



COPYWRITING 101:

# CHAT. CONNECT. CHA-CHING!





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## CHAT. CONNECT. CHA-CHING!

Dear Brilliant Entrepreneur,

I think you will find this kit 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 instruction, pull out any one of the diamonds you'll find and immediately apply it to your unique situation.

Enough chit-chat. Let's get down to business.

If you ever have any questions or comments about anything in his kit, feel free to email me personally at [abeverly@baab.biz](mailto:abeverly@baab.biz).

Apryl Beverly



## The Wonderful World of Copywriting

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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 a “**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 copy**right** law than dialing up a copy**writer**.

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

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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.

This 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 everyday 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 learning in selling and persuasion writing, and 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 (like “holy shizz”) 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 actually 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 really 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

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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 in point:

When I first started copywriting 15 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 bull crap.

Seriously.

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



Let me 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 is way higher than if you shared a half-baked offer to a semi-interested group with a *perfectly* written sales page.



## 7 proofreading strategies that REALLY work

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Remember I said errors make you human, but don't slather your content with typos that make you look lazy. Proofreading still matters.

Here are 7 proofreading tips that really work:

1. Read everything you write aloud.
2. Read every line backwards.
3. Use a ruler to underline each line as you read.
4. Write content and let it sit for at least an hour or two. Then come back and proofread.
5. Ask a friend or colleague to read what you wrote.
6. Use an online editing tool like [Grammarly](#).
7. Hire a professional editor.

Now write down 3 proofreading strategies you'll use on everything (well at least most of the content) you write.

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

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If you're having trouble writing product or service descriptions that propel people to take the next action – like pick up the phone and call you or shoot you an email, 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 really want.

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 and 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.





Let me break this down even further for you:

Features are the undeniable, quantifiable facts on what's included in your service or product.

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 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 benefit horse ...

Here's the quick n' dirty point:

Sell the fantasy, not the service.





And that's it, folks!

**Now, it's up to you to take action.**

Go use this information right now, friend!

And if you really enjoyed what you learned, here's what I want you to do next:

Say what's up to me on [Facebook](#) so I can put a gorgeous face with your name. Download the "Write Like A B.O.S.S." Guide for more profitable writing tips at:

<http://www.baab.biz/freeguide/>.

Lastly, give yourself a high five. You just got your hands on a resource that shows 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.**

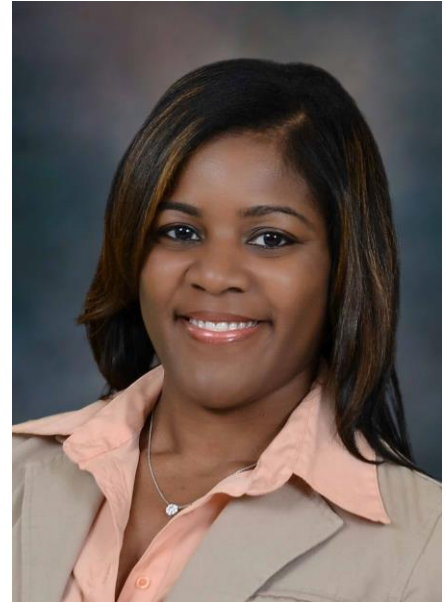


## Who's this writer chick?

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I'm Apryl Beverly, communications strategist and word stylist. I've been known to turn quite a few "dull" pages of writing into sexy, toe-curling sentences that make even skeptics and non-believers smack the 'buy' button.

No matter the project on your plate, I'll help you write in a way that turns skeptics into believers and prospects into paying clients. I can be as goody two-shoes or Billy Badass as you need me to be, woo corporate bigwigs or drop a few swear words for special effect – whatever you want.



**I'm here to enhance, not cramp your style.**

By the way, I don't just sling seductive sentences as a hobby. I've got 15 years of business writing and copywriting experience and a couple of degrees to boot.

When you're ready to deliver a powerful message, attract a community of raving fans, or crawl inside people's heads and pull out what they really want, **contact me.**