

REVENUE

Week



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WELCOME TO REVENUE WEEK

“Your content should be a continuum of your core message.”

To be confident about what you’re selling, you first must know what you’re selling. So think about your business as a whole and ask yourself this:

“What am I selling?”

For example, Colgate doesn’t sell toothpaste. They’re selling a brighter smile and fresh breath. A business coach isn’t selling advice. She’s selling the ability to generate more revenue and have the business you always dreamed of.

A hair stylist isn’t selling hairstyles. She’s selling healthy, manageable, compliment-worthy hair.

Sooo, what are YOU selling?

Complete this statement:

I am a _____ and I sell _____ for _____.

If you sell multiple types of products and services, please choose something you can turn into a core message, so the work we do here is valuable to you. In the coming days, we will build on this statement so be sure to take the time to give this some thought.

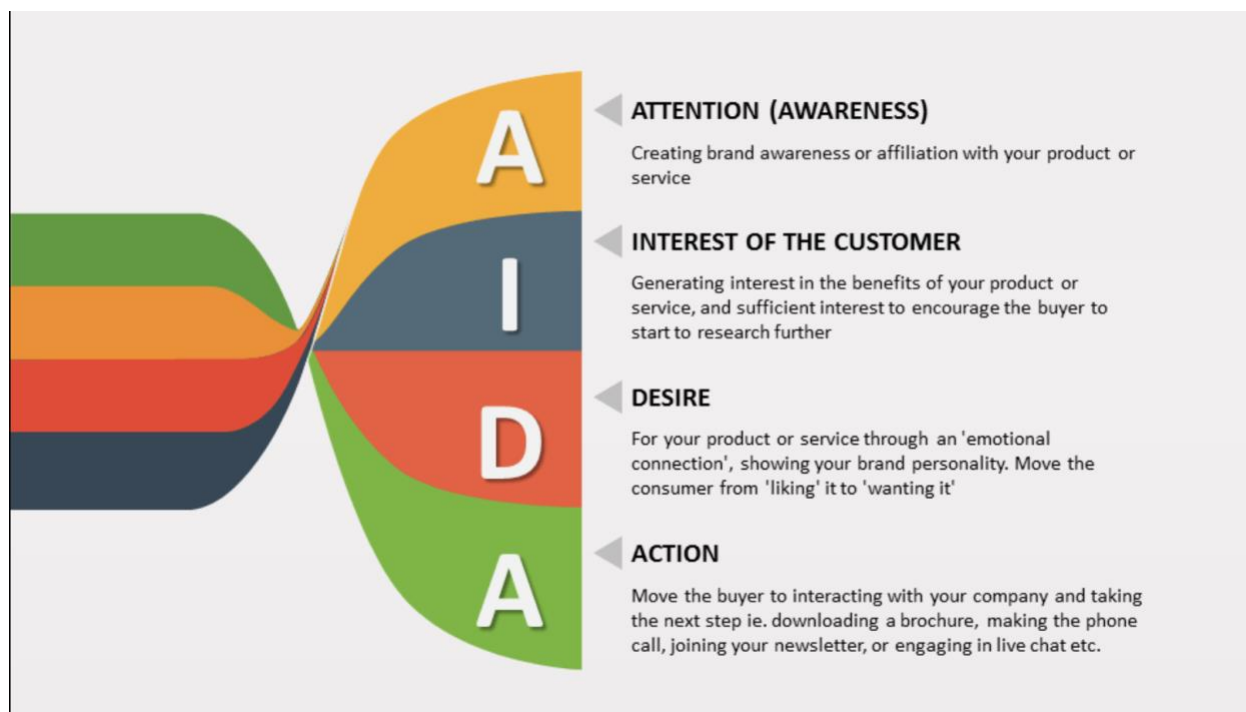
Here’s my response:

I am the Million-Dollar Word Stylist and CEO of Word Stylistz, the world’s first female-owned, flat-rate copywriting agency. My team creates spine-tingling sales content that generates millions in revenue for small businesses and multibillion-dollar corporations.

THIS STATEMENT WILL SET THE FOUNDATION FOR EVERY PIECE OF CONTENT WE PLAN OUT OVER THE NEXT FEW DAYS.

Now that you know what you’re selling, let’s look at a typical sales process to get people to buy. Note that you’ll need content for EACH step of the process. Even though most people ONLY share content for the action phase.

AIDA FOR THE WIN



PHASE #1: AWARENESS

Here, you'll use your core message to let people know what you have available for sale. Annd, you'll do it in a fun and engaging way that reinforces your brand.

This content will include high-level tips and key points that help your audience connect the dots about what you do and how you can serve them. This is your no-gateway content that you share freely without asking your audience to register for your email list or any of that.

PHASE #2: INTEREST

In this next phase, you're sharing content that pulls the prospect further into your sales funnel. Here, you'll want to share valuable content that's directly tied to your offerings.

This content will include taking a deeper dive into your zone of genius by showing how what you do affects others. Here, you can share testimonials, case studies, how-to videos so people start to gain an understanding of the value of your offering. Don't make people guess how you can serve them, TELL THEM!

PHASE #3: DESIRE

In this phase, you'll need to make an emotional connection with your audience by directly tying your offerings to their core desires. Now, to be effective in this phase, you gotta actually know your audience's desires.

Here, you'll share ideal client stories and "she's-like-you" testimonials so your audience can see scenarios of your offerings supporting people with similar struggles. This is where they'll start to see themselves using your offerings and imagining what their lives could be like after working with you.

PHASE #4: ACTION

Here, you'll clearly define the outcome of investing their time (or money) with you. So whether the action is booking a call or smacking the buy button, your content must clearly demonstrate the value of doing so.

W.E.R.K. FOR IT

Now, when you combine the AIDA process with my W.E.R.K. Formula, you'll be well on your way to creating cash-generating content. Let's take a quick look at the W.E.R.K. Formula before we dive into today's content topic.



