




**VIBE CHECK ... WHAT'S YOUR CONTENT LOOKING LIKE?**

**HOW MANY TIMES PER WEEK DO YOU POST ON SOCIAL MEDIA?**  
DROP THE NUMBER IN THE COMMENTS.

**HOW MANY DAYS PER WEEK DO YOU EMAIL YOUR LIST?**  
DROP THE NUMBER IN THE COMMENTS.

**ARE YOU GETTING SALES FROM YOUR WEBSITE?**  
DROP Y OR N IN THE COMMENTS.

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**WHO AM I AND WHY SHOULD YOU LISTEN TO ME?**

THE MILLION-DOLLAR WORD STYLIST WITH CLIENTS WHO HAVE MADE OVER \$22 MILLION DOLLARS

CLIENTS HAVE USED MY WRITING STRATEGIES TO BOOST THEIR SOCIAL INFLUENCE, EMAIL MARKETING CONVERSIONS AND WEBSITE SALES

I GET "HIGH" OFF MY OWN SUPPLY ©

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**WHO AM I AND WHY SHOULD YOU LISTEN TO ME?**


I HAVE A COUPLE OF DEGREES AND NEARLY 20 YEARS OF COPYWRITING EXPERIENCE

I AM A 2X BESTSELLING AUTHOR

I AM THE FOUNDER OF THE FIRST, FEMALE-OWNED, FLAT-RATE ONLINE SALES WRITING AGENCY

ANNND MY AGENCY SERVES A LONG LIST OF WELL-PAID ENTREPRENEURS (MANY OF WHOM YOU KNOW AND LOVE) LIKE ...


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**Your team makes my words sound like a million bucks!**

*"I LOVE working with Apryl and her team! They always make my words sound like a million bucks. I was super pleased with the website copy and ad writing they did for me. Anyone can write a caption, but not everyone can write copy. They're stuck with me for LIFE!"*

- Ronne Brown, *Girl CEO Inc.*




marquelrussell Following ...

4,281 posts 9,077 followers 2,965 following

**Marquel Russell**

- 👑 King Of Client Attraction 🇺🇸
- 📈 Rapid Business Growth Strategist
- 💰 \$20 Million+ In Client Success Stories
- 📄 Get My Million Dollar Action Guide...

[linktr.ee/marquelrussell](https://linktr.ee/marquelrussell)

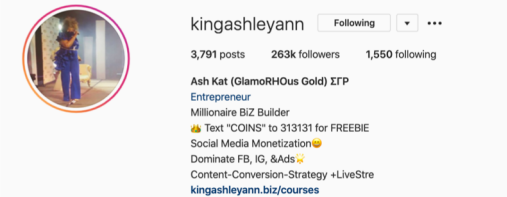


**Apryl's amazing copy brought my brand to life ...**

*"I first met Apryl at an event where she introduced herself and from that moment I knew she had a way with words. A copywriter wasn't something I ever thought I needed but over time I realized, although I had a notable brand, I never could find the right words to describe who we are, who we cater to and what our mission was.*

*With just one phone call, Apryl was able to bring my brand to life and add color to our media kit, through her amazing copy. She was amazing to work with from start to finish, asking all the right questions, super professional and her copy is always delivered on schedule. The professionalism is top-notch! If I had a sales funnel, I'd be killing it!"*

- *Necole Kane, xoNecole*



kingashleyann Following ...


3,791 posts 263k followers 1,550 following

**Ash Kat (GlamoRHQus Gold) STP**

Entrepreneur  
Millionaire Biz Builder

- 📄 Text "COINS" to 313131 for FREEBIE
- Social Media Monetization 📈
- Dominate FB, IG, & Ads 🏆
- Content-Conversion-Strategy +LiveStre


[kingashleyann.biz/courses](https://kingashleyann.biz/courses)



**Apryl's team helped my company generate another \$30,000 in passive income!**

*"Because of Apryl's team, I've been able to take trips around the world and spend more time with my family because I'm not stuck at my computer trying to figure out which words to use. In fact, because of her team, we've been able to generate another \$30,000 in passive income."*

- Jeri Tolliver, [flycredit.com](http://flycredit.com)



mzkittlez Following ...

