



C.A.S.H.

# Camp

**DISCOVER HOW  
TO MASTER YOUR  
MESSAGE AND  
GET PAID**

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## THE C.A.S.H. RULES FORMULA

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***“The key to business is getting (and staying) on the shortest path to profitability.” – Apryl Beverly***

Every offer I create. Every offer I help my clients create starts with the C.A.S.H. Rules Formula.

Here’s what it stands for:

C – COMMUNICATE with confidence

A – AMPLIFY your voice

S – SPEAK to their hearts

H – HIT ‘em with your genius

Let’s break down each component of the C.A.S.H. Rules Formula.

### **COMMUNICATE WITH CONFIDENCE**

Let me start with a statement you’ll need to remember for the rest of your entrepreneurial life:

#### **Confidence sells.**

You see, talent is worthless if nobody knows you have it. And if you can’t own the screen during a LIVE broadcast, WERK the room at a networking event and use your words to let folks know you’ve got what they need, then it’s going to be tough for you to build a profitable business.

Now, I know you might be an “introvert.” Trust me, I get it because I am too. But when it comes to business, you must choose how bad you want success. And that choice involves doing some things that make you uncomfortable.

I’ve found nerves and fear mostly creep in when you’re stumbling over your words and aren’t sure what you’ll say to people about your business. In the coming weeks, we’ll craft your core sales message so you never again stumble over your words.

### **AMPLIFY YOUR VOICE**

Now, this one sometimes trips people up because it’s the part a lot of people want to skip. But the reality is no matter how talented you are, no matter how great your

sales page is, you're NOT going to get the results you want if you don't have enough eyeballs on the page.

Business is a numbers game. This means, it's unlikely you'll make \$50,000 during a product launch if you have a total of 500 social media followers, 200 email subscribers and zero invested in paid advertising.

Why? On average, most people convert at around 1-3%. When you have stellar copy, you can expect that to grow to about 15%+.

### *The Skinny on Conversion Rates*

Every entrepreneur wants to know the answer to THIS question:

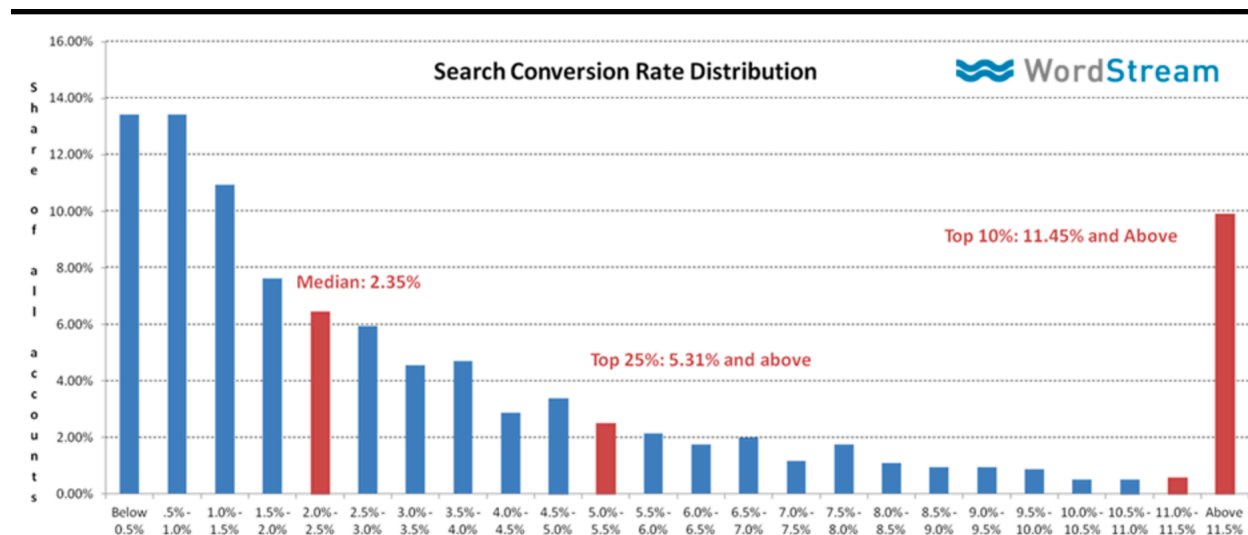
“What is a good conversion rate?”

