

12 BOSSES WINNING



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THE TWELFTH DAY OF SALESMAS

On the FINAL day of Salesmas, my Word Stylist gave to me 12 bosses winning, 11 special offers, 10 poppin' bonuses, 9 gifts a blazin', 8 promo tricks, 7 writing frameworks, 6 LIVE tips, 5 money-making gems, 4 story templates, 3 writing tools, 2 engagement strategies and a clear definition of copywriiiiiiting!

On our last day together, I'm switching gears just a bit because today I'm turning the spotlight on my peeps. You see, I hang with some really dope people that I've been dying for you to meet.

I'm talking marketing pros and experts for days, ain't nobody fresher than my crew. I call them my Rich Friendz and today I'm introducing them to you.

As we shut this thang down with 12 bosses winning, I urge you to check out my "Rich Friendz" to get your bank account grinning ...



King Ashley Ann: Introducing King Ashley Ann, The Late Night Business King. Her genius is showing you how to get the coins and all the money you're missing. Check her out: @kingashleyann

Marquel Russell: Meet Marquel Russell, The King of Client Attraction. He's the secret weapon for coaches, consultants and service providers wanting to attract endless flow of clients who pay top-dollar. Connect with him here: @marquelrussell

Ronne Brown: Make your acquaintance with Ronne Brown, Girl CEO powerhouse and branding expert. Her speciality is empowering women and helping them grow businesses. Reach out to her here: @ronnebrown

Mz Skittlez: Encounter Mz. Skittlez, the Kris Jenner X Oliva Pope of marketing. She's the queen of passive income that isn't afraid of showing you how to get yours. Hit her up: @mzskittlez

Audria Richmond: Presenting Audria Richmond. When you're ready to scale your business and create uncloned marketing campaigns, she's the brand strategist you'll want to meet. Follow her: @audriarichmond

Kristi L. Jackson: Experience Kristi L. Jackson, founder of Women CEO Project. Her passion is helping women refine and grow 6-figure coaching businesses. Link with her: @womenceoproject

Tristen Sutton: Meet Tristen Sutton, The Facebook Ads Expert. He's known for showing small businesses how to spark growth by strategically dominating social media marketing. Connect with him: @tristenesutton



Ash Cash: Introducing Ash Cash, The Financial Motivator. His lane of genius is teaching others the ins and outs of financial literacy. Snag some of his wisdom here: @iamashcash

Felicia Jarrell: Treat yourself by meeting Felicia Jarrell, owner of Goldmine & Coco and her self-titled luxury brand, FeliciaJarrell.com. She's known for showing women how to indulge themselves in abundance and self-care. Show her some love: @feliciajarrell_

Amber Aziza: Get to know Amber Aziza, Founder of Amber Aziza Enterprises. She's made it her life's work to show millennial entrepreneurs how to build 6-7 figure success. Reach out to her: @amber_aziza

Donteacia Seymore: Presenting Donteacia Seymore, she's got the smarts to help you create a legacy for generations to come. She's known for helping people create 7-figure inventions. Connect with her: @donteacia

TeeJ Mercer: Meet TeeJ Mercer, Chief Noise Maker. When this Hollywood Veteran isn't showing people how to rock their genius in the media, she's generating giggles as the Bingo Boss. Follow her: @teejmercercer

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 \$22.6 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 brand.



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 to 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™.