SMACK IT

In your Revenue Package, you received a Smack The Buy Button Card. On that card, I want you to answer the following TODAY:

1. My biggest struggle with creating content is _____.
2. My commitment during Revenue Week is to _____.

Write small enough so we can add a couple more lines on Day 3.

Annnd now it's time for Day 1!

DAY 1: PREP YOUR WEBSITE FOR PROFITS

Let me say this first:

“Success happens when you put yourself on the shortest path to profitability.”

What this means is, when you stress over things like what other folks think about you and how you’ll tilt your head in a photo shoot ... you’re NOT thinking about how you can best serve your audience and make money.

And service and profitability should always be your primary focus.

Now, you can’t dominate your market if you don’t know how you can transform your genius into enticing content that markets, promotes and sells your products and services.

So, what does your website have to do with all of this?

Your website is your home. You see while you may walk around with a duffle bag full of landing pages, offerings and social media platforms, you should always have your “home” ready for guests.

What that means is, your website should be ready to propel people into action. For example, here are a few questions you’ll need to ask yourself:

1. What’s the ONE action you want new browsers to take on your website?
2. Is taking that action EASY or does it require a gazillion clicks?
3. Have I clearly communicated what my audience will get AFTER taking that action?

Now, I know you’re incredible, but the outcome has to be something more than getting a chance to speak with you. What is the tangible outcome people will get after taking time to speak with you?

THAT must be clearly communicated if you want people to actually book a call with you.

From there, you have to rewind and think about the types of content you can share to DRIVE people to want to get that result from you.

For example, let's say the outcome of the call is to get 3 ways activate your love power in the next 30 days.

Now, we know it's also a "sales call" but you're positioning it in a way where people will get enough out of the call to determine if working with you is the best next step. During the call, you'll ask specific questions to get the prospect to "confirm" the breakthrough so they're more likely to show interest in your paid offerings.

Okay so let's switch gears and assume you have a "buy-now" website of products/services. While your sales process doesn't include an informational/strategy call, you still need to find a way to boost awareness about your offerings.

This may include offering a trial, discount on their first purchase, a demo showing how the product works and so on.

Here are some website content suggestions for each of the AIDA phases:

PHASE #1: AWARENESS

Low-Cost Offering

Freebie/Lead Magnets

Shopping Checklists

Results-Focused Copy

Detailed Blog Content

PHASE #2: INTEREST

How-To/Demo Videos

Case Studies

Testimonials

Personal Stories

Detailed Blog Content

PHASE #3: DESIRE

Ideal Client Stories

Offering In Progress Content

Before/After Pics

PHASE #4: ACTION

Product Descriptions

Service Descriptions

Promised Land Peek

GET TO WERK

**QUESTION #1: DO YOU CURRENTLY HAVE CONTENT THAT
COVERS EACH OF THE PHASES?**

**QUESTION #2: IF NOT, WHAT WILL YOU DO THIS WEEK TO FIX
THAT?**

QUESTION #3: IF YOU DO COVER ALL PHASES AND YOU'RE NOT GETTING PEOPLE TO INVEST, WHAT TWEAKS WILL YOU MAKE TO CHANGE THAT?

Now unless you're going to create a blog, the website content you set will be pretty much set. Be sure to review it at least twice a year to make tweaks, updates, discontinue offerings that aren't selling and so on.

DAY 2: EMAIL MARKETING

The keys to a great email strategy are:

1. Being consistent with how often you send emails
2. Mastering the 3-E Process
3. Using templates

Let's break down each one.

KEY #1: CONSISTENCY

Would you get upset if your favorite TV show decided to pop up on your TV whenever it wanted to? The same goes for your email audience. If you promised them weekly emails, then you gotta deliver on that.

Now, if you want to only email people when you have a sale, that's cool too but you gotta set the tone for when and how you plan to engage your people and stay as consistent as possible with that.

KEY #2: MASTERING THE 3-E PROCESS

I created the Three-E Process as a way to simplify email marketing and make it fun again for people who don't geek out on email marketing like I do. 😊

Now, when you use it right, it's a great way to get (and keep) excited eyeballs on your emails and make you money even if you have a tiny list.

It goes like this:



ENTERTAIN

Tell relatable stories. Storytelling connects you with your subscribers by giving a peek inside how you think and feel, and what you deem important.

EDUCATE

Turn the story into a valuable tip in a way that makes your message "edutaining."



ENGAGE

After hooking them with a great story, educating them with a valuable lesson, you must move your subscriber to take the desired action.

ENTERTAIN

Incorporate the following elements into your emails:

- Current events/news headlines
- TV shows you watch
- Everyday life
- Spouse, pets, kids, friends, biz besties

EDUCATE

Angle your email in a way that teaches your audience the WHAT of a specific topic and highlight the dangers of the wrong method, resource or execution strategy.

ENGAGE

Here, you'll introduce a better way and present the better way as the best/only way to immediately overcome their struggles.

ENTERTAIN

SUBJECT

I failed the first time ...

CONTENT

Can I tell you a quick story ...

When I first decided to quit my job and do this "be-my-own-boss" thang, I hired someone to develop my website for \$450. I'd spent over a decade writing website copy, sales letters and other promotional copy for multibillion-dollar global corporations, so I *knew* I had it in the bag when it came to writing copy for my own site.

Or so I thought ...

I remember hiring a business coach to give me some insight on how to position my brand and here's what he said:

"Apryl, I can tell you're a fantastic copywriter, but your website sounds like you're hiding between the bricks of a business. The actual business is YOU, but I hear you nowhere on the site."

I failed and I was crushed.

Here I'd spent all that time crafting website copy that was essentially worthless.

But you know what's even more crushing?

Keeping a worthless website online just to say you have a website.

Now, I did some serious soul searching after our convo. And every word he said was right. I was writing as if I were back in my office at that multibillion-dollar company.

I was writing copy as if I were a team member ... not the CEO.

My site told people I was a freelance copywriter for hire.