3,559 posts 142k followers 3,513 following

Mz Skittlez  
Mary Seats  
Kris Jenner x Olivia Pope of Marketing  
Author/CEO/ Brand Strategist  
[@theicingagency](https://www.instagram.com/theicingagency) [@gurimobb](https://www.instagram.com/gurimobb) [@cupcakemafiaatl](https://www.instagram.com/cupcakemafiaatl)  
Momager [@thebsimone](https://www.instagram.com/thebsimone)  
[mzkittlez.com/collections/classes/products/bloom-conference](https://mzkittlez.com/collections/classes/products/bloom-conference)



**I used Apryl's email and social media templates to close \$10,500 in sales ...**

*"I used all the emails and social media posts from your Black Friday Bundle and the suggested schedule to market my first retreat. I closed the promotion with \$10,500 in sales, selling out all the spots. And, I've created a waitlist for the next retreat."*

- Quanisha Green, MSS, [quanishasmith.com](http://quanishasmith.com)



**I made \$43,000 directly from your content in ONE MONTH!**

*"I used the content your team wrote to pull in \$43,000 THIS MONTH! So yeah, other writers hit me up all the time about their writing services but I ONLY work with your team!"*

- Cici, *The Six Figure Chick*

### WHY ARE YOU HERE TONIGHT?

TO GET THE INSIDE SCOOP ON HOW TO WRITE SOCIAL MEDIA POSTS THAT ENGAGE AND ENTICE YOUR FOLLOWERS/FANS.

TO CRACK THE CODE ON WHAT TO WRITE TO GET GREAT RESULTS FROM INFLUENCER ADS.

TO FIND OUT HOW TO CREATE EMAILS THAT CONVERT.

TO DISCOVER HOW TO CRAFT WEBSITE COPY THAT PULLS IN SALES.



### NOW, FIRST THING'S FIRST ...

COPYWRITING IS THE ART OF HAVING A SALES CONVERSATION IN WRITING.

"COPY" IS THE NAME OF THE WORDS USED TO PROMOTE, MARKET AND SELL YOUR PRODUCTS AND SERVICES.

WE DO NOT HANDLE COPYRIGHTS. YOU NEED A LAWYER FOR THAT.



FACT: THE "RIGHT WORDS" CAN BOOST SALES BY 113% 😊



### THE KEY TO USING CONTENT TO INCREASE SALES ... 😊



**YOU SEE, A LOT OF PEOPLE THINK THAT IF THEY COULD JUST GET 10,000 FOLLOWERS OR 100,000 FOLLOWERS, BUSINESS WOULD BE BOOMING, BUUUUT THE REALITY IS ...**



**IF YOU CAN'T SELL TO 1,000 PEOPLE RIGHT NOW, YOU WON'T BE ABLE TO SELL TO 10,000 OR 100,000 🤖**



**SO, HERE'S THE INSIDE SCOOP ON HOW TO WRITE SOCIAL MEDIA POSTS THAT ENGAGE AND ENTICE YOUR FOLLOWERS/FANS ...**



**STEP #1: DEFINE THE GOAL OF YOUR POST – ALWAYS POST WITH A PURPOSE**



**STEP #2: IDENTIFY WHAT YOU WANT  
PEOPLE TO DO – YOU SHOULD HAVE A CALL  
TO ACTION FOR EVERY POST**



**STEP #3: CREATE SHARE-WORTHY,  
PERSONALITY-INFUSED CONTENT**




**STEAL THESE 2 SOCIAL SELLING  
POST FRAMEWORKS ...**



**FRAMEWORK #1: ENGAGE BY  
SHOWCASING YOUR PERSONALITY**



**There's always someone who charges less.**



baabwritng

baabwritng Now, I don't know who needs this message today but in years my agency doesn't compete on price. You can either get these masterpiece words or ... well, you see the other option. 🙄

Drop 👍 in the comments if you're not about that "how low can you go" pricing structure to your business.

