

THE CA\$H KIT BUNDLE



Generating
ca\$h through
copywriting

DISCLAIMER



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THE CASH KIT

Whaddup!

You'll find this kit to be one of the best resources you can ever get your hands on if you run a service-based business of ANY kind – including business consultants, life and wellness coaches, info marketers, designers, freelance writers or even authors.

Why?

Because it will show you how to quickly, easily and painlessly write in a way that propels your audience to take action – download your webinars, subscribe to your email lists and buy what you're selling.

And the best part is you can adapt what I share in this kit for your own purpose. I am simply handing you what I know works in a nice, easy-to-follow 'grab bag.'

Now, before we get crackin', there is one thing you should know. This isn't a novel you need to read from front to back. Instead, you'll find yourself jumping around to read (and re-read) parts that address what you need to know most.

It's designed so that, no matter what you sell or who you are, you can reach into this kit of sales writing instructions, pull out any one of the diamonds you'll find and immediately apply it to your unique situation.

Anyways, enough of the chit-chat. Let's get down to business.

If you ever have any questions or comments about anything in this kit, feel free to email me personally at abeveryly@baab.biz.

Much love and gratitude to you,



The Wonderful World of Copywriting

I was asked to speak at a local entrepreneurship event – one of Cleveland, Ohio’s most notable conferences. Our panel discussion was fun, amusing and full of “real talk” from women business owners who are finding success.

Anyway, here’s the good part:

After the event, attendees were lined up to hear more about my business. I had already talked to 10 or so folks when bright-eyed Carmen sat across from me and said:

"I wrote a brilliant book that's going to change the world, but I'm worried someone will swipe my story. What can I do?"

That’s when I had to explain that a “copywriter” has nothing to do with “copyright.”

A copyright makes sure you don’t get screwed if someone decides to steal your great idea.

A copywriter writes sales messages that appeal to specific audiences.

Bottom line:

Copywriters write the words that get people to buy what you’re selling.

If you’re looking for someone to protect your brilliant idea, then you’d be way better off calling a lawyer who specializes in copyright law than dialing up a copywriter.

Very common mistake. But you see it’s all in the spelling.

How to Write Money-Making Messages Fast – Without Needing Any Special Tricks, Templates or Blueprints

A lot of people get really hung up on writing because they think they have to be like Maya Angelou, Stephen King or somebody to write well.

But here's the thing:

Don't be a writer, be a communicator, and write like you talk.

Writing like you talk is truly the fastest way to write money-making messages without the need for special tricks, templates or blueprints.

Because you already know how to communicate.

Say, you and I were having a conversation over a drink, just talk like that. You can use slang, swear words and your normal lingo.