But it didn't tell folks I am a REAL, tell-it-like-it-is sentence-slinging genius who can boost their revenue.

EDUCATE

Here's what I want you to know:

If you have worked or are still working for a corporation, you've been TAUGHT to write without your personality.

You've been taught to lurk in the shadows and blend in with the "company culture."

And that's cool if you plan to continue working for someone else.

But if you plan to stroll the Internet streets like a CEO, you gotta showcase your dopeness by flooding your site with personality-infused words.

After the convo with my coach, I took down my entire website to redefine my brand. And when I busted back on the scene with new flava, my site started working for me.

I remember sharing my new site in a Facebook Group and getting messages from browsers saying they "felt like they were talking directly to me."

My copywriting site woos prospects and wins clients – no 24/7 hustle required. And inside W.E.R.K. Your Website, I'll teach you how to do the same.

After our 3 weeks together, you'll have publish-ready copy that reflects your awesomeness and persuades people to hire you.

I've had a lazy website and trust me – all it does is make you work harder.

So, if you're ready to make way more money and hustle way less, go here now:

Nicole made the leap last year to WERK her website and hasn't looked back since:



Nicole Chamblin

Thank YOU Apryl for transforming my writing! Taking your WERKshops on website, social media and landing page copy was the single most important marketing investment I've made in 2 years. Thank you!

3 minutes ago · Like · Reply

ENGAGE

And if you refuse to watch from the sidelines as your peers blow up on these Internet streets, you'll jump off the fence today and join us.

WARNING: The \$200 off + FREE Shots Fired Journal offer ends TONIGHT at 11:59 p.m. EDT. In the morning, the VIP coupon expires and the savings go POOF.

Here's the full instructions on how to claim your VIP seat:

1. Go here: <https://thecopycloset.com/werkyourwebsite-2/>
2. Click any one of the big ole red buttons
3. Enter your contact details and payment info
4. Agree to the terms and conditions
5. Enter your coupon code – **VIP212** (as shown, all caps with no spaces) and click "Apply" (watch your rate drop it low)
6. Click "Almost Done"
7. Choose your payment option (full payment or two payments* - psst ... NO extra charge for the split-pay option when you're a VIP)
8. Be sure to check the box with the flashing arrow to claim your FREE journal
9. Click "Gimme My Spot"

See ya inside,

Apryl B.

KEY #3: EMAIL TEMPLATES

Writing from scratch is soooo last year. 😊 If you want to share great content that keeps your subscribers waiting for your emails, then templates are the name of the game for you.

Now, I'm not talking about stealing somebody else's emails and calling them your own. Please don't do that or tell anybody I'm teaching that because I don't roll like that.

When I say "template," I mean following a pre-determined flow to keep your email focused on the main goals – engagement and action.

STORY EMAIL TEMPLATE

Scientists say that stories are the top way humans communicate with each other so even if you have no clue how to write a "sales email," you KNOW how to tell a story because you've likely been doing it since you were about 3 or 4 years old.

The other great thing about stories is that they're hard for people to leave unfinished. And you WANT people to finish reading your emails so they can take the intended action, right?!

Now, you can tell personal stories, stories about what you saw on TV, stories about your business and clients, stories about something you read, stories about church, stories about a recent trip to the grocery store ... the list is endless on how you can tell stories that fascinate and engage your audience.

The key is to make the story is relevant to what you do. For example, if you're telling a story about your recent trip to the grocery store, you may talk about how great/terrible the checkout clerk was and tie it back to a story on how customer service is critical in business. Now, if you teach on customer service, this is the perfect segue into offering your eBook, class or course on Customer Service 101.

So, here's the breakdown:

- Set the goal of the email (what do you want people to do?)
- Think about a story that ties into that.
- Link your story to your business and overall goal
- Share it!

Here's a sample of this template:

Yesterday, I told you I'd be back to tell you how my **OFFER** 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.

More:

The **OFFER** price goes up Friday night.

Now if you want to 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 if you want to stop relying on reduced price offers like my girl Torey ... then go here while you can still get it for an insanely low price:

LINK

Q&A EMAIL TEMPLATE

Here, you simply want to share (and answer) a question you've received from your audience or it can be a random question related to what you do or what frustrates you. Again, you'll want to make sure it relates to the end goal of your email.

This template will look like this:

Any of these online marketing "guru" tales sound familiar?

They get you to enroll in a 20-week course, watch 3,000 hours of videos to learn exactly

how they made their riches and are now able to stretch out on the beach sipping margaritas every day.

They tell you that you're suffering from "money blocks" and if you'd only stop pushing money away, you could make that gazillion dollars this year.

And you believe them because you did drop \$20 in the street the other day which signifies you repelling money. Plus, sitting on a beach sipping margaritas and making a gazillion dollars falls right in line with what you put on your vision board for this year. :)

But here's what they never tell you:

The skills and talents they use to make a gazillion dollars ain't necessarily your strengths. I know we live in a world where everybody thinks they can teach you anything. And while that may be true, everybody does not have the capacity to learn everything.

Take me for example ...

I'm a 5'3" chick with short arms and stubby legs. Now, let's say I come across an online basketball clinic sponsored by LeBron James who says he'll teach all participants everything he knows so they can get into the NBA.

I enroll thinking I have as good a chance as anybody else, right?

Wrong.

Let me break this down for you:

People are going to TRY to sell you any and everything. So, before you go and drop your hard-earned "coin" on get-rich quick dreams, it's up to you to separate the land of unicorns and fairy dust from reality.

Now, if you've been hustling hard and going nowhere, all's not doom and gloom. You see, I said to make sure you have the capacity to achieve the dream, not give up all together. There's a difference.

Can you learn how to take shots to the hole like LeBron James in an online basketball clinic? Probably not.

Can you learn how to become a millionaire in 6 weeks without lifting a finger? Possibly.

Can you learn some writing secrets to get more people to smack the buy button on your offers? ABSO-FRIGGIN-LUTELY!

With a little work, a bit of finger stretching and keyboard tapping, you too can bang out money-making messages whenever you want.

