example, I had a sales proposal client who sent me to her website for details on a service. Well, when I arrived on the site, I saw an opportunity for improvement. I gave her my recommendations and BOOM - I'm managing her sales proposal AND writing website copy.

This THING her has put tens of thousands of dollars in my pocket and has helped me secure multi-year corporate contracts.

Now, how can this work for you?

Let's say you sell products. A consumer makes a purchase, and that's it. You wait for the next consumer.

But imagine this:

A consumer purchases, you follow up and offer a complementary product along with a 5% discount redeemable within the next 5 days or so.

See how that tiny step positions you for recurring sales versus the hunt for single purchases. Now, if you want to go hard, you can offer your consumer a subscriber situation.

Say you sell body cream and you know it typically takes someone 30 days to use the product. You can let them know you can have a new jar waiting at their front door every single month for a price much lower than buying them one at a time.

You see, many entrepreneurs go for the single sales but think about the time and energy you can save by going after recurring transactions with the same consumer instead of hunting for new buyers all the time.

THING #3: REQUEST FEEDBACK

I know this doesn't sound like a money move, but roll with me on this ...

When you request feedback on a product or service, you're putting yourself back in front of the buyer and telling the buyer you care about his/her experience.

But what you're also doing is "reminding" the buyer of the value you delivered (if it's incredible feedback). This reminder can lead to interest in other services from you.

Lastly, you can also use testimonials to entice NEW buyers.

Not sure what to say in a testimonial request? We got you covered inside the CopyCloset. Go here:

<https://thecopycloset.com/lesson/want-rake-raving-reviews-no-begging-required/>

THING #4: KEEP A VISIBLE OFFER

Launching is tiresome. Because of that, folks have a natural tendency to wanna "chill" after a big launch ... and that's cool. But your money should never chill.

Let me explain:

During, before and after your launch, you should always have something for people to buy:

1. Books
2. Masterclasses
3. Video courses
4. On-demand programs

SOMETHING! Why? Because everybody will want to buy your hot thing. And real talk ... they may not even want it. But if they're vibing with you, they'll likely want to invest in something else.

This is one of the reasons my books have consistently been selling every single month for the past two years ...

They're always available.

You see them on my website.

I talk about them during, before and after big launches. The link stays on Instagram. The same goes for the items in my Copywriting Shop.

The Profit Purse™, for example, launched back in October and it's still selling every week.

Don't shortchange yourself by launching something and then hiding it.

Sell live masterclasses as videos.

Package your live broadcasts into a bundle. (Edit them first, so they're as pro as possible)

Just sell something ... all the freakin' time.

THING #5: INCREASE RATES

Arghhh, the classic “rate discussion.” You seriously didn’t think I could tell you my Top 5 without talking about the money, right?

So many folks hate this convo because it’s uncomfortable. And that’s cool, but you gotta choose your level of discomfort.

Does talking about money make you more or less uncomfortable than not having a well-fed bank account?

You gotta choose. And while that thought is simmering, here’s a story for you:

Back in 2011, I was super happy about starting a freelance writing business and I had no idea I was murdering my profitability by calling myself that, but you know you live and learn.

Sooo, I jumped on the online scene with a gangsta lean and strolled up on Elance (it’s Upwork now). I had one of the ugliest websites on the planet and I created a profile with my super professional pic from my law firm marketing days.

I’d been bidding on project after project and folks were avoiding me like school on Saturday morning and then it finally happened. I got a hit.

This was major. This was huge. I was already planning my resignation letter. Now, here’s what I made on that project ...

\$12 per 750-word article. I wrote 15 freaking SEO articles for a whopping payment of \$180.

Yess, honey I was certainly cooking with hot grease ... no not really.

At that rate, I’d need to write 8,333 articles per year to hit \$100,000!

Now, that’s just ONE example of how I shortchanged myself when I first started so you can only imagine how hard I had to work to hit that \$1,385.

So how did I turn things around?

First off, I gave myself the validation to charge more by creating a compelling CORE message that told my audience the VALUE of what I do and how I do it versus telling them WHO I AM – a copywriter, freelance writer.

By the way, after that first year, I charged and started getting nearly \$2,000 to write 750-word articles. Now, check my math, but I believe that's a 15,000% increase.

Today, because I focus so much time on teaching, I don't even take article writing projects unless they're for one of my old-time law firm clients and they pay me upwards \$2500 per article.

While you're like yeah yeah Apryl whatever, please know the power of a core message that excites and engages people is real!

You see, when you effectively communicate the value of what you do, OTHER folks start to believe. But when you make them guess, they're likely going to downplay the importance of your offering.

So never make them guess.

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](#).