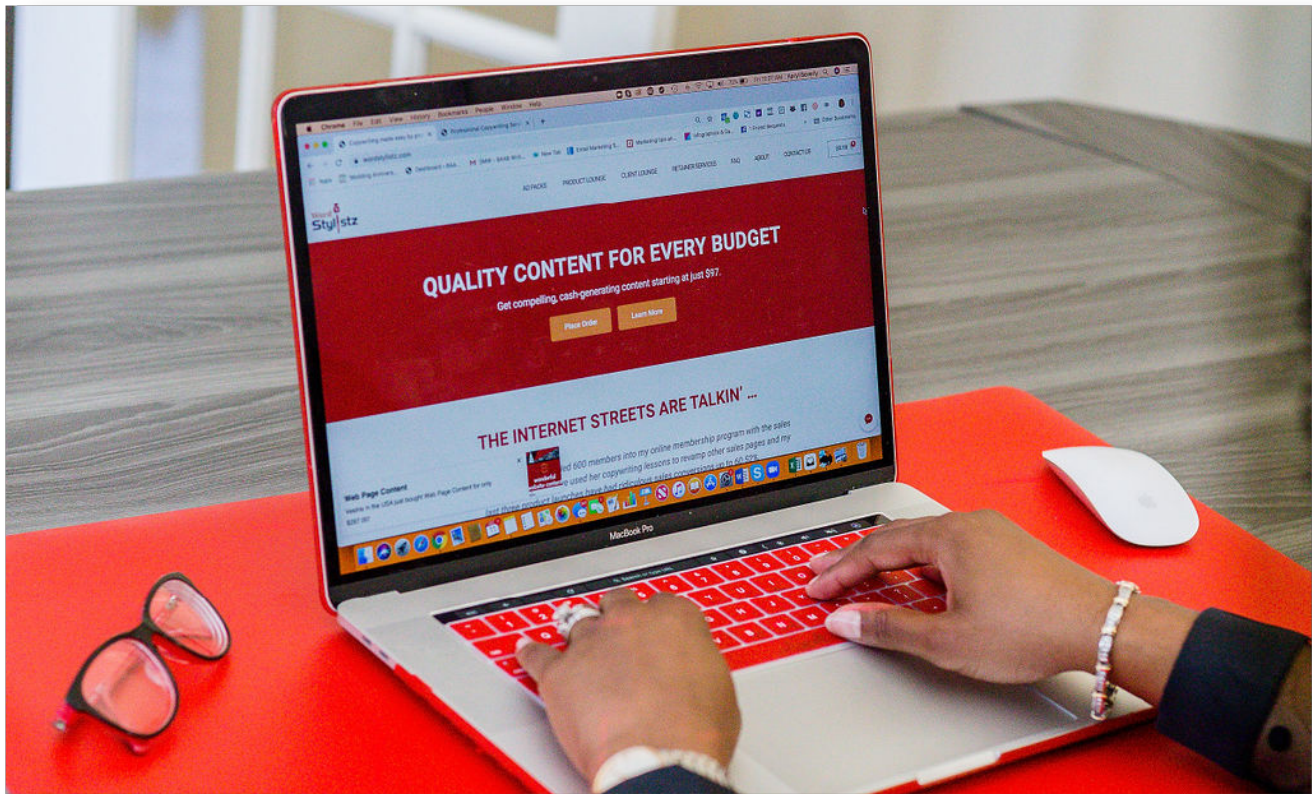
Don't try to be a professional. Add some flavor and be a little "incorrect."

This is one of the most powerful lessons I've learned in copywriting. It's so easy because we're all already "incorrect," we're just afraid to show people that side.

For example, my friends know I like to make up words and use phrases that illustrate how I'm feeling at any given moment ("feelin' like a girl trapped in a room with no cell signal").

When I talk, people don't get hung up on that. It just makes me more human. So whatever communication quirks you have, use them to your advantage.

Because no one can steal your personality. And when you're selling in a crowded space, that's all you've got.



One last thing and most copywriters will not tell you this part...

Make sure you understand the way your readers talk.

Because it could be different than the way you do.

If you write using everyday talk that's familiar to you, but they're not, you're likely going to confuse the heck out of them.

And most likely lose out on sales.

Why “Bad Writing” and Lots of Poor Grammar Can Increase Sales

Quite frankly, I think “bad writing” makes for better copy, like a lot of grammar errors that would make your English teacher lose his mind.

I don't mean slather your copy with errors, but if you have a few – it's okay. You're human. That's normal. And people love working with normal humans.

Case inpoint:

When I first started copywriting 22 years ago, I was soaking up every bit of knowledge I could. I came across this “guru” who said “grammatical mistakes kill sales.”

I later found this to be complete ridiculousness.

Seriously.

First of all, “sales writing” is only about 20% “great writing.” The other has to do with how you lay out the words.

So let's say I sent you a letter slathered with typos and grammatical errors. But beyond all that, it said I wanted to give you \$100,000.

Would you give two flying figs about those grammar mistakes? On the other hand, let's say I sent you a highly professional letter typed on stellar quality paper with no errors, and in it I tried to sell you some land owned by someone else.

Would you listen?

Probably not.

Which leads me to my point:

Selling isn't about the mechanics of writing.

It's about the message.

In fact, some of the most well-known master copywriters have said they sprinkle a few typos in their copy on purpose to give it more of a human element.

Lemme bottom line this for you and put this profitable tip to bed. If you only:

- 1** Give your sales copy/pitch to folks who have already demonstrated they are interested (and have invested in before) products similar to yours and
- 2** Craft an irresistible and believable product or service offer ...

... your chances of making the sale are way higher than if you shared a half-baked offer to a semi-interested group with a perfectly written sales page.

The One Thing That's Crippling Your Sales Right Now... Without You Even Knowing It

If you're having trouble writing product or service descriptions that propel people to take action, then here's a way that works like crazy (when done right) almost 100% of the time.

Look, I'm a big fan of benefits.

