

12 DAYS OF SALESMAS



SALES STORY FORMATS

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CONQUEROR STORY FORMAT

Yesterday, I told you I'd be back to tell you how my Copy Makeover client Torey Lynn is rockin' it with her brand new "glammed up" words.

You see, when Torey came to me she knew her offering would change the game for women who were struggling with their weight. The problem was, her words were falling flat on the page. She was oozing with passion and excitement as she walked me through her offering – passion and excitement that was playing hide and seek in her old copy.

But no more! I checked in with Torey the other day, and this is what she had to say:

"Sales have been going well! I've had long-time readers purchase since I added the new copy on my sales page! I'm getting more full-priced purchases than before, so overall it's been pretty cool to watch.

I used to rely pretty heavily on reduced price offers, but not anymore! So, thank you so much for all of your help with the copy. The bottom line is this: I'm getting more full-priced purchases than ever before, and it feels so good to be able to help others and also make a living doing something that is changing lives!

P.S. I just made another full-price sale as I'm typing this! :)"

I am so freakin' proud of Torey for turning her new page of copy into a sales machine.

Now if you wanna be a cash magnet like my girl Torey and ...

Flood YOUR page with words that propel people to whip out their credit cards and smack the buy button without feeling the need to devour all your free stuff

AND never, ever rely on reduced price offers again ... then go here while you can still get in for an insanely low investment amount:

[\[INSERT LINK\]](#)

CONNECTOR STORY FORMAT

We finally made it to Day 1 of the Pitch Slaps.

Now, I'm coming out the gate with what may seem a bit “crude.”

And maybe even a tad unbelievable.

But the lesson is very important and, if you run a business, can be very profitable, too.

Anyways, here's the scoop:

Back when I first started wooing solo service providers, I met with a designer named Alissa who made beautifully designed websites and came highly recommended. I'd been working with mostly mega brands and wanted to refine my site to captivate the hearts and pockets of my newfound audience of solo service providers.

I rambled on and on about the changes I wanted on my site. I swear, I'd been talking for about 15 minutes straight when Alissa stopped me and said:

“I don’t think I’m going to be able to help you.”

I was shocked.

Was it something I’d said?

Was I not clear enough about what I wanted?

Did she think I was a big dreamer with no cash?

And then I got pissed off ...

How could she turn me away?

Doesn’t she need clients to pay her bills?

Well, guess what?

Hundreds of solo service provider clients later, I now know why Alissa told me to kick rocks.

My project didn't make her heart sparkle.

It wasn't going to have her sipping margaritas on a sandy beach in the Bahamas.

It wasn't going to have other folks racing to invest in her services.

Now, this story's not exactly fitting with the principle of "never leave money on the table" is it?

Maybe that's why I hear so many old school gurus say, "all money ain't good money ..."

Maybe not.

Whatever the case, here's the point:

I wasn't her dreamy client, so she cut me loose.

And it has to be that way sometimes.

Because when you spend time slaving away on projects that don't make your heart

sparkle or do nothing to boost your own brand, you waste time and miss out on attracting the people who make you jump out of bed every morning before the alarm rings.

Your pitch slap for today:

Find out what type of clients you love and do great work for them.

I hate to sound like a lame, but it's truly one of the easiest ways ever invented to grow a profitable business.

A word of warning: I went pretty easy on you today since we're just getting starting. Brace yourself for tomorrow.

[INSERT SIGNATURE]

P.S. I just released "Unadulterated Teachings from a Six-Figure Copywriter." It's all yours for a measly \$3.

That is, until the last pitch slap comes down. After that the price goes up. Best to stretch forth your fingers and get all this goodness while the getting's good. Go here now: [INSERT LINK]

BIG Q STORY FORMAT

Just got an interesting question.

A subscriber said she's not sure if investing in the Copy Clinic is a good idea.

Her question: *"Why not just hire a copywriter to do allllll the writing for me?"*

She'd just sit and wait for me to pound out spine-tingling sentences.

Then she'd hit send and watch the cash pour in like rain on a Spring day.

I still do that sort of thing sometimes.

But, not for everyone.

In a lot of cases, (especially if, say, you're just starting your biz and you're on a pretty tight budget ...) hiring a copywriter can do more harm than good.

Not saying they don't help.

But to get a copywriter to create toe-curling website copy.

Go back and write a sales page that gets folks to smack the ‘buy’ button.

