



SMACK THE BUY BUTTON LIVE!

GENIUS HIGH FIVES + FIST BUMPS
FROM EXPERIENCE TO MARKETABLE GENIUS

WERK BREAK - 10 MINUTES

FROM GENIUS TO SELLABLE MESSAGE
FROM MESSAGE TO PROFITABLE PRODUCT
YOUR DOPE DIGITAL OUTLINE
Q&A + \$250 CASH GIVEAWAY

A 'LIL STREET CRED

WROTE SALES CONTENT THAT MADE MY CLIENTS
OVER \$11 MILLION LAST YEAR

WENT FROM \$7K MONTHS TO \$20-\$30K MONTHS IN ONE YEAR BY
WERKIN' MY GENIUS

SOLD \$45,000+ IN BOOKS AND HIT THE #1 SPOT ON
AMAZON'S BEST SELLER'S LIST TWICE

SOLD OUT COUNTLESS WEBINARS AND MASTERCLASSES

FILLED MY COPYCLOSET MEMBERSHIP PROGRAM WITH
296 EXCITED MEMBERS

**MOST IMPORTANTLY, I COMFORTABLY EARN SIX FIGURES WITHOUT
BURNING THE MIDNIGHT OIL AND SACRIFICING FAMILY TIME**





\$144,896

**IS THIS A GOOD AMOUNT OF STACKS
TO SUPPLEMENT YOUR INCOME?**



**NOW WOULD IT BE
EVEN SWEETER IF
YOU CAN MAKE THAT
WITHOUT HUSTLING
24/7?**



**I'M NOT PAINTING AN
“EASY MONEY”
PICTURE ...**



**BUT YOU CAN MAKE
MONEY WITHOUT
SACRIFICING YOUR
SANITY, SLEEP AND
SACRED FAMILY TIME**



READY TO LEARN HOW?



**OWN YOUR GENIUS
RIGHT NOW ...**



FROM EXPERIENCE TO MARKETABLE GENIUS



**EXPERIENCE IS NOT
JUST WHAT YOU
KNOW, BUT ALSO
WHAT YOU'VE
OVERCOME**



**YOUR EXPERIENCE IS
JUST AS VALUABLE
(IF NOT MORE
VALUABLE) THAN
WHAT YOU DO**



YOU CAN AND WILL MAKE MONEY FROM WHAT'S INSIDE YOUR MIND



**BUST A MONEY MOVE:
WRITE DOWN ONE THING YOU
CAN TALK TO PEOPLE ABOUT
FOR HOURS**



WHICH MARKETABLE AVATAR DO YOU FAMILIARIZE WITH?



FREELANCER FREDDY

WRITERS, DESIGNERS, PHOTOGRAPHERS, MUAS AND OTHER CREATIVE DOERS



CORPORATE CATHERINE

**HR MANAGEMENT, EXECUTIVE
ASSISTANT, ANYONE WHO TAKES
CORPORATE SKILLS AND
TURNS INTO A BIZ**



EXPERIENCED ELAINE
LIFE COACH, RELATIONSHIP
CONSULTANT, FITNESS GURU, MOMMY
WHISPERER AND SO ON



**BUST A MONEY MOVE:
ANSWER QUESTIONS ON
PAGES 8-9 OF THE
WERKBOOK**



14 WAYS TO PACKAGE YOUR GENIUS



WAY #1: CHALLENGES/ DETOXES



WAY #2: ONLINE CONFERENCES/ TELESUMMITS



WAY #3: MEMBERSHIP SERVICES



WAY #4: EMAIL COURSES



WAY #5: SOFTWARE/ APPS



WAY #6: DIGITAL TEMPLATES/SCRIPTS



WAY #7: ONLINE WORKSHOPS



WAY #8: ONLINE COURSES



WAY #9: MASTERMINDS



WAY #10: SUBSCRIPTION SERVICES



WAY #11: GROUP COACHING



WAY #12: BOOTCAMP



WAY #13: BRAND/LIFE AUDITS



WAY #14: DO YOU, BOO



**BUST A MONEY MOVE:
CHOOSE UP TO 3 FORMATS
YOU CAN USE TO GET THE
BALL ROLLING BY NEXT
WEEK (PAGE 12)**



WERK BREAK ...