Especially in product and service descriptions such as those used on your sales pages and website.

You have to sell them what they truly want. (Hint: what they *want* is rarely what they *need*.)

You have to be a horrible, terrible, almost obnoxious people pleaser.

And you can do this by identifying your market's pain points and saying something that's extremely valuable to them.

For example:

Let's say you're selling dog-sitting services.

Don't just say:

"We offer overnight and weekend dog sitting services."

Instead say:

"No need to worry about Fido using your favorite pair of designer pumps as his chew toy. Call us to keep an eye on your feline friend whether you're stepping out for a quick bite to eat or being whisked off by your boyfriend for a romantic weekend getaway."

See the difference?

The key is to not focus solely on the features of your product or service.

This will bore the bones off your prospects. Plus, it'll usually only nab about 5% of the total potential buyers – the folks who want anything and everything on the subject, no matter what it is or what it costs.

To get more sales, you should test pleasing them with the value of your services and product and make it worth their while to buy or contact you for more information.

Lemme break this down even further for you:

Features are the undeniable, quantifiable facts on what your service or product includes.

A benefit, on the other hand, is defined as something of value. This little gem of a statement tells why your reader should care, and ultimately invest in your products and services.

How do you craft these little gems?

- 1** Write down everything your prospects have said they struggle with. No clients yet? Slide over and read some of your competitors' testimonials for inspiration on some of your audience's pain points and challenges.
- 2** Use those pain points to identify what makes your service or product so damn critical and tie your features to those value points.

Let's look at a business coach. Most of them say:
"I'll help you launch the business you've always dreamed of."

But this fantasy has no legs for most people because it doesn't seem real.



Instead, they should say:
“No more wasting time in a job you hate! In just 4 weeks, I’ll help you start a business you love and attract hordes of raving fans – generating more income, more time and more freedom to live the life you want.”

This rewritten version tells the reader she’ll reach her goal in 4 weeks and exactly where she’ll be after those 4 weeks.

Anyways, now that I’ve beat the features versus benefits horse ...

Here’s the quick n’ dirty point:

Sell the fantasy, not the service.

A “Bread and Butter” Copywriting Strategy That Works Like Magic When You Want to Show Your Audience You “Get Them”

When most folks go into business and try to sell something, they almost always spend tons of time and money trying to find clients for what they have to sell.

And if you talk to 85% of entrepreneurs about this, they'll probably tell you this was their “process.”

But here's the thing:

These folks would have cut their ramp up time in half if they'd *reverse-engineered* the process and found out what their prospects wanted first and then sold it to them.

Doing this guarantees you'll meet minimal buyer resistance, while probably spending way or less, or at least, making much better use of your advertising dollars.

Of course, now you're asking yourself: “How do I find out what people truly want?”

Do I guess?

Nope.

Guessing is a serious waste of your time and effort – and can lead to epic wheel spinning and tail chasing. You might get lucky, but, believe me, the odds are stacked against you.

Should you logically just try to “figure it out”?

This is nearly as bad as guessing. Because forget what you heard in marketing class, people don't buy out of logic.

They use straight-up emotion.

Think about the last thing you bought.

Did you rationalize every angle of the purchase or did you “go with your gut”?

Most every buying decision we make comes down to an emotional reason. Even if we think we’re logical.

Why?

Because humans automatically the “emotive” side of the brain to make buying decisions and the logical side of the brain to justify or reinforce what the emotive side is telling us to do.

So should you just ask the market what they want?

You’re getting warmer. Asking is much better than guessing or trying to use logic.

But it’s still flawed because people tend to tell you what they think you want to hear and what they wish about themselves – even if it’s not entirely true. In this first email, you need to be direct. Use a straightforward subject line, so they know you’re all about business (not uptight, but professional and reliable).

Take celebrities, for example.

How many of them zoom around in gas-guzzling SUVs, jump on private jets for elaborate one-day shopping sprees and toss stuff after using it once and sometimes, not at all.

A TON of them.

Yet, ask any of them if they are concerned about their “carbon footprint,” they’d probably say yes. Even though their actions clearly show they really don’t.

Not just picking on celebrities, we’re all this way.

We all want people to see our best sides and will tell folks what we think they want to hear to convince them our “best” side is truly how we live. It’s simply human nature.

So, if we’ve ruled out guessing, using logic to figure it out and asking the market what they want ...