Rewrite your website copy when you change your services.

Write your brand new sales page to sell your brand new service.

And then, toss in some autoresponder emails that propel people to snatch up everything you sell ...

Ain’t cheap.

I like how Theodore Roosevelt put it:

“Do what you can, with what you have, where you are.”

That’s what’s important.

Sure you can hire a copywriter known for getting folks to smack the buy button (*like me*).

But when you do that, what happens when you need to tweak a sentence or two or create a new sales page and you're out of money?

Now, you try to move forward without the new copy and risk not making any profit for all the sleepless nights and energy you poured into your service offering.

Or, if you know how, you can simply write what you need to make sales.

Get tons of money coming in.

And hire a copywriter when you're **too busy with clients ...**

Not because you're **trying to get clients.**

Write your own spine-tingling sentences that make your services irresistible.

That's the Copy Clinic way.

It's fast.

It's efficient.

It's profitable (once you master the steps).

And it feels oh so fabulous to see your words bringing in some cold, hard cash.

BOOM!

Find out how to string together sentences that sell here:

[insert link]

Much love + gratitude,

[INSERT SIGNATURE]

P.S. **Only 6 more spots left** and when these puppies are gone, they're gone. I've decided I won't offer the Copy Clinic anymore this year. So, if you want me to tell you exactly how to get folks to smack your buy buttons, go here:

CONNECTOR STORY FORMAT

First off, I want to thank you for purchasing the "Copy Clinic" and if you haven't purchased, thank you for being a part of this community and supporting my work.

People don't say "thank you" nearly enough in our world today, so I want to let you know I appreciate you.

I'm at the end of my sales campaign for the Copy Clinic and have a confession:

I felt uneasy as heck about telling you about the service:

Am I being too pushy?

Am I being a salesy jerk?

Am I charging too much?

I love giving writing tips every week and sharing in the Facebook group, but this selling stuff, even though I can write incredible sales messages, is still uncomfortable for me. But if I give away everything, my family and I will be homeless.

So whenever I start questioning the value I'm giving, I go back and read what an old school marketing guy told me:

"The reason people procrastinate on important things that could actually help us live better, fuller and happier lives is not because we're necessarily a bunch of morons.

No, the real reason is simply that nobody sold us on taking care of these things. And if you have a quality service that'll genuinely help somebody, then you owe it to your prospects, customers and clients to at least tell them about it. Even if you have to be a predator in order to get the job done."

Here's the point:

People will stubbornly resist your sales attempts. And they will also NOT do what's best for them.

You're like that.

I'm like that. Heck, the *whole world* is like that.

That's why we do dumb stuff like drive around until the gas light comes on. Refuse to get that pain in our chest examined until we damn near pass out. Or go to the dentist until our teeth ache so bad that we can't eat.

Anyway, here's what I want you to do:

Whether you invest in the Copy Clinic today or not, remember what this old guy told me for your next sales pitch or launch.

You see when you think in terms of giving value, it makes *selling* a lot easier.

And it'll do the same for you, too.

Alright, that's all for today.

Again, the Copy Clinic is closing for the rest of the year. Just 2 more spots left!

If you want in, go here: [INSERT LINK]

See ya' on the other side,

CONNECTOR STORY FORMAT

Shucks! Yesterday, I forgot to tell you my funny story ...

I got my very first encounter with a “Facebook gangsta” the other day.

She sent me a *loving* private message to let me know I spelled my own name wrong in my ad.

This is no joke.

Frankly, this lady was pretty bothered by it.

It was a laughable moment for me, but looking back on it, I also learned a valuable lesson.

Let me lay it out for you:

There’s only three main types of folks on social media ...

1. You have the “gangstas” – bullies who have big kahunas from behind their computer screens.
2. And then there’s the “gurus” – the know-it-all types who troll sites seeking out errors and glitches so that they can win the gold star of self ...
3. Finally, you’ll find the “grannies” – these are the sweet, lovable, Bible-quoting folks who just want to peace, love and unity in their newsfeeds.

And while we’re all probably a little of all three, the important thing is to know when to put your thumb to good use and just keep on scrolling.

Here’s the point:

When you take the time to post negative comments about stuff that doesn't even concern you, you look like you've got way too much extra time on your hands.

For example, take the gangsta lady ...

My ad was targeting entrepreneurs.

So either Facebook flubbed my audience or this lady had way too much free time to be an entrepreneur.