What's the first step?

So glad you asked because it's painless and FREE. (pinky promise.)

Just go here: [LINK](#)

INSPIRATION EMAIL TEMPLATE

Here's where you want to motivate your audience to keep pushing, don't give up, look at other folks who are killin' the game ... And you want to position your offer as one of the things that will help them reach their goals.

Check out this example of an inspirational email:

Confession time ...

This biz life ain't always what you dreamed it would be. I mean who quits their job to work 15-hour days, deal with insane and indecisive clients and get the side eye every time you go to increase your rates?!

But then you think about this ...

*That time you were able to host story time for your son's preschool class - in the middle of the day **WITHOUT** asking a boss for permission.*

Or that time last summer, you ditched out for two weeks on an impromptu vacation - no advance notice necessary.

Or that client who called you screaming because she just sold out during her program launch.

Those are the times when this biz thang is worth it in your heart. And if you could just get your bank account on board - it'd be allll good.

If this sounds like you - your heart sees the value but your bank account still ain't smiling - then you're gonna love what my biz bestie, Brigid Ward, has planned for Y-O-U.

*By the way, I surround myself with really smart people so you (and me) can benefit from their genius. You see, NAME, TITLE aka Biz Superstar has decided to host an incredible virtual event to help you get your bank account aligned with your heart - **HAPPY!***

*She's interviewed 20+ top-level experts and entrepreneurs in the industry to reveal their best tips and secrets to running and growing a successful online business...and **I'm squealing with excitement because your girl (that's me) is one of the speakers. #BOOM***

And the other folks? They're 6- and 7-figure rockstars who all turned their failures into

triumphs. Yep, I'm pretty sure you can pick up an amazing tip or two from these geniuses.

Here's the skinny on the EVENT ...

ADD DETAILS

So, right about now, the only thing to do is grab your spot to what promises to be the BEST online event EVERRRRRRR! Miss this and your bank account may be stuck with a permanent frown.

LINK

GET TO WERK

QUESTION #1: HOW OFTEN DO YOU EMAIL YOUR LIST/HOW OFTEN DO YOU WANT TO EMAIL YOUR LIST?

QUESTION #2: CAN YOU FOLLOW THE TEMPLATES AND THE 3-E PROCESS TO CRAFT ENGAGING EMAILS ON A REGULAR BASIS?

QUESTION #3: WHAT IS YOUR EMAIL COMMITMENT GOING FORWARD? FOR EXAMPLE, I WILL EMAIL MY LIST _____ TIMES A MONTH.

Now, having something valuable to say is MORE important than just throwing together emails because you committed to send them on a weekly basis. Check the content calendar for suggestions on what you can email your list.

DAY 2: HOT SEAT NOTES

DAY 3: SOCIAL MEDIA MARKETING

The one thing most entrepreneurs miss about social media is that it's a give-and-take situation. What I mean is, posting all day, every day is NOT going to get you the results you want because you also have to ENGAGE.

You see, a lot of social media gurus talk about how many times to post and what to post, but very few hit on the things you have to do to engage your audience and pull them into your offerings.

But no worries – I'm gonna hit on all of 'dat today with my Be S.O.C.I.A.L. Formula.

BE S.O.C.I.A.L.

Now, before you can sell anything on social media, you gotta know what your social media users want.

Here's a quick rundown:

- They want connection and for people to hear their thoughts and opinions
- They like to share advice and offer help
- They want to feel a sense of community
- They want to engage with accounts that value and respond to their comments
- They want to learn, laugh, be inspired or otherwise get something out of the time they're spending on social media

Now, one of the issues I see on social media is that biz folks are cool when it comes to screaming "buy my stuff" but not so great at being social. And your business can't thrive on social media without well, being social.

In fact, some prolific gurus even created a term for it ... it's called "social selling."

"Social selling is the art of using social networks to find, connect with, understand, and nurture sales prospects. It's the modern way to develop meaningful relationships with potential customers that keep you—and your brand—front of mind, so you're the natural first point of contact when a prospect is ready to buy. It's quite simply using online social tools to engage in the relationship-building strategies that have always been the foundation of what

good sales professionals do.” – Hootsuite

Yesss, come through Hootsuite with the powerful definition! Now, the definition is informative and cute, but what does it truly mean for you?

Well, for starters 78 percent of entrepreneurs engaged in social selling are outselling their competitors who are not using social selling. Real talk ... if you have no idea how to sell on social media, your bank account is quite simply NOT sitting where it could be.

Lemme break down why:

REASON #1: SOCIAL MEDIA IS A RELATIONSHIP-BUILDING LOVE FEST

TRUTH BOMB: Cold calling sucks. Ninety percent of top decision makers aka “the folks who sign those contractor checks” say they never respond to cold calls. But on social media, you’re right there in the thick of it all. You can see what’s important to your buyer. You can see what they share, what they talk about, who they’re heartin’ up and all that.

And with this information at your fingertips, you now have the ability to speak straight to their hearts. For example, cold calling isn’t going to tell you about a buyer who is in search of children’s books written by African American authors because her son wants to know why his skin is brown and she wants him to know his skin is beautiful.

In a recent survey by CSO Insights and Seismic, one in three B2B professionals said that social media gives them a larger number of qualified leads. Even more—39 percent—said that using social media reduced the amount of time they spent researching accounts and contacts.

REASON #2: PEOPLE BUY STUFF ON SOCIAL MEDIA

According to LinkedIn, 76 percent of buyers are ready to engage in a social media conversation with potential providers, and more than 62 percent of B2B buyers respond to salespeople who connect with them to share insights and opportunities relevant to their business.

Even better, 92 percent of B2B buyers are willing to engage with a sales professional who is a known industry thought leader, a reputation you can establish by consistently posting thoughtful, relevant content on social media.