What the heck do you find out?

Paying attention to what they’re already buying.

So if your prospects spent a small fortune on self-help books last year, then there’s an excellent chance they’ll jump on an offer for yet another self-help resource guide.

Or if they shelled out a gazillion dollars on online marketing courses, then there’s more of a decent chance they’ll respond to another online marketing course from you.

It’s so simple; it’s hard to believe.

But don’t let the simplicity trick you. Because identifying your dream client first before finding something to sell to them (that you know they *already* want) will make your road to profitability a lot less bumpy.

Do this before ever putting pen to paper and it’ll make your life a LOT easier.

A Secret Way of Using a Smartphone to Write Messages That Make Sales

Apple's smartphone, the iPhone, has been selling like hotcakes for years.

Yes, they have a great design.

A huge buzz for every product.

And an astronomically large marketing budget.

But here's the thing:

Apple copywriters know exactly how to sell with words.

And they choose the right words to propel you to run out and buy the iPhone 14 – even if your iPhone 13 is still fully functional.

So by studying the maker of one of the highest-selling smartphones in the world, you can learn how to master copywriting.

The techniques for turning browsers into buyers. And get lots more sales.

Let's break down the top 3 lessons you can learn from Apple:

LESSON #1: WRITE FOR SKIMMERS

You know the type – we read headlines, bold content and skim copy for points of interest.

Here's what you should do:

Make reading your copy worthwhile. Tell readers quickly what they're about to get, learn or discover right in your headline. Woo them with seductive sub-headlines. And put the cherry on top with tasty, easy-to-scan bullet points.

LESSON #2: WRITE WITH READERS IN MIND

Now, not everyone's going to read every word on your website or in your sales page. But if they decide to do so, you better make sure you can keep their attention.

Here's how you do it:

Use short paragraphs, short sentences and simple words (*think like a 5th grader*). Want to have a one-sentence paragraph? Do it. Want to start a sentence *And, But, or Because*? Go for it.

LESSON #3: WRITE LIKE A SALESMAN

Here's the thing ...

To make a sale, you need to entice skimmers to read, and readers to take action. Sounds pretty simple, eh? And it is when you understand the rules for writing copy that converts.

The first thing you want to do is hypnotize your reader with words like you, because and imagine. These simple words play tricks on people's mind and move them outside beyond the realm of rationalization.

Check out this example from Apple:

Email is fun? On iPad it is. Because you can flick through your inbox. Tap to open attachments. Pinch to zoom. And turn iPad from portrait to landscape to change your view.

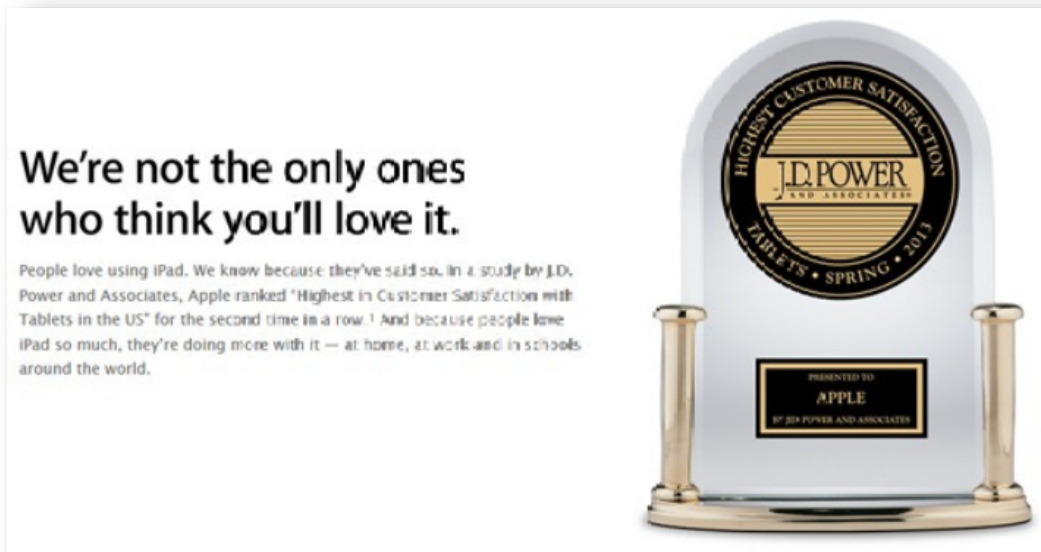
And you can sense that every time you pick it up. It feels beautifully made. Precisely because it is. (iPad mini)

Imagine sidesplitting, adventure-filled, must-see flicks produced by you and shot on iPhone 14.