P.S. Need some help communicating the value of your products and services? Smash the link in my bio and hop on that waitlist to get the resources that show you how. 🙌

Like by iamemoughfitness and 1,842 others

March 10

Add a comment...

Post

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Apryl Steadman Beverly

January 20

PSA: I'm not competing with Weekend Wendy, Low-Rate Rob and No-Process Patty. So their promises to write sales pages in 6 hours, bang out brochures on Saturdays or charge half my rate, ain't got (and I mean "ain't got") NOTHING to do with my business.

Period. 🙄

102

23 Comments 1 Share

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**FRAMEWORK #1: POST TEMPLATE**

**I DON'T KNOW WHO NEEDS TO HEAR THIS BUT ...**  
**[PERSONABLE/RELATABLE STATEMENT]**

**AGREE? DROP [EMOJI/WORD] IN THE COMMENTS AND SHARE.**

**P.S. NEED SOME HELP WITH XYZ? CLICK MY LINK IN BIO.**

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**FRAMEWORK #2: EDUCATE BY SOFT TEACHING**

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### FRAMEWORK #2: VIDEO SCRIPT

[ASK INTRIGUING QUESTION RELATED TO YOUR TIP.]

BEFORE I ANSWER, PLEASE ALLOW ME TO INTRODUCE MYSELF ... [ONE-SENTENCE INTRO]

[ANSWER THE QUESTION]

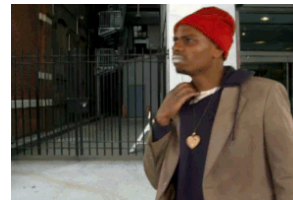
NOW, THAT'S ONLY A SMALL PART OF THE INFO YOU NEED TO XYZ, SO FOLLOW ME/HIT ME UP AT [WEBSITE] FOR THE FULL SCOOP.



USE BIGVU.TV AS A TELEPROMPTER IF YOU STRUGGLE WITH RECORDING SHORT VIDEOS



LET'S GET TO CRACKING THE CODE ON INFLUENCER ADS ...





**I LOVE LONG-FORM CAPTIONS BUUUT  
SHORT CAPTIONS WORK BEST FOR  
INFLUENCER ADS**

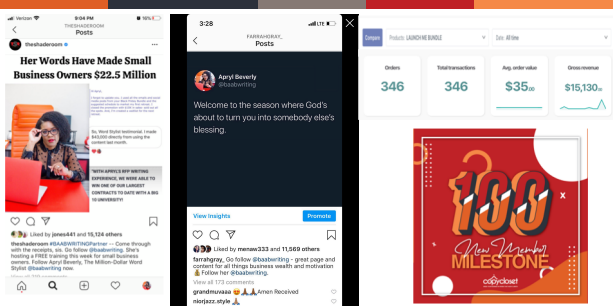
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**EASY INFLUENCER AD SCRIPT**



FOLLOW @\_\_\_\_\_. SHE/HE DROPS FREE TIPS AND STRATEGIES ON  
\_\_\_\_\_. FOLLOW NAME, TITLE @\_\_\_\_\_ NOW.

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Orders	Total transactions	Avg. order value	Discontinue
346	346	\$35	\$15,130


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**ANNND HERE'S THE  
WORD ON HOW TO  
CREATE EMAILS THAT  
GET RESULTS ...**

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**DON'T MAKE YOUR EMAIL AND OFFER FIGHT EACH OTHER. WE LIKE PEACE, MONEY AND BLESSINGS 🙌**

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**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 "sustainable".