Now that I've dropped some data on you, please allow me to share a personal story:

I ALWAYS ask how people find me when conducting sales calls. And it's during those conversations that I truly discovered the power of social media. This is the break down on where prospects have found me in 2018:

- 15% LinkedIn
- 20% Google search
- 30% Facebook
- 35% Instagram

And what's even more enlightening is when they tell me they've been following me for 30 days, 90 days, 6 months, 8 months watching and vibing with me and they reached out because they trust me as a human.

So if you think social media can't work for your business. Think again, boo.

Let's get into how to BE S.O.C.I.A.L.

STEP #1: SELL SOCIALLY EVERY DAY

I often hear entrepreneurs say they're not hitting their revenue goals and social media doesn't work. But it does. That is when you know how to WERK it.

Now, on these here Internet streets, stories sell. Plain and simple. You see, folks are tired of the ole one-two "buy my stuff, buy my stuff."

People want to be entertained and that's exactly what the right story will do. In addition to compelling folks to smack the buy button. ***wink***

Here are three core types of sales stories you want to use on social media:

HUMAN STORY


The "Human Story" is crafted by telling a relatable story that leads to a sales pitch. It's engaging, compelling and hooks the reader so they never even realize they're reading a sales pitch until they reach the end of story. And by that time, they're ready to smack the buy button.

You see, folks are quick to say "content is king," but the reality is this: if people aren't engaging with your content, you're not benefiting from it. So, be honest ...

do you know the words and messaging necessary to engage the right people on Facebook enough to propel them into action?

If not, no worries – you will after today.

Now, here are two examples of the “human story” framework:

 **Apryl Steadman Beverly**
March 13 at 11:48am · 🌐 ▼

Real talk ... I don't do business on the weekends, but I'm about that profitability life every single day.

Lemme explain:

This is a pic of me teaching Alston how to skate this past weekend.

Now what you don't see is in addition to him falling RIGHT after this pic was snapped, 🤪😭 I still managed to have fun all weekend long AND make money in my business without being glued to my MacBook.

Here's how it all went down:

*Friday night: The hubby and I sang and danced at the Cleveland R&B Festival. All while the coins were rolling in.

*Saturday: I took my son to his cousins' birthday parties for 4 hours of skating, arcade games, jungle gyms, cake and pizza. All while the coins were rolling in.

*Sunday: The Beverly clan went to the bowling alley for 3 hours of bowling and more arcade games. All while the coins were rolling in.

Here's the thing:

Over my fun-filled weekend, I raked in \$3,173.10 between my PayPal and Stripe accounts. Now, some of ya'll might be saying that's "chump change," and that's cool. But please know, this "change" had my bank account smiling like the Kool-Aid kid.

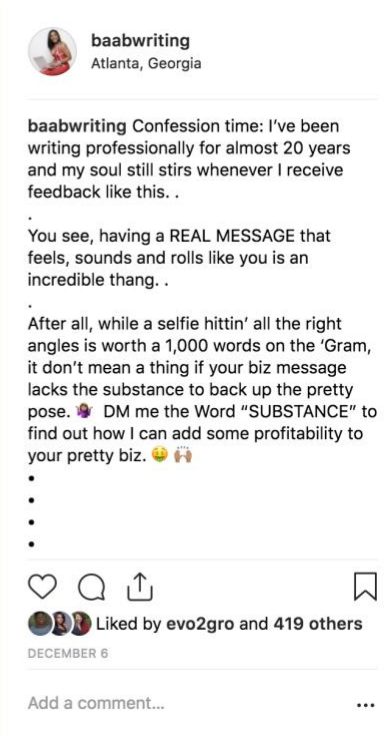
Here's the lesson in all of this: I'm no unicorn with a bag of fairy dust manifesting money. I'm just a regular ole' "can't-stop-won't-stop" biz chick who knows how to make her words WERK.

And you too can do the same. Here's a little something to get you headed in the right direction: <http://bit.ly/werkitgirl>. #WerkEthics #NoBizWeekends



SHE SAID SHE'S BEEN TRYING FOR 4 LONG YEARS TO WRITE A CLEAR MARKETING MESSAGE. WE DID IT FOR HER IN 7 DAYS.

WORD STYLITZ
stylemywords.co



THE PURPOSE OF THE “HUMAN STORY” IS TO HUMANIZE YOUR BRAND, SELL YOUR PRODUCTS/SERVICES AND BOOST BRAND AWARENESS.

“WERK ETHICS” STORY

This type of story is crafted by simply letting your audience know what you’ve been working on. However, you choose your words wisely to incorporate details on how you can serve your audience without coming right out and saying, “hire me to do XYZ for you.”

Now, as you see there’s no link in this post, However, the link in my sidebar profile (at the time of this post) took my Facebook besties to the page to purchase the W.E.R.K. Bundle and boy did they smack the buy button!



Apryl Steadman Beverly

March 8 at 7:21pm · 🌐 ▼

Soooo, if you've purchased anything from me, you know I don't play when it comes to service.

Today, for example, tech wanted to have an attitude and we had a few hiccups with the Women Who W.E.R.K. Bundle and I had folks who wanted to chat LIVE about the offering.

Now, the folks who reached out to me likely thought I was just chillin' because I was responding so fast, but let me tell you today was NOT a chill day.

You see, I:

1. Met with 3 prospects
2. Wrote an RFP response for a \$7 million project
3. Sold 53 Women Who W.E.R.K. Bundles (the price tag is so low, it might as well be FREE)
4. Posted on social media
5. Wrote and ran a Facebook ad
6. Emailed my subscriber list
7. Participated in the glorious #WD2017 LIVE Conference with my incredible money coach, [Dawniel Winningham](#)
8. Prepped for tonight's W.E.R.K. Your Website class
9. Reviewed client projects

And on top of all that, I picked up my son from school and worked out at the gym. Now, the hubby ([Lenwood Beverly](#)) cooked dinner because he loves me so.

