

**WRITER'S**

# *Block*

**FROM SIDE HUSTLE TO  
SIX FIGURES**



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# WRITER'S BLOCK SCHEDULE

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**Program Dates: July 25 – September 19, 2018**

**Live Class Schedule: Wednesdays from 7 p.m. – 8 p.m. EDT**

## Instructor Information

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Instructor	Email	Office Location (Q&A inside the group)
Apryl Beverly, The Million-Dollar Word Stylist	<a href="mailto:abeverly@baab.biz">abeverly@baab.biz</a>	<a href="https://www.facebook.com/groups/writersblockmentorship/">https://www.facebook.com/groups/writersblockmentorship/</a>

## General Information

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### Description

I created this 9-week mentorship for the word nerds who love dictionaries, thesauruses and all things sentence slinging, whether you're an up and coming copywriter, a side hustling freelance writer or an aspiring book writer, blogger or content curator. As in, it's made to help people responsible for transforming other folks' genius into the right words to do the really hard stuff (which always sounds super easy until you try doing it) do things like:

- Make your service offering clear
- Figure out what to put in prospecting emails
- Transform best practices into money-in-the-bank practices
- Identify what's broken in your marketing message
- Thinking about sales writing differently ... so it's less about selling and more about serving clients
- Hooking more leads
- Whipping your pricing into shape
- Getting folks to open your emails
- Propelling people to smack the BUY button
- Kicking the "freelance" mentality to the curb so you show others your true value
- Making people respond to your social media posts
- Crafting irresistible service descriptions
- Infusing your personality into everything you write
- Writing long-form, sales pages (even though misguided gurus push back and say they don't work)
- Pimping LinkedIn, Facebook and Instagram to keep your calendar booked months in advance

For 9 weeks, you'll bring your brain to our small-group sessions. And yours truly will pull back the curtain on how to turn your writing passion into a six-figure business. You'll get my prospecting emails, proposal templates, discovery call script, client follow-up language and so much more.

You'll see immediate results in how you roll as a business owner. And you'll see long-term results in your sales skills and confidence you have in getting clients to pay what you know you deserve.

### **Expectations + Goals**

You'll be expected to either come to class or watch the lesson via video replay and complete your weekly assignments. By doing so, you'll gain working knowledge of my signature blueprint for turning your writing genius into a profitable business.

## Program Materials & Meeting Details

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### Required Mindset

Each week, I'll guide you step-by-step on how to turn your writing genius into a profitable business. To get the most from our time together, you'll need:

- A clear understanding of your genius and what skills/talents/products you want to sell
- A desire to generate profit from your genius (we're not about that "give-everything-away-for-free" life)
- A high-level idea of who you want to serve
- An open mind that you can make money without needing to do everything

### Virtual Gathering Location + Lessons

We'll meet every week via Zoom. You'll receive weekly notifications of the meeting location and login details along with that week's lesson plan.

***NOTE: THE LOGIN ID MAY CHANGE ON A WEEKLY(ISH) BASIS SO YOU MUST CHECK YOUR EMAIL OR THE GROUP UPDATES TO ENSURE YOU HAVE THE CORRECT DETAILS.***

All questions will be answered during the LIVE weekly class or in the [online community](#) ONLY. My team and I will not accept lesson questions via email, Facebook messenger or other communication channels.

The group will be archived 30 days after the mentorship session ends.

## Mentorship Schedule

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Week	Topic	Reading	Result
1	Proclaim Your Passion	Week 1 Lesson	Identify a high-paying niche that keeps you booked solid.
2	Target Practice	Week 2 Lesson	Discover how to target the right people and avoid PITA clients.
3	Price for Profits + Think Like a Business	Week 3 Lesson	Complete a price sheet and schedule regular increases so your revenue continues to grow. Also get guidance on how to find a team so you can make money without doing all the work.
4	Get It in Writing	Week 4 Lesson	Use a burn-proof template to develop your custom client agreement.
5	Market Your Magic	Week 5 Lesson	Generate a constant flow of leads by following a repeatable

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<b>Week</b>	<b>Topic</b>	<b>Reading</b>	<b>Result</b>
			marketing plan.
<b>6</b>	Invoice for Income	Week 6 Lesson	Boost cash flow so you can live off your freelancing revenue.
<b>7</b>	Prospecting with a Purpose	Week 7 Lesson	No more spinning your wheels and wasting your time with the wrong people.
<b>8</b>	Write More in Less Time	Week 8 Lesson	Spend less time on admin stuff and more time making money.
<b>9</b>	Sentence-Slinging Soiree	Week 9 Lesson	Wrapping up with a Q&A so you feel confident in growing your six-figure business.

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## MEET YOUR MENTOR

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I'm Apryl Beverly, The Million-Dollar Word Stylist, sentence slinger and your guide for this incredible journey into turning your words into cash.

Entrepreneurs and small biz owners turn to me when they want to transform their dull words into spine-tingling sentences that propel folks to whip out their credit cards and smack the buy button.

I'm excited to pull back the curtain and show you how I've been able to turn my writing genius into a high-demand, multiple six-figure business.