Next, recognize your reader's objections and solve them like Apple does below:

iPad features a 3.1-million-pixel Retina display and an advanced A6X chip. How much of an effect does that have on battery life? Almost none. You still get up to 10 hours of power to read, watch, play, write, and create whatever you want, all you want.

This last step requires minimal writing on your part. Simply provide proof. Let others brag about you and watch the sales roll in. Here's a little boasting from Apple:



Lastly, respect the buying process. And this is mainly for you. If people don't buy ... it doesn't necessarily mean your product sucks. It just means they are not ready to buy. Here, you can give them the option of grabbing a cheaper product, a free trial, subscribe to your newsletter.

For example, Apple suggests that those who are not ready to buy either compare various models or telephone to ask questions.

I'd love to say writing persuasive copy is easy. I'd love to tell you this formula will guarantee you more sales.

But persuading people to take action isn't just about choosing the right words. It's about stringing together beautiful sentences and appealing visuals to wow your audience. It's about creating a buyer experience that evokes emotion and logic.

This is how you make sales.

How to Make Boring Products Sound Sexy

If you've been researching "copywriting," you've come across the phrase "sales conversation in writing." Meaning copywriting is nothing more than selling in writing – in TV ads, radio broadcasts, and in your website copy, emails and sales pages.

But that's copywriting in its most basic form.

And that's where most business owners stop.

They sell with their experience and degrees, "look at me" phrases and "buy this right now" statements.

And while some of that is certainly "copywriting," you need to take it a step further when selling in writing.

That additional step is creating the fantasy.

We're all a bunch of 'dreamers,' us humans ...

We like to dream and fantasize about things we want to have like ... a sexy body ... popularity ... celebrity status and tons of cash ... and beating our competitors in the "rat race" of business.

And if you want to add a new layer of selling power to your website, sales pages and emails, simply discover what your people fantasize about, find out how your service fits into that fantasy ... and then work it into your writing.

SELLING THE FANTASY

For example:

I recently wrote website copy selling photography services that's just one big fantasy where you, the reader, looks spectacular and gorgeous in photos.

In one scenario, the “camera loves you” and you hear the photographer call you the next Tyra Banks.

In another scenario, even though you've struggled with acne in the past, your face glows and is as smooth as a baby's bottom.

In another scenario, you land acting gigs and modeling jobs because your photos make you look absolutely stunning and irresistible.

And so on and so forth.

And throughout this “fantasy,” you become someone who cheerleaders and popular girls don't ridicule anymore. Someone who commands complete respect from everyone around you. Someone who starts to automatically land acting gigs, modeling jobs, etc.

Of course, this may sound lame to you.

Maybe even geeky.

But those who have struggled with feeling confident and attractive can't get enough of it.

It's like starring in that classic movie “Pretty Woman.” But instead of Julia Roberts, the camera's catching your sexiest poses and you walk away with hot Richard Gere at the end.

You know the stuff of which fantasies are born.



Anyway, the idea is to take your reader's fantasies and magnify them ... fill in a few gaps (warning: make sure your ideas match up with what they really want) – and then show them how your service can make that fantasy real.

And guess what?

I think you'll find that when you unite your service (no matter how "ordinary") with your reader's most intimate fantasies like this ... you are almost guaranteed to make a big difference in your bottom line.

How to Create Better Copy Even If You're a Newbie

A few months ago I had a chance to listen to the interview of a super sharp marketer: Ken McCarthy.

Most folks know him as a pioneer of online marketing.

But he's one of the best copywriters of all time. Anyway, during the interview, he shared a secret I now incorporate in every single piece of sales copy I write.

A secret valuable to nearly anyone – regardless of how little you know about the wonderful world of copywriting.

What was the gem he dropped on the listeners?

Simply this:

When writing sales copy, pretend you're selling your service for at least \$25,000.

Do this for anything you sell.

Whether it's a \$20 resource guide or a \$2,000 online course.

Why?

Because when you put yourself in this 'big money' mindset, you'll immediately start thinking of ways to add value to what you're selling.