Here's the thing:

SERVICE MATTERS. You see, folks have all the time in the world to take your money, but for some strange reason, they can't find a few minutes to respond to your issue. [#MissMeWithYourBusy](#) [#WillTakeMyMoneyElsewhere](#) [#SheMeansBusiness](#)

And here's a version of the story where I lead people to the link in my bio:



THE PURPOSE OF THE “WERK ETHICS STORY” IS TO MARKET YOUR SUPERPOWERS AND SELL YOUR PRODUCTS/SERVICES.

BIZ LIFE STORY

This story type has sparked quite a few heavy debates on my timeline. Folks have unfollowed me. Folks have blocked me. And folks have invested in me.

You see, a lot of entrepreneurs will only tell you about the freedom, rainbows and sunshine lives they live. Their clients are all perfect. Their cash flow is on point. Their kids and significant others are super supportive.

But real talk ... that's not a daily thing for most entrepreneurs. And I make it a point to tell the OTHER side nobody else seems to want to reveal.

To craft this story, all you need to do is be transparent with your audience and leave an “open gap.” Leaving an “open gap” simply means you're telling the story without passing judgment about the story.

I see so many of my biz besties “reverse engineering” this type of post. And I love it, but the issue is, they’re closing the story with their own perspective. And while some folks may agree or even disagree, you’ll get way more engagement if you leave the story open.

Here are two examples of this:



Now, when it’s NOT a “script-like” story, you’ll want to give your straight-up, no-fence-sitting perspective like this so it become shareable content that gets you in front of a larger audience:



Apryl Beverly
@baabwriting

PSA: You can "find" your purpose and still be broke because finding your purpose means nothing if you choose not to DO anything with it. 🙌



baabwriting
Atlanta, Georgia

baabwriting Lawwwd, I know some of y'all are about ready to chase me down with No. 2 pencils for this one. 🖊️ So please drop a 🙌 below so folks know I'm not the ONLY one who believes finding your purpose doesn't magically translate into profits. 🙌 P.S. if you're down to "find" some cash with that purpose, smack the link in my bio so I can show you how. 🙌



#writerchick #copywriters #wordsaremagic #wordsmatter #makemoneymoves #smackthebuybutton #salesmas



Liked by kreneward and 711 others

7 DAYS AGO

Add a comment...



Apryl Steadman Beverly

December 18 at 8:08 AM · 🌐

Ok, soooo some of ya'll ain't gonna like this, but I'm gonna say it anyway ...

When you call up talented entrepreneurs and ask them to sing, dance, write, design, draw, counsel, cut, model, coach, gesture, whisper or do anything for FREE ... you're NOT doing them a favor.

Like, folks out here got this biz game all messed up, and I feel it's my duty to straighten this thang right on out before we roll into 2019.

Soooo here's the lesson:

If you really want to do a favor for a talented entrepreneur who is using their skillz to pay the bills, here's what you do:

Step #1: Reach out to them using their standard business info during NORMAL business hours (not in the middle of the night or on the weekends if that's not when they work).

Step #2: Schedule a time to discuss your need (don't just run up on them at granny's house and expect them to answer all your questions).

Step #3: PAY them the sticker price for their services (don't haggle, negotiate, try to trade babysitting hours you know you have zero plans of honoring ... none of that, we do CURRENCY around these parts - checks, credit cards, PayPal, CashApp)

Step #4: Get the service you paid for and leave a pleasant review about your experience.

Now, that's how you do a favor and bless a talented entrepreneur. Biz folks, feel free to share with your Facebook besties. 😊

👍🙌🙌 MsJennifer Pink, Mese Edwards and 59 others 4 Comments 27 Shares

And it's cool to share perspectives you agree with as long as you give the original poster credit:

**I MAY NOT KNOW
HOW TO GET
1000 LIKES
BUT I KNOW
HOW TO MAKE
\$1000**



baabwriting @helloarnita came alllll the way through with this word. #repost Drop a 🍷 in the comments if you may not be a social media superstar but you surely know how to collect your coins. Oh and if you want to collect more coins, hit that link in my bio. 🔥



THE PURPOSE OF THE “BIZ STORY” IS TO BOOST BRAND AWARENESS AND HUMANIZE YOUR BRAND AND SELL YOUR PRODUCTS/SERVICES.

REEL ‘EM IN STORY

This last story type is crafted by asking a business-related question or a question important to your target audience. Now, you don’t want to straight-up state your position in this post because you don’t want to make people fearful of sharing their opinion if it differs from yours.

You simply want to pose the question give options and screenshot the data because HELLOOOOO your audience is talking to you and it’s a beautiful thang when that happens.

Side Note: You may want to make the post private or archive it once you get your data. There’s room for everyone to win, but what you don’t wanna do is leave the data for your competitors to roll up and snatch.

Here is an example of this story framework in action:



Apryl Steadman Beverly



December 4 at 8:45 PM · 🌐 ▼

Lawwwd, I really hate to bother ya'll tonight but I'm tryna make this FREE 12 Days of Salesmas Event incredible, but I gotta problem ...

You see, we're sitting here debating about Christmas lights so I can't even think straight. LOL

Can ya'll help put this thang to sleep once and for all?

Please pick a side:

A. Colored Christmas tree lights

B. All white Christmas tree lights



Dorie! Inez Larrier, Tiffany A Green and 10 others

54 Comments

STEP #2: **OPEN YOUR HEART AND YOUR SOUL TO YOUR AUDIENCE**

Real people don't do business 24/7. Like you have a life outside your zone of genius. And that life is what connects you to your audience. For example, one of my clients said she was attracted to me because she liked my classy, professional yet ratchet vibe.

She said I come across REAL and because that's how she wants to vibe with her own audience, she trusts my Word Stylistz team to write her website content.

People want to know the HUMAN behind the business, and it's YOUR job to give the people what they want.

Now, this is not a time to share all willy, nilly random stuff. Be strategic about how you share because it's still a part of socially selling.

For example, if you want to connect with mom business owners, be sure to share how you balance work and kids. Talk about how you manage your time and run your business without sacrificing your sacred family time. Why? Because your audience of mom business owners is likely looking for ways to do that too.