The answer?

It depends.

You see, while Search Engine Land says the average landing page conversion rate is 2.35%, this number varies widely based on your industry and your ability to engage “pockets of people” in a relatively short timeframe.

Here's a chart for my stat lovers that maps out average sales conversion rates:



Distribution Point	All accounts	Ecommerce	Legal	B2B	Finance
Median CVR	2.35%	1.84%	2.07%	2.23%	5.01%
Top 25% CVR	5.31%	3.71%	4.12%	4.31%	11.19%
Top 10% CVR	11.45%	6.25%	6.46%	11.70%	24.48%



This is how that breaks down:

For every 1,000 ENGAGED people who see your product or service offer, you'll make about 10-30 sales. With a great offer (right price, messaging and audience), you can boost that to about 150 sales. Now, obviously that number will fluctuate based on the buyer's budget, desires and so on.

So, the key to amplifying your voice is getting in front of the RIGHT people – buyers who have an actual desire for your product or service.

For example, if you're a relationship coach, it's cool to hang out with other coaches and business folks. But where you really need to be is in a Facebook group or local organization that caters to singles. This way, you can hear the desires of your audience directly from their hearts and you can present yourself as a resource.

Same thing for me. When I first started my business, I joined one or two LinkedIn groups for writers. And it was cool to hang out with my peers, but that wasn't where the money sat. You see, the money was waiting for me when I started reaching out to website designers and collaborating with them.

See how this goes? You have to go where the buyers are.

Another example, let's say you sell candles. Well, the candle industry is expected to generate \$664 billion by 202 according to a report from Allied Market Research, so cha-ching if this is your thing. 😊

Women are the largest consumer group for candles. But you can't assume every woman loves every type of candle. You have to know what you're truly selling with your candles (relaxation, improved mental wellbeing and so on) and position your offer appropriately to attract the right buyer.

## **SPEAK TO THEIR HEARTS**

Here's another statement you'll need to stamp in your brain:

**Using emotion in your writing is the KEY to persuading people to take action.**

It is Maya Angelou who says, people never forget how you make them feel. You see, emotional appeal is why we desire things, and it's why we take action to get the things we want. "Desire" is an emotional impulse. Now, the trick to writing with emotion is slinging sentences that trigger the right emotion in your audience.

What you don't want to do is "boo hoo" all over every landing page you publish. Nor, do you want to scream, "buy my stuff" day in and day out. Instead, you want to assure your audience you can deliver a product/service that fulfills their desire.

Now, because this is C.A.S.H. Camp, I gotta say this:

**Saving money or getting free stuff is NOT everybody's primary trigger. You see, people desire the lifestyle that comes along with investing their time and money in you.**

So, what does this mean for your business?

FREE ain't always the answer. This means, whatever service you provide, think on the other side of that service to what your people really want. For example, I sling sentences. Well, people don't hire me to write for them, they hire me to make them money so they can have a profitable business.

Therefore, even if I offered a FREE landing page makeover, the trigger isn't FREE. The trigger is the idea of having a page filled with words that pierce the hearts of their readers all the while propelling them to take action. Folks who see the value in that will race to sign up. Make sense?

The reason this works is because buying is an emotional decision. You see, anytime you can accentuate the benefits of your products and services in a way that speaks to the pain and struggles your prospect is experiencing or the triumphs she/he wants to experience then you're at least 85% more likely to make a sale.

Now, before we go any further, I want to stress the necessity of tapping into THEIR pain, struggles and desired triumphs ... not YOUR desires or wants. This is about THEM not you. As I said in my bestselling book, *Shots Fired!*:

*The cold, hard truth is that nobody cares about you, your services or your info products. Sounds crude I know, but it's true. Folks are only interested in themselves.*

Next to not focusing on the RIGHT people, the second biggest mistake I see solo entrepreneurs make is delivering self-centered messages that focus on what they want people to do instead of sharing compelling, spine-tingling messages that accentuate how their services and products serve others.