FROM GENIUS TO SELLABLE MESSAGE



**DEMOGRAPHICS ARE
WORTHLESS IF YOU
KNOW NOTHING
ABOUT HUMAN
DESIRES**



HOT 8 CORE HUMAN DESIRES



HOT DESIRE #1: SURVIVAL AND LIFE FULFILLMENT



HOT DESIRE #2: ENJOYMENT OF FOOD + BEVERAGE



HOT DESIRE #3: SEXUAL COMPANIONSHIP



HOT DESIRE #4: RELEASE FROM FEAR, PAIN OR DANGER



HOT DESIRE #5: COMFY LIVING CONDITIONS



HOT DESIRE #6: ALL I DO IS WIN, WIN, WIN



HOT DESIRE #7: MAMA/PAPA BEAR SYNDROME



HOT DESIRE #8: APPROVAL FROM THE MASSES



**SO, WHAT DO YOU
KNOW SO FAR?**



ZONE OF GENIUS



POSSIBLE PRODUCT FORMATS



IMPORTANCE OF TYING HUMAN DESIRE TO YOUR GENIUS



WAYS TO BRAINSTORM PRODUCT IDEAS



WAY #1: A 'LIL GAME OF 20 QUESTIONS



WAY #2: SHOW PEOPLE HOW TO ROLL LIKE YOU



WAY #3: USE YOUR EXPERIENCE TO FREE THEIR MINDS



WAY #3: USE YOUR EXPERIENCE TO FREE THEIR MINDS



WAY #4: CREATE A COMMUNITY OF BESTIES



WAY #5: TRACK THAT PROGRESS



WAY #6: CONFESS YOUR BIZ “SINS”



WAY #7: PLUNGE INSIDE YOUR TREASURE CHEST



SECURE THE BAG: GO DUMPSTER DIVING ON AMAZON FOR SOME EXTRA INSIGHT



**BEFORE YOU CRAFT
YOUR SELLABLE
MESSAGE, YOU GOTTA**

...