If you want women to invest in your jewelry, don't just post pictures of the pieces ... show them in action. Talk about how a necklace paired perfectly with your holiday dress or how your husband was complimenting you all night long and you knew your "around-the-way-girl" earrings had something to do with it.

STEP #3: **CREATE A COMMUNITY OF BUYERS**

Creating a community plays a huge role in your ability to connect with people on

social media. Now, you can't just talk to everybody, you have to talk to people who are ready, willing and able to invest in your products and services.

Soooo, how do you find such unicorns? You "hang out" where they hang and connect with people they already love. For example, let's say you're a website designer. Well, you know that people who need a website built will also likely need branding, copywriting, graphic design and a business coach to name a few.

This means, you'd connect with like-minded branding strategists, copywriters, graphic designers and business coaches you can vibe with. And don't just like their page or follow them and move on ... ENGAGE with them. Comment on their posts, high five other commenters, share their posts, give them shout outs ... in other words don't just be another follower or fan, build a REAL relationship.

If you sell apparel, jewelry or makeup services, don't just think about who buys t-shirts or wears jewelry and make-up, get in front of buyers by thinking about complementary services their investing in (where providers/retailers are SELLING on social media). For example, people who shop for custom jewelry are likely people who shop at boutiques. This means, you need to find boutiques to build relationships with. People who wear makeup will typically like to get their hair and nails done too and follow fabulous people on social media ... so get in the circles.

Now, on Facebook, you want to make sure you are ENGAGING in groups that make sense for your business. You can do a search right from your Profile Page for groups that mesh with your business goals.

The purpose of engaging in groups is to transform your Profile Page so you have more prospective buyer "besties" than real-life friends. I know it sounds crazy, but if you're a business owner, your goal for social media is BUSINESS.

I can entertain my real friends and family members via text or at granny's house on the weekends.

Also, engagement is typically low on Facebook Business Pages. To combat this, you use social selling tactics (don't flood your posts with links) to expand your buyer pool. Now, I'm not saying NOT to post on your Facebook Business Page, but I've found that my page posts work best when I drive people there or run ads.

Oh and one last thing about Facebook, steer clear of hashtags. They work on Instagram, but that 30-hashtag situation is NOT for Facebook. One or two is fine ... 15 to 30 is NOT cool. ☺

STEP #4: **INTRIGUE** YOUR AUDIENCE WITH YOUR OPINIONS AND PERSPECTIVES

Now, I've already talked about this in the sales story section, so I'll keep this short and sweet:

People buy from people who they can relate to and trust.

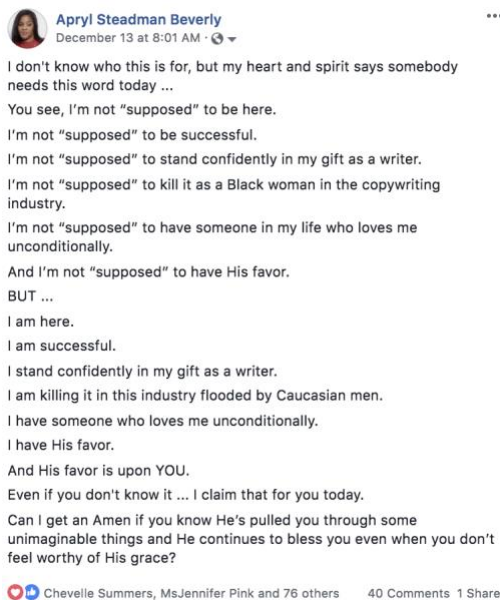
And if you're scared to tell us how you view the world, people ain't gonna be able to relate to or trust you ... FACTS. So, if you're cool with selling all day and you do NOT want to let people into your world, then this social selling thang is NOT going to work for you.

Now, the thing is:

You control what you choose to share.

But whatever you decide to share be transparent and tell the full story. Not like you're writing a Stephen King novel, but instead like you're talking to a bestie who needs your support. And be sure to ask for engagement on these posts.

Here are a couple of examples of this:



Apryl Steadman Beverly
December 13 at 8:01 AM · 🌐

I don't know who this is for, but my heart and spirit says somebody needs this word today ...

You see, I'm not "supposed" to be here.

I'm not "supposed" to be successful.

I'm not "supposed" to stand confidently in my gift as a writer.

I'm not "supposed" to kill it as a Black woman in the copywriting industry.

I'm not "supposed" to have someone in my life who loves me unconditionally.

And I'm not "supposed" to have His favor.

BUT ...

I am here.

I am successful.

I stand confidently in my gift as a writer.

I am killing it in this industry flooded by Caucasian men.

I have someone who loves me unconditionally.

I have His favor.

And His favor is upon YOU.

Even if you don't know it ... I claim that for you today.

Can I get an Amen if you know He's pulled you through some unimaginable things and He continues to bless you even when you don't feel worthy of His grace?

👍👍👍 Chevelle Summers, MsJennifer Pink and 76 others · 40 Comments 1 Share



Apryl Beverly
@baabwriting

If you're a landscaping-BBQ-dinner-cooking-website designer-t-shirt creating-home-improvement-contractor-full-time-working business owner, you're truly doing the most. 🙌

8/29/18, 10:26 AM

👁️ View Tweet activity



baabwriting
Atlanta, Georgia

baabwriting Atlanta, I so love your ambition, but if I meet one more landscaping-BBQ-dinner-cooking-website-designer-t-shirt creating-home-improvement-contractor-full-time-working business owner ... I'm gonna lose my mind.

Like are you really going to cut my grass, cook my dinner, design my website, print my branded tee AND finish my basement after you get home from work? 🤔

#atlantabusineses #atlantaauthor #atlantawriter #atlantablogger #atlantamua

👍👍👍 Liked by kreneeward and 311 others

AUGUST 29

STEP #5: ACTIVATE YOUR PERSONALITY

One of the secrets to sales success is to love and believe in what you're selling. When you do so:

You will defend it and argue against it.