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

**IF YOU WANT TO MAKE MONEY, YOUR EMAILS SHOULD ENTERTAIN, EDUCATE AND ENGAGE**


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**ENTERTAIN**

- CURRENT EVENTS/NEWS HEADLINES
- TV SHOWS YOU WATCH
- EVERYDAY LIFE
- SPOUSE/PETS/KIDS/FAMILY/FRIENDS


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**EDUCATE**

ANGLE YOUR STORY SO IT TEACHES YOUR AUDIENCE THE **WHAT** OF A SPECIFIC TOPIC AND HIGHLIGHTS THE DANGERS OF THE WRONG METHOD, WRONG RESOURCE OR WRONG EXECUTION.

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## ENGAGE

INTRODUCE A BETTER WAY AND PRESENT THE  
"BETTER WAY" AS THE ONLY WAY TO  
IMMEDIATELY OVERCOME THEIR STRUGGLES.

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### 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 the "do-my-own-thing" thing, I had customers to develop my website for \$400. 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 did I though ...

I remember being a business coach to give me some insight on how to position my brand and how to write the text.

"April, I can tell you're a business copywriter! But your website sounds like you're hiding behind the bricks of a business. The actual business is YOU, not I hear you rowdies on the site!"

I failed and I was crushed.

How'd I spend all that time writing website copy that was essentially worthless.

But you know what? I love more counting!

**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 was 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 a client told back I am a REAL, legit, legit-in-a-sensational-sounding-guy who can boost their revenues.

### EDUCATE

**HOOK** (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 look at the audience and bend in with the "company culture."

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

But if you plan to start the internet streets like a CEO, you gotta showcase your uniqueness by flexing your brain with personality-driven words.

After the convo with my coach, I took down my website to rewrite my brand. And when I loaded back on the scene with new flow, my site started working for me.

I remember sharing my new site at a Facebook Group and getting messages from members saying they "loved the new branding direction."

My copywriting site went prospects and extra clients - no 24/7 hustle required. And made \$4.5K. Not bad. I'll thank you later for the same.

After our 3 weeks together, you'll have publish-ready copy that reflects your assessments and persuasive results for you.

I've had a key website and that me - all it does is make you work harder.

So, if you're ready to make me more money and future who, me, go for it! Make Nicole make the top list year to WEFW her website and have looked back since.

**Nicole Chamblin**  
Thank YOU April for transforming my writing! Taking your WORKSHOPS 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 \$500 offer - FREE Shirts Free! Expires other ends TOMORROW 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://baabcoaches.com/transformyourwebsite-2/>
2. Click any one of the big red buttons
3. Enter your contact details and payment info
4. Agree to the terms and conditions
5. Enter your coupon code - **VIP512** (as shown, all caps with no spaces) and click "Apply" (switch your rate ship to free)
6. Click "Almost Done!"
7. Choose your payment option (full payment or two payments) - **peas!** ... 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.

April B.

Email Intelligence: Curiosity

"I will be outspent"  
(\$2,673,278)

Most strategic consultants would agree: This subject line stinks. On the other hand, by ping-ponging curiosity it raised \$2.7 million for President Obama's reelection campaign. It wasn't a bunch - it was the strongest of 23 tests, the weakest of which would have raised \$2.2 million less than this one. As automated intelligence learns which words and phrases people respond to, tests like these will be easy, fast, individually targeted, and profitable.

## OBAMA USED IT ...

MOST OF THE \$690 MILLION RAISED DURING THE CAMPAIGN CAME FROM FUNDRAISING EMAILS

THEY FAMOUSLY USED A CASUAL, CONVERSATIONAL TONE IN SUBJECT LINES

Your CD has been profit taken from our CD Baby shelves with sterilized contamination-free gloves and placed into a satin pillow. It was in the best possible condition before reading.

Our packing specialist from Japan is a maddie and a hunk 6'8" over the crowd so he put your CD into the finest gold-lined box that money can buy.