On second thought, maybe she got hold of some amazing resources to help her run her business more efficiently.

And in that case, kudos to her.

Honestly, I really can't say what her deal was.

But I know this ...

Every entrepreneur can use some money makers and time savers.

And that's exactly why I created the Copywriting Quickies series.

Here's the deal:

If you've been burning up your weekends writing email campaigns and client responses, **shut down the computer and go have some fun.**

And then on Monday, pop open a \$20 Quickie, tweak the email and hit send – all in 10 minutes or less.

Sounds dreamy, right? Just one step to get you on your way to livin' out this beautiful fantasy. Take the step, go here: [insert link]

THE BIG Q FORMAT

Got a great question this week.

“How can I write killer headlines?”

Frankly, this is one of most frequently asked questions copywriters get.

After all, if nobody makes it past the headline, you can stick a fork in your offer – no matter how irresistible it is or how intriguing your sales page.

So let’s have a little informal “challenge.”

Read the following email subject lines and try to guess which one had the highest open rate:

1. Shake what your mama gave ya
2. Free writing help
3. Why do we use swear words

Advertising critics would say:

“All these suck!” There’s no pain or benefit! Where’s the numbers, we all know list subject lines are awesome? My mama didn’t give me anything to shake? ‘Free’ will get sucked up in spam filters. Who swears in business writing? You’re nuts, Apryl!”

And, of course, these critics would be *wrong*.

Before I tell you the winner, here’s a dirty little secret:

Focusing all your attention on the market is the magic of copywriting. And when you write headlines, think market first, product second.

Do this and you'll get way better results. You see when you talk about someone's insecurities, trends, past times, fears, wants, pains, you will never bore them. They will hang on your every word. And your headlines will never go ignored.

Lemme drive this lesson home.

I sent the "shake what your mama gave ya" email in March to promo my Copy Clinic, and at that time it had the highest open rate of all my emails – 60%. Nowadays, I rarely even check email stats.

I don't let open rates and clickthrough numbers eff with my mind anymore.

The only number that matters are sales.

And that number has tripled over the past few months.

Anyways, here's the point:

You can find "killer" headlines anywhere.

Just flip through the "junk" magazines at the checkout line in your local grocery store.

Watch the news and listen to how the anchor leads to a story right before the commercial break.

Listen to rap music.

Go to a movie.

Play with those addictive little headline analyzers (just for fun, please).

"Killer" headlines are literally everywhere.

So don't stress over writing so-called "killer" headlines. Frankly, they can can kill your sales because they usually don't focus on what matters most ...

The Market!

Gurus will tell you to add numbers.

Use explosive words.

Insert "You."

And these are theoretically solid tips.

But really, all you gotta do is ...

Focus all your attention on your peeps first. The loyal followers and fresh pile of leads you want to invest in your products and services. And **then** the product or service.

Do this, and your headline will be *killer* without you fussing with "guru" tips and tricks.

Plus, you'll make a ton more sales.

At least, that's what worked for me.

I could go on about this.

And, I probably will in the August issue of "Copywriting Quickies."

In the meantime, you can get the July issue here: [INSERT LINK]

MEET YOUR MILLION-DOLLAR WORD STYLIST

I'm Apryl Beverly, The Million-Dollar Word Stylist and president of BAAB Writing and Marketing Services LLC. I'm most known for crafting compelling copy that has generated over \$11 million in revenue for B2B solo entrepreneurs, small businesses and some of the country's largest brands.



I am also the creative mind behind the wildly popular [CopyCloset](#) membership and the founder of [Word Stylistz™](#).

And I'm thrilled to say that, based on worldwide market research, Word Stylistz is the first woman-owned flat rate copywriting service agency catering to the unique needs of small business owners and entrepreneurs who serve multicultural audiences.

I have a unique “tell-it-like-it-is” writing style that has earned me a variety of awards and recognitions including hitting the Amazon Best Seller's List in 3 categories just 24 hours after releasing my first book, [Shots Fired! How to Write Copy that Pierces Hearts \(And Opens Wallets\)](#).

I have 18 years of copywriting and marketing communications experience. I earned a bachelor's degree in journalism from The Ohio State University and an MBA in marketing from the University of Phoenix.

More than half my life has been spent banging on the keyboard and I am honored to flood your business with engaging, personality-infused copy that attracts fat stacks of leads and makes your bank account sing.