You will talk about it until folks' ears bleed (LOL).

And you'll wake up in the morning dying to tell more people about it.

Buyers gravitate to passionate people.

Now, some biz folks have passion but are too afraid to showcase their true personality. And that's what we're going to talk about today.

Personality is something you can't fake the funk with, but you can attempt to suppress it – which is what a lot of biz folks do.

They're afraid writing (or speaking) in their everyday lingo will turn off buyers.

They're afraid being TOO real will repel prospects.

And they're afraid they'll say something that will “ruin” the sale.

Now, I'm sure you've likely heard:

People buy from people they know, like and trust.

But catch this:

Personality is the NUMBER ONE thing that distinguishes you from everybody else.

Take me for example. The Internet streets are overflowing with copywriters – many of whom don't look like me. Now, what draws people to me is the way I break down the complexity of copywriting into language anybody can learn and execute.

I make jokes. I laugh. I use slang. I create words. I'm not always grammatically correct.

That's my personality on- and off-camera.

If you want to propel folks to invest their time and money in you, you gotta sell with what nobody else has ...

YOUR PERSONALITY.

Please see EVERY post above for an example of this. LOL

STEP #6: LEAVE A LASTING IMPRESSION

Stay in touch with your social contacts over time. Pay attention to the content they're posting, and jump in from time to time with a like or a comment to let them know you've read and appreciated what they have to say.

If a contact moves to a new position or company, send a quick note of congratulations. If they post about their birthday, send happy wishes. If you notice a contact asking for help or advice, jump in with a meaningful answer, even if it doesn't directly promote your product. Focus on how you can help your contacts or make their lives easier.

Because guess what? If you establish yourself as their go-to person in your industry, they'll call (or refer you) whenever the need arises.

IT GOES DOWN IN THE DM

When you don't have an audience of hundreds of thousands of people, you have an advantage – intimacy. You see, you can reach out to your biggest supporters and actually engage with them and pick their brains on the type of content they'd like to get from you. This is called market research.

Connect on a deeper level with your social media audience by messaging your first commenters. To do this, DM about 5 to 10 of your commenters each week. Here's a sample message to send:

Hey [First Name], thank you so much for commenting on my posts. I love seeing your insightful comments! I'm taking the next couple of days to work on some new content and I'm reaching out to see if you have anything specific you're struggling with so I can create some content on it.

Cred: I first got this tip from the incredible Isabella Guava and it really works – test it out.

GET TO WERK

QUESTION #1: WHEN WAS THE LAST TIME YOU POSTED ON SOCIAL MEDIA?

QUESTION #2: DO YOU DM PEOPLE TO DISCUSS YOUR PRODUCTS AND SERVICES?

QUESTION #3: WHAT WIL YOU DO DIFFERENTLY ON SOCIAL MEDIA NOW THAT WE’VE DISCUSSED THIS TOPIC?

Now, having something valuable to say is MORE important than just throwing together random posts every single day. Check the content calendar for suggestions on what you can post on social media.

DAY 3: HOT SEAT NOTES

DAY 3: W.E.R.K. FOR IT STEPS

MEET YOUR MILLION-DOLLAR WORD STYLIST

When it comes to the phrase, “Use Your Words,” there are few people who embody it – or teach it – better than Apryl Beverly.

As an award-winning copywriter and CEO of two in-demand copywriting and content marketing services agencies, she fuels her clients’ brands with words that have generated them a collective \$22.5 million in revenue to date.

With an innate talent for transforming the way people write and articulate ideas, she is a sought-after speaker and communications coach for corporate teams. Whether they are seeking to open doors to bigger professional opportunities or close the biggest deals of their careers, attendees leave her keynotes and workshops fully equipped to harness the power of their own words to convert with confidence.

Leveraging a journalism degree from The Ohio State University, an MBA in Marketing from the University of Phoenix and 18 years’ experience in marketing, corporate communications and proposal writing, Apryl is a living legend in the world of sales copywriting.

Arguably one of the best to stroke a keyboard, her style is a distinct fusion of a straight-shooting point of view, cultural relevancy and spine-tingling sentences that claim the hearts and wallets of diverse audiences.

In just a few short years as an entrepreneur, she has built a communications empire on the belief that anyone can sell anything with compelling, intriguing, personality-



infused content. She entered the market with BAAB Writing and Marketing Services, her premium copywriting company.

She is trusted by small and large firms across industries, including **Aclara Technologies, LLC, Versify Solutions, Thompson Hine and Equity Trust Company.**

In 2018, Apryl launched Word Stylistz, the first woman-owned flat rate copywriting agency for small business owners and entrepreneurs. Her all-female squad of sizzling, sentence-slinging sistas are the hired guns that bring brands to life.

She and her team are the not-so-secret word weapons behind some of the most recognizable faces to hit social media, including **xoNecole, Ronne Brown, Derrick Jaxn, Patrice Washington, King Ashley Ann and The Six Figure Chick.**

Like many prolific teachers, Apryl's knowledge spans mediums. She has been featured on the pages of *The Huffington Post*, *YFS Magazine* and numerous notable online and print publications.

She has also penned two best-selling books, *Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets)* and *F.A.S.T. Money! The Easy Way to Use Facebook Ads to Hook Smokin' Hot Leads*. Bursting with her time-tested techniques and proven best practices, her books have revolutionized the way entrepreneurs approach content development and marketing in their businesses, debunking the myth that world-class copywriting has to come with a hefty ad agency price tag.

Comfortable in front of audiences of 10 or 10,000, Apryl comes to the stage with one goal – to show people how to conquer their communications challenges and fears. Her teaching approach and curriculum takes teams from timid, ineffective communicators to confident leaders who use words that make others take notice and then take notes. Contact us at info@baab.biz to book her for your next event.

Ready to flood your business with spine-tingling sentences? Step inside our wildly popular DIY [CopyCloset](#) membership or get some toe-curling, done-for-you content from [Word Stylistz™](#).