**PLAN THAT
THANG OUT!**



PRODUCT GOAL: IDENTIFY WHY YOU'RE OFFERING THE PRODUCT



BUYER OUTCOME: IDENTIFY THE BUYER AND THE DESIRED OUTCOME OF THE PRODUCT



PRODUCT FORMAT: CHOOSE A WAY TO DELIVER YOUR GENIUS



**AUTHORITY
ANECDOTE:
IDENTIFY YOUR “STREET
CRED” FOR THIS SPECIFIC
PRODUCT**



**PRICING:
SET A MONEY GOAL AND
WORK BACKWARDS UNTIL
YOU LAND ON A SENSIBLE
PRICE**



MODULE MAP: MAKE A LIST OF PRODUCT BULLETS USING THE “SO THAT” FORMULA



CRAFTING YOUR SELLABLE MESSAGE



STEP #1: SHORT, SNAPPY ONE- SENTENCE CORE MESSAGE



***TURN YOUR SKILLS INTO A SIX-
FIGURE STREAM OF REVENUE***



***TAKE YOUR WEBSITE FROM
PRETTY TO PROFITABLE***



***FLOOD YOUR PAGE WITH
WORDS THAT MAKE YOU
MONEY***



STEP #2: MASTER THE BULLET GAME



***FEATURE FACT + IRRESISTIBLE
BENEFIT = READER ACTION***



***DISCOVER HOW TO “BEAT
YOUR OWN FACE” SO YOU
NEVER AGAIN HAVE TO WORRY
ABOUT HIRING A HIGH-PRICED
MAKE-UP ARTIST***



**SECURE THE BAG:
“SO” OR “SO THAT” IS AN
EASY WAY TO BRIDGE A
PRODUCT FEATURE
DIRECTLY TO A BENEFIT**



STEP #3: CREATE YOUR MONEY PAGE



SALES PAGE PART #1: COMPELLING STORY/ QUESTIONS IDENTIFYING THE ISSUE



SALES PAGE PART #2: SHOWCASE THE PROMISED LAND — LIFE AFTER THE PROBLEM HAS BEEN RESOLVED



SALES PAGE PART #3: INSERT FEATURE + BENEFIT BULLETS



SALES PAGE PART #4: SOCIAL PROOF (INCLUDES TESTIMONIALS AND STREET CRED)



SALES PAGE PART #5: USE YOUR CORE MESSAGE TO CRAFT A PRELIMINARY HEADLINE AND SUBHEADING



BUST A MONEY MOVE: DRAFT YOUR SELLABLE MESSAGE (PAGE 20)



NAME THAT POPPIN' PRODUCT



**KEEP IT SHORT AND
MEMORABLE**



**ALLITERATION +
ACRONYMS ARE
ATTRACTIVE**



**3 EASY NAMING
FORMULAS:
DO ____ WITH ____
NAME OF THE SYSTEM
FOCUS ON THE OUTCOME**



**3 EASY NAMING
FORMULAS:
WRITE WITH CONFIDENCE
SHOTS FIRED LIVE
*F.A.S.T. MONEY***



BUST A MONEY MOVE: BRAINSTORM A MEMORABLE PRODUCT NAME (PAGE 23)



FROM MESSAGE TO PROFITABLE PRODUCT



STAGES OF SKEPTICISM



STAGE #1: OH SNAP, CAN I USE THIS?



STAGE #2: DO I LIKE THIS PERSON ENOUGH TO CONNECT + ENGAGE?



**STAGE #3:
SHOOT, CAN I JUST GOOGLE
THIS AND GET IT FOR FREE?**



STAGE #4: WHAT WILL I TRULY GET FROM THIS?



PLAN FOR PROFITABILITY



***CHECK YA EQUATIONS, BOO:
I WANNA MAKE \$55,000 WITH
AN AUDIENCE OF 500 AND I
DON'T HAVE ANY MONEY FOR
ADVERTISING***



BE REALISTIC ABOUT EXPENSES AND REVENUE GOALS



PROMOTE WITH PURPOSE



STORY TOPIC #1: WHY YOU SHOULD LISTEN TO ME (CONFIDENCE IS CRITICAL HERE)



**STORY TOPIC #2:
HIT 'EM WITH YOUR
STREET CRED (AWARDS,
ACADEMICS, EXPERIENCE,
RESULTS ...)**



STORY TOPIC #3: HOW THE PROCESS/ STRATEGY/FORMULA HAS HELPED OTHERS



STORY TOPIC #4: HOW THIS CAN HELP YOU (SHARE SCENARIOS)



STORY TOPIC #5: STRUGGLE TO SUPERSTAR

STORY FLIP

(PAGE 27)

For example, let's say you're promoting a \$47 webinar on Making \$10K on Facebook. Some post/story 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



WHERE ELSE CAN YOU PROMOTE YOUR PRODUCT?



AUTOMATE YOUR AWESOME



**GET YA' MONEY:
DPD (DIGITAL PRODUCT
DELIVERY)
STRIPE
MOONCLERK
WOOCOMMERCE
THRIVECART
SAMCART**



**CREATE LOYAL
BUYERS:
MAILERLITE (FREE)
MAILCHIMP
CONVERTKIT
GETRESPONSE**



**SECURE THE BAG:
EVENTBRITE IS GOOD IF YOU
WANT A PLACE THAT DOES
EVERYTHING FOR YOU -
EMAILS, TICKETING, PAYMENT
PROCESSING**