We all had a wonderful celebration afterwards and the whole party marched down the street to the post office where the entire town of Portland cheered. Thank "you" in your package, oh so nice to you, in our private CD Baby jet on the day. Thanks, July 26.

I hope you had a wonderful time shopping at CD Baby. We were glad your picture is on our wall as "Customer of the Year." We're all relieved that you'll read for you to come back to CD BABY COOL!!

Thank you, thank you, thank you!

Sigh...

...  
 Derek Stevens, president, CD Baby  
 the 500+ crew with the best ever independent music  
<http://cdbaby.com/cfbaby@cdbaby.com> (503)955-1000

## FOUNDER OF CD BABY USED IT ...

**THIS VIRAL EMAIL (SENT WITH EVERY ORDER) CREATED THOUSANDS OF NEW CUSTOMERS**

**ALL BECAUSE THE PERSONAL TOUCH RESONATED WITH SO MANY PEOPLE**

**Tori Easterling**  
 December 1, 2017

Do you all see all of this copy? Let's rewind and talk about how when I first started following Amyl (Sovereign Realty) on Periscope... I didn't even know what "copy" was. She was speaking a foreign language. I literally shed tears about writing copy and expressed to Amyl that I spent an extra semester in college bc "I can't write". Well, check out all of that copy below. I am now a writing machine! I got the idea to write a "piece" about the condo building that is a property for sale in. The unit was listed for \$2,000,000. There were 13 other units in the building for sale and another brand new building going up down the street. How could I compete? Well, I wrote "Why Sovereign Condos Will Remain Sovereign" and sent it out to industry folks and prospective buyers. In less than 10 days, I had 2 cash offers!! I sold the unit for \$1,900,000 and just want to acknowledge Amyl for her books and her training on writing spine tingling sentences to make clients snazz that BUY BUTTONS!

## TORI USED IT ...

**AFTER EMAILING A TARGETED EMAIL TO INDUSTRY PEOPLE AND PROSPECTIVE BUYERS, TORI HAD 2 CASH OFFERS IN LESS THAN 10 DAYS AND SOLD THE UNIT FOR \$1.9 MILLION**

SUBJECT  
 My Kimmy K. moment ...

CONTENT

Hey, I had my own Kimmy K. moment... this sentence always sticks inside the Internet when I read it.

The Email Dr. Oz's Website was copied!  
 I was just reading a page from your site and someone has the one from Nizkor that says "E.R.K." Your website address.

It looks like... I'm really into this. I'm getting more industry contacts than I can handle! I'm really into this. I'm getting more industry contacts than I can handle!

And that's important...  
 I'm really into this. I'm getting more industry contacts than I can handle!

Do you want to get the site and going on my Kimmy K. moment...  
 I'm really into this. I'm getting more industry contacts than I can handle!

Check out the website here:  
<https://www.kimmyk.com/2017/12/01/>

My name is Kimmy K.  
 Amyl

## I USE IT ...

**THIS EMAIL HIT AN OPEN RATE OF 55.8% AND HELPED SELL OUT MY 3-WEEK W.E.R.K. YOUR WEBSITE WERKSHOP**

**ALL WHILE GURUS ARE CLAIMING EMAIL IS DEAD, I'M STILL HITTING ABNORMALLY HIGH OPEN AND CLICKTHROUGH RATES**

**ALL BECAUSE OF MY 3-POINT PROCESS**

## AND NOW FOR WEBSITE COPY ...

**copycloset**

**FIRST THINGS FIRST**

EVERY PAGE OF WEBSITE COPY  
REQUIRES A DIFFERENT WRITING  
FRAMEWORK AND WHILE WE WON'T  
HAVE TIME TO GO THROUGH THEM  
ALL, I'LL TOUCH ON 1 AND LEAVE YOU  
WITH A RESOURCE YOU CAN USE FOR  
THE REST.



**HOME PAGE**

PROMISE STATEMENT

BODY COPY

CALL TO ACTION