So, to do this profitable biz thang right, you first gotta know what drives your audience to take action. What emotions are they experiencing by the time they reach you? What are their greatest desires? How do your products/services fit in when it comes to addressing their desires?

Remember this:

**You have to meet folks where THEY are at the time they come in contact with you.**

## **HIT 'EM WITH YOUR GENIUS**

What do you do that nobody else can do like you? That's what I mean by hit 'em with your genius. The Internet streets are full of sameness – the same people with the same branding offering the same dang on thang.

How can you stand out? By serving up your genius in a way that only you can.

For example, there's a gazillion copywriters, but still, you chose me? Think about why? Now think about why people want to listen to, follow and buy from you?

Is it your personality?

Is it how you break down complex topics in an easy-to-understand manner?

Is it how approachable and personable you are?



Whatever “that” is, you have to find a way to package it with your products or services as the special sauce.

It’s like when you order a Big Mac from McDonald’s and that special sauce sets it off. Yep, you can get a burger from anywhere. But you can only get one with the special sauce from McDonald’s.

So, what’s YOUR special sauce?

Whatever it is ... that’s part of the genius you have to hit your audience with every single time you promote or market your products and services.

## C.A.S.H. RULES

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Now, the reason I created C.A.S.H. Camp is to take you one step at a time in getting on the shortest path to profitability. I see a lot of entrepreneurs paying for expensive websites and pretty logos, putting together high-production videos – all with no money coming in.

You see, having a strong brand is critical, but making money is a central part of being in business. So, if you can't leverage the pretty with the profitable, scale back on some of the “pretty” until after you make more profit.

The fact is this:

Whether they want to admit it or not, every single hot entrepreneur you see strolling the Internet streets today had a not-so-beautiful start. I'll be the first to raise my hand about my orange and vomit green branding.

But I used my zone of genius to rake in some cash before hiring someone to make the outside look pretty. And over these four weeks, I want you to focus on **REVENUE-GENERATING ACTIVITIES**.

## WHAT IS AN OFFER?

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An offer is an invitation to engage in an economical relationship. The entrepreneur makes a promise and the buyer invests to get to the “Promised Land.”

Next week, we’ll start creating your offer, but for now, I want you to be familiar with the lingo.

Starting next week, we’ll start writing down realistic money goals for a week (or daily like I do). No need for a pretty notebook – grab a stickie if you have to because where you write it is far less important than what you write.

Here’s what I want you to write:

1. **Gotta Have It Goal:** \$ (This is your rock-bottom goal for the day or week)
2. **Push It Goal:** \$\$ (This is your mid-level goal when you push just a bit harder for the day or week)
3. **Give It My Everything Goal:** \$\$\$ (This is your “mama, I made it” goal where you operate fully in your zone of genius and reap the rewards of revenue-generating activities)

Before we move into this week’s tasks, I want you to commit to take action. I know you have a gazillion things to do but if you want C.A.S.H. Camp to work for you, you gotta WERK the steps I share.

## C.A.S.H. TASK #1 - WHAT'CHA SELLING?

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People don't buy stuff, we buy experiences, feelings and transformations. For example, Colgate buyers don't want toothpaste. They desire a brighter, whiter smile and fresh breath.

Coca-Cola doesn't sell some syrupy sweet liquid. They're selling the fun and happy times that come along with sharing a soda with friends.

A relationship coach isn't selling coaching sessions. She/he is selling a more loving and soul-stirring way to interact with others.

A designer isn't selling pretty pictures. She/he is selling an attractive brand that entices people to engage and invest.

For this task, I want you to identify what you're selling by completing the statements below.

***P.S. This exercise is NOT about the product/service, but the actual experience, transformation or promised land your offering delivers.***

1. I am a \_\_\_\_\_ (insert title). I sell \_\_\_\_\_ (insert what you sell) because \_\_\_\_\_ (insert reason you chose this as the basis of your business).
2. My market buys \_\_\_\_\_ (insert what you sell, i.e. candles, relationship coaching services, design services and so on) because they desire \_\_\_\_\_.
3. My market buys \_\_\_\_\_ from ME because they desire \_\_\_\_\_.
4. When my core audience reaches me, they feel \_\_\_\_\_ (i.e. frustrated, confused, lost, unorganized, flustered ...).