You think I'm lying, don't you?



Doing this will dictate the detail you put into writing your sales copy, the energy you dedicate to getting inside the minds of your prospects and buyers, and the time you devote to putting together an irresistible offer.

Try it and see.

Pull up that sales page you're working on and ask yourself, "What can I say to justify selling this for \$25,000?"

Write down the answer.

Take this step and you'll be surprised at how much better your copy entices people to take action.

How to Banish Writer's Block Once and For All

If you're interested in having more ideas for your blogs and sales pages than you can possibly ever use, then keep reading this chapter.

There are actually two simple and reliable methods I use to generate a nearly unlimited supply of ideas that have banished "writer's block" from my life once and for all.

And if you do both – and I mean really commit to doing them both – you will never again bang your head on the keyboard at 3 a.m. trying to put something – anything – on a blank screen.

Now, the first way to get ideas is simply listening to emotional stories.

For example:

Every morning I try to listen to gospel or country – like Kirk Franklin or Carrie Underwood – or rap music – like Jay Z. I listen for about an hour, and by listening to the emotion and pain talked about in this music, ideas for whatever I'm working on just come to me.

The second way I get ideas is by taking long, hot showers.

Here's the thing:

You need to stand there, relax and let your mind wander. Do this and you'll be amazed at how many fantastic ideas "pop" in your head.

And finally, the third – and by far the most exciting – way to get ideas is from reading celebrity and “junk” magazines like the National Enquirer and US Weekly.

Reading this stuff can actually generate a far more reliable and consistent stream of really, hot ideas than the other techniques I talk about.

Here’s why:

Thanks to my growing 8-year-old and husband, I go to the grocery store A LOT. While I’m there, I skim through magazines and take pictures on my iPhone of catchy headlines and story leads. I may also buy one if it’s juicy.

I know it sounds odd, but I’ve gotten some pretty profitable ideas while doing this.

Bottom line:

If you do the same three things I mentioned above every single day ... I can almost guarantee you’ll have tons of fresh, profitable ideas land right in your lap.

Frankly, you’ll have so many ideas doing this, that you won’t question what to write ... you’ll ask what “not” to write.

MAKE YOUR WORDS W.E.R.K.



Writing frameworks to help you craft irresistible copy for your business!



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MAKE YOUR WORDS W.E.R.K. WRITING FRAMEWORKS

Listennnn, experienced copywriters do **NOT** write from scratch. You see, we start with proven templates/outlines/frameworks and we flow in the content.

Now, notice I said we **START** with a structure and flow in the content. That means the framework makes it easy for you to know where to insert all your spine-tingling sentences. But the fact remains ...

**No spine-tingling sentences = no sales.
No matter how well you follow the “structure.”**

Now, in this guide, you’ll get the framework to craft an irresistible landing page, sales page and sales email. IF you’re struggling to drench your business in spine-tingling sentences, then no worries.

[HIT US UP HERE](#) 

FRAMEWORK #1: LANDING PAGE

A landing page is a brief page you use to attract qualified leads into your business – leads who you can ultimately turn into buyers.

Here, you'll offer a valuable eBook, training, guide or other intriguing something in exchange for your ideal client's email address.

Your landing page structure looks like this:

- 1 Headline
- 2 Irresistible Offer
- 3 Benefits
- 4 Opt-In Button

FRAMEWORK #2: SALES PAGE

Unlike the landing page, a sales page is where you intrigue people to smack the buy button©. In short, on landing pages, you collect contact info. On sales pages, you collect money.

Your sales page structure looks like this:

- 1** Headline
- 2** Pain Story
- 3** Irresistable Offer
- 4** Promised Land Reveal (What Life Looks Like AFTER the Solution)
- 5** Price
- 6** Testimonials
- 7** Street Cred
- 8** Call to Action

You should always insert the call to action strategically throughout the sales page at least 2 times, depending on the length of your page.

FRAMEWORK #3: SALES EMAIL

A sales email is what you send when you want your email subscribers to invest in your products and services.

Most marketers will link a series of sales emails to create what's known as a "sales funnel," which you use to funnel your email subscribers to your sales page.

Your sales email structure looks like this:

- 1** Intriguing Subject Line
- 2** Personable Greeting (Hi, Hey, Whaddup...)
- 3** Eyeball-Grabbing Opener
- 4** Compelling Story/Lesson
- 5** Call to Action
- 6** Personal Signoff
- 7** P.S.