DOPE DIGITAL PRODUCT OUTLINE



**TIME TO PUT IN THAT
WERK ...**



MEET NEW MEMBER
DESIREE ADKINS
FOUNDER AND CEO, EVOLUTION
FAMILY CONSULTING
www.evo2gro.com

THIS IS WHAT YOU GET

INSTANT ACCESS TO 80+ PIECES OF
CASH-GENERATING CONTENT

FREE MONTHLY MASTERCLASSES

20% OFF MY COPYWRITING SERVICES,
PREMIUM EVENTS AND COURSES

FREE WEBSITE SMACKDOWN AND
POWER CALL TO GET YOUR SENTENCE-
SLINGING EFFORTS ON A CLIENT-
ATTRACTING PATH

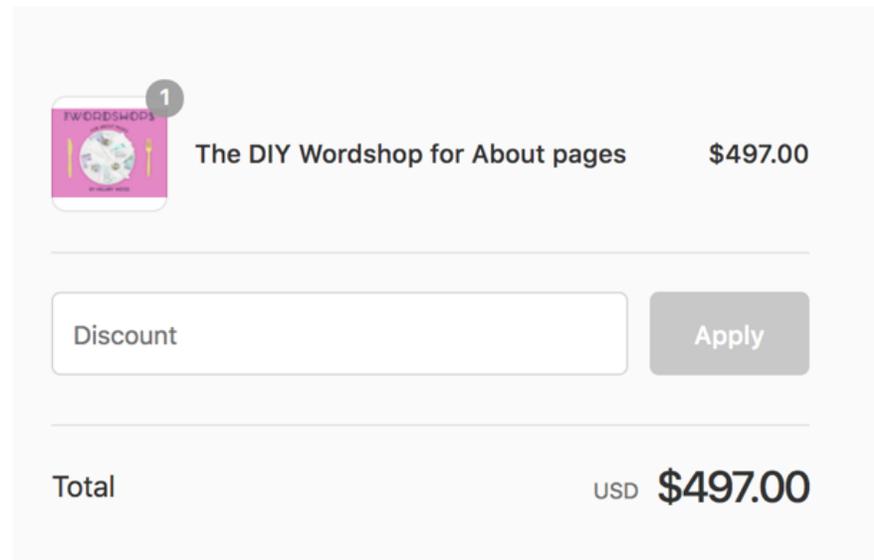
CHANCE TO SHOWCASE YOUR GENIUS
AND GET IN FRONT OF MORE OF THE
PEOPLE WHO NEED YOU MOST

FREE POP-UP CONTENT REVIEWS FROM
ME – YOUR MILLION-DOLLAR WORD
STYLIST

THE ABILITY TO EARN BACK MEMBER
FEES WHEN YOU JOIN THE NEW
CLOSETKEEPER AFFILIATE PROGRAM

JOIN THE COPYCLOSET AT <http://smackthebuybutton.com>

**NOW, I COULD CHARGE \$497
LIKE THIS WORD SISTA ...
OOPS, HER RATE IS FOR ONE CLASS
SO THAT'D BE WAY TOO LOW.**



	The DIY Wordshop for About pages	\$497.00
<input type="text" value="Discount"/>		<input type="button" value="Apply"/>
Total		USD \$497.00

JOIN THE COPYCLOSET AT <http://smackthebuybutton.com>

**OR YOU COULD HIRE ME TO
WRITE YOUR EMAILS,
LANDING/SALES PAGE,
PRODUCT DESCRIPTIONS FOR
\$2,500 TO \$25,000**

JOIN THE COPYCLOSET AT <http://smackthebuybutton.com>

OR YOU CAN SPEND \$47 TODAY AND GET ALL THIS:

INSTANT ACCESS TO 80+ PIECES OF
CASH-GENERATING CONTENT

FREE MONTHLY MASTERCLASSES

20% OFF MY COPYWRITING SERVICES,
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