

**WRITER'S**

# Block

**FROM SIDE HUSTLE TO  
SIX FIGURES**



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## WRITER'S BLOCK MENTORSHIP

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***“When you operate your genius like a business, you’ll tap into the secret of making more money while working less.” – Apryl Beverly***

I created this mentorship to give you the resources, tools and guidance to operate your zone of genius – editing, writing, content creation and more – as a business.

One that allows you to serve your audience without cuddling up with your computer 24/7.

One that allows you to generate profits (not just money) without sacrificing your sanity, sleep or sacred family time.

And one that allows you to grow your business without feeling the pressure of doing everything.

Now, I call it “Writer’s Block” because over the next 9 weeks, you’ll be on the “block” with us collaborating with writers, creatives and content creators who will collectively learn how to expand their reach, visibility and bank account without being limited by how much time they can spend “doing the work.”

In the schedule, you’ll see a breakdown of each week’s lesson topic. I hand-picked this small group so each of you can feel comfortable asking questions, learning from each other and, most importantly, taking action without feeling lost, confused or overwhelmed.

During Writer’s Block, I’ll introduce some unique strategies to you – ones I never would’ve believed in 7 years ago. You’ll get access to my best prospecting email scripts, pitch templates, client renewal messages, pricing strategies and so much more. Some you’ll use, some you’ll pass on, but no matter what I want you to put in the WERK to position your business to profit, scale and outlast trends.

And with that ... let’s get to it.

## PROCLAIM YOUR PASSION

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According to the “100 Must-See Digital Marketing Statistics,” content marketing has become a universal marketing strategy with nearly 90% of companies using it in 2016 and even more in 2017.

Content marketing will continue to dominate with Forbes reporting 89% of B2B and 86% of B2C marketers admit to relying on content marketing to increase leads and boost brand awareness. Furthermore, “B2B Content Marketing Trends” added that brands with “documented content strategies” rates themselves highly in terms of content effectiveness.

So, what does all this mean:

The future is looking pretty bright for anyone who can create and edit content or simply advise on effective content strategies.

Content is all around us – in books, videos, TV shows, music, social media, mobile apps and so many other places – and having the genius to help individuals and businesses create compelling content gives you a money-making skill that you can tap into anytime you want. That is, as long as you know how to WERK it.

And by “WERK it,” I mean leveraging the experience you have to tap into high-paying markets. For example, when I first started my business, I focused my prospecting efforts on professional services firms, tech companies and software providers.

Why? Because that’s where I had years of corporate experience. Yes, as a writer, content creator or editor, you can research and review all types of content, but the business paying you doesn’t want to hear that.

They want to hear that you have industry experience so they don’t have to teach you the lingo or worry about you editing something wrong or writing something that makes them look silly.

After all, they’re hiring you because they do NOT have the resources in-house, so the last thing they wanna do is spend a lot of time eyeballing the content you produce.

Now, a funny thing happens once you focus on where your experience lies. You’ll get raving reviews and glorious testimonials. And when decision makers in other sectors see those, they hire you regardless of your experience in their industry.

Maybe it's because they know the marketer you worked for in the past. Or maybe they loved how your past client raved about your professionalism. Or just maybe your LinkedIn profile was the most intriguing and your price was right.

Whatever the case, focusing on the niches where you have the most working experience will undoubtedly open doors in other industries. And before you know it, you're picking and choosing the sectors you want to work in.

So, first things first:

Write down every niche where you have provided a creative service. This can be writing, editing, consulting, content creation – whatever. It's a brainstorming exercise so don't leave anything off the list.

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8. \_\_\_\_\_  
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\_\_\_\_\_

Now go back and place an asterisk next to the niches you LOVE. So, what's the secret to identifying high-paying niches that keep you booked solid?

Choosing niches where you have experience and that you LOVE. You see, you're going to spend a great deal of time (or hire someone to spend a great deal of time) creating content to boost brand awareness about your services and you want to make sure you choose an area you love writing/talking about so it feels less like work and more like an effortless conversation with a friend.

## CORE BRAND MESSAGE

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Once you've identified your core niches, let's craft a core message that speaks to the hearts of the decision makers.

Here is a short listing of niches and decision makers (people who will be responsible for hiring writers, editors and content creators):

ZONE OF GENIUS	NICHE	DECISION MAKER
Book writing/editing	Publishing Agencies	Lead Publisher/Client Mgr.
Content marketing	Marketing/ad agencies	Marketing Directors
Copywriters	B2B/B2C	Sales/Marketing Directors
Article writing	Online publications/magazines	Editors

We'll dig more into targeting next week, but for now, I want you to get a good handle on the niches you'll focus on because with that, you'll be able to craft your core brand message.

Now, this is different from your offer message that may change depending on the package or product. This core brand message (your superpower statement) is one that forms the foundation for your entire business.

For example, my core message is:

*I'm Apryl Beverly, the Million-Dollar Word Stylist. Entrepreneurs and small business owners turn to me when they want to transform their dull, boring words into spine-tingling sentences that propel folks to whip out their credit cards and smack the buy button.*

It encapsulates who I serve, how I serve and what I do.

Now, when I take my message to corporations, I simply say: **I write words that make you money.** It's a shorter version, but it derives from the core brand message.

If you want people to remember you – you gotta have a core brand message that you repeat over and over until people know exactly what you're going to say.

We're not major brands who have the budget for six-figure jingles and “swoosh-level” brand recognition, so we create our own by repeating our core message

every single time we talk about our services.

Now, it's your turn. Use one of the scripts below to craft your core message:

### ***Script Option #1***

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

***BONUS TIP:*** *Avoid using the word “help.” In an introduction, “help” is a wimpy word that doesn't truly tell people how you can serve them. Focus on inserting an action word – coach, teach, create, design, write and so on.*

Here are two more examples:

***I'm Sarah Flawless, your Bodacious Book Editor. Authors and publishing agencies turn to me when they want to share their deepest stories and produce flawless bestsellers readers will enjoy for years to come.***

***I'm Tracy Turner, your personal Word Nerd. Software giants and tech gurus rely on me to turn complex ideas into compelling content that pushes their audiences to say “YES, we gotta have it.”***

# CRAFT YOUR COMPELLING BRAND MESSAGE

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## WEEK #1 WRAP UP

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And WEEK #1 is in the history books! Be sure to claim your spot on the Block (<https://www.facebook.com/groups/writersblockmentorship/>) so you can ask questions and get feedback on tasks.

I ask that you share all questions on the Block so your fellow word sistas can gain the additional knowledge as well.

### **ONE-ON-ONE FEEDBACK**

To qualify for the weekly assignment feedback, you must complete your assignments by 12 p.m. EDT each Friday. While you are welcome to work at your own pace, we will not be able to review any “catch-up assignments.”

General questions are welcome throughout the mentorship. Be sure to hashtag your questions with #Question on the appropriate weekly thread so my team can easily find them.