FRAMEWORK #4: PRODUCT/SERVICE DESCRIPTION

A product/service description is a brief overview of one specific product or service. If you're selling a \$10,000 coaching program, you need a sales page NOT a product description. These are usually up to 500 words and provide high-level details about the offer.

Now, for those selling tangible products, a description is used to sell the product – no sales page required. Think people who sell journals, apparel, cars ...

Your product description structure looks like this:

- 1** Headline/Product Title
- 2** Pain Sentence/Motivational Statement
- 3** Product Benefits (Why Does the Reader Need/Want It and What's the Benefit to Buying?)
- 4** Product Features
- 5** Call to Action

FRAMEWORK #5: VIDEO FRAMEWORK

The videos you share on social media and for marketing purposes should be intriguing, entertaining and compelling, so if you really want to pull people in... avoid introducing yourself as soon as you hit the play button.

Use this promotional video framework instead:

- 1** Intriguing Question/Mind-Blowing Fact
- 2** Introduce Yourself
- 3** Dig Deeper into the Intriguing Question/
Mind-Blowing Fact
- 4** Call to Action

FRAMEWORK #6: SOCIAL MEDIA CAPTION FRAMEWORK

Social media platforms are crowded. Brands stand out by posting compelling, entertaining and intriguing content in a conversational tone.

Use this social media post caption framework to boost engagement, brand awareness and interest on social media:

- 1** Intriguing Opener/Question/Off-The-Fence Statement
- 2** Post Purpose (Why Are You Posting – Get to the Point)
- 3** Transition to the Sale/Desired Action
- 4** Tell People What to Do

FRAMEWORK #7: WEBPAGE FRAMEWORK

A website is your digital home, so you always want to make sure your browsers feel comfortable in your “home.” To do this, be sure to use engaging, relatable, solution-driven content.

Your webpage structure looks like this:

- 1** Inspire and Relate
- 2** Get to the Point
- 3** Make the People Care
- 4** Call to Action

CRAFT INTRIGUING CONTENT



Now, remember that merely following the structures is NOT enough to make the sale. You see, if you want your audience to open up their wallets, you first have to pierce their hearts.

Annnd that's where having intimate knowledge about your audience's hopes, dreams, pains, fears, struggles and barriers come in. Without this knowledge, you can undoubtedly craft well-written content, but it won't persuade your audience to smack the buy button®.

Here's a quick breakdown:

- ✓ **Hopes and Dreams** – These are the things your client craves and what paints their Promised Land picture.
- ✓ **Pains and Fears** – These are the things your clients are running away from and want to release.
- ✓ **Struggles and Barriers** – All the mental and physical things preventing your client from reaching the Promised Land.

When you uncover these “things,” you'll arm yourself with where your client is right now, where he/she wants to be and how you can clear roadblocks to help them get there.

Now, I know this can feel like a lot, so hit up my team at info@baab.biz with any questions you might have.



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 \$100 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 more than 20 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.

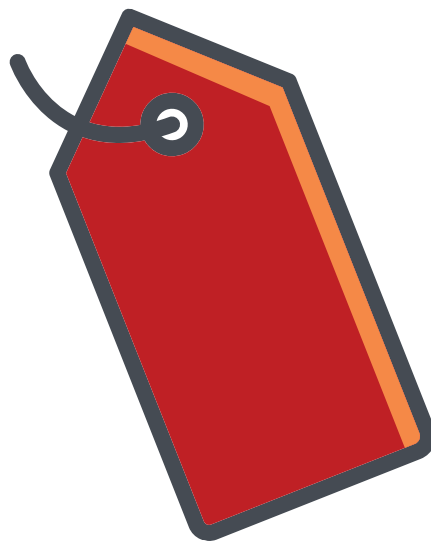
In 2018, Apryl launched Word Stylistz, the first woman-owned flat rate copywriting agency for small business owners and entrepreneurs. Her all-female squad of sizzling, sentence-slinging sistas are the hired guns that bring brands to life. She and her team are the not-so-secret word weapons behind some of the most recognizable faces to hit social media, including xoNecole, Ronne Brown, Patrice Washington, King Ashley Ann and countless other influencers and top brands you know and love.

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™](#).



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