## C.A.S.H. TASK #2 - WHO WANTS IT?

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Gurus spend a lot of time advising people to identify their ideal client. And it's important because if you have no idea who you're talking to, you'll end up talking to no one.

But where do you start? My early "ideal clients" were the marketing and sales managers making decisions in industries where I had corporate working experience – professional services firms, tech companies and ad agencies.

You see, those were the people I could get to believe in my skills fast. Remember, we're all about the shortest path to profitability. Now, after I made my first six figures in that market, I moved to manufacturing, beauty, real estate, small business owners and eventually teaching.

By the time I branched out, I had testimonials, transferrable experience and RESULTS. And if you want people to believe in you, you gotta first identify the people who will trust what you bring to the table right now with as little explanation as possible. They understand the value of your work and recognize the need for your product or service.

For example, if you're a hair stylist and you have the ability to do natural hair, start talking to your clients who are interested (but scared) about making the transition.

While they're in your chair, talk about clients you've converted – but don't give the steps away for free. Instead, offer to schedule a consultation where you'll give some individual "personalized" tips to getting started.

Now the other thing I want you to know is the importance of identifying BUYERS – people who have the desire and will to invest in your products or services. You see, people can say they want something, but they have to want it bad enough to pay an invoice or smack the buy button.

And speaking to their DESIRES is what will influence the investment. So, yes, you want to make sure you have an idea of who you want to work with. But ultimately, your audience's desires will lead them to you – even if they don't "look" like your ideal client.

To get you headed in the right direction, here are a few questions you want to make sure your ideal client summary addresses:

1. Gender?
2. Age?
3. Race? (If it's a major factor for your product/service)
4. Profession?
5. Annual income?
6. Highest education level?
7. Marital status?
8. What social media platforms does she/he use?
9. What frustrates her/him most?
10. What are the top 3 to 5 emotions this person is feeling by the time they reach you?
11. What is her/his most urgent crisis right now (as it relates to your offering)?
12. How does your offering address the urgent crisis in #11?

Now here is a short sample summary for one of my ideal clients. And YES, you can have more than one ideal client. Why? **Desire connects multiple ideal clients.**

*Meet Kim. She's a 35 year-old Cablanasian. She's a 5- to 6-figure earner, smart, married mompreneur who is obsessed with Scandal, Empire and even enjoys the occasional reality TV show. She sometimes binge watches Soul Sundays and loves reading Essence, Black Enterprise, Fortune Magazine and interesting articles on The Huffington Post.*

*When it comes to her work, she is a BEAST at what she does (business coaching, consulting or creative services - photography, design, creative writing, etc.). Only problem is, she doesn't sound so beast-like when she writes about what she does on Facebook, LinkedIn, in blogs or on her website.*

*She can talk about her genius all day long, but when it comes to tapping those keys, her "beastness" turns into dull, boring words that do nothing to hook clients. By the time she reaches me, she is wallowing in a pool of word despair. She knows who needs her genius, she just has no idea how to use her words to*

*pierce hearts and open wallets. And that's when I tap into her VOICE and turn her brilliance into spine-tingling sentences that propel people to whip out their credit cards and smack the buy button on her offerings.*

*\*If you've taken previous classes with me, you've likely already did this. But if you have a new offering, you'll likely need to revisit at least some portions of the assignment. Remember, we're focusing on ONE offer here, so take this time to get as specific as possible so you yield the best achievable results after camp.*

## CAMP WEEK #1 WRAP UP

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And CAMP WEEK #1 is in the history books! Be sure to claim your spot at the [C.A.S.H. Campfire](#) so you can ask questions and get feedback on tasks.

Remember, my team and I will not answer questions via email, Facebook messenger, rolled up pieces of paper in a bottle ... none of that. You must post your questions at the [Campfire](#).

### **C.A.S.H. TASKS**

To qualify for the weekly assignment feedback, you must complete your assignments by 12 p.m. EDT each Thursday. 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 camp. Be sure to hashtag your questions with #Question on the appropriate weekly thread so my team can easily find them.

**Next week, we start working on your offers.**