

5-Day F.A.S.T. Money Challenge Emails



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[F.A.S.T. Money Challenge - Day 1] Who's Your Buyer?

It's that time! The 5-Day F.A.S.T. Money Challenge starts TODAY!

Now, you should have seen this hit your inbox right around 9 a.m. EST! Each day I'll send an email first thing in the morning. At 12 p.m. EST we'll have our live topic chats on Periscope and Facebook LIVE. I'm @baabwriting in both places if you still haven't followed me.

I'll also link each email to a Facebook Post so you can comment, post all your #FASTMoneyMaker moves as well as any struggles. I encourage you to [jump in the group](#) and ask for support by posting in the daily "Assignment Questions" threads. This challenge promises to be a game changer aka the bomb.com, but only if you take full advantage of the chance to crawl inside my brain. #BOOM

Now, I know I'm sharing a ton of money-making secrets but the whole reason I created this challenge was to help brilliant biz superstars like you change the world. So if you know any other biz rockstars, you have an obligation to share because it truly takes a village to bring about real change.

And like I said, the larger we grow our businesses, the larger our platforms and bank accounts become and the more influence we have in the world.

The bottom line is this: Don't keep all this goodness to yourself. Pass along the details (www.challengeme.info) so everyone wins. I thank you. Your biz besties thank you. And the world thanks you.

Alright, now it's time to leap into **Day 1 – Who's Your Buyer?**

But, before we dive into today's topic, let's go over a quick outline of what you'll be doing during this challenge.

Each day, you'll have a #FastMoneyMaker Assignment to complete. By Day 5, you'll have a complete step-by-step process all ready to go so you can hook your first (or next) 100 smokin' hot leads. It's really simple, and it WORKS!

So your first assignment is to identify your IDEAL client. Why? Because there's really no possible way to hook one let alone 100 smokin' hot leads if you have no idea who your products and services are intended to serve.

Today, I have a SUPER SIMPLE exercise made up of two parts. Answer the questions below and do a quick search to find 3 interests of your ideal client's interests. If you do these 2 things, you'll have the RIGHT people virtually begging you to take their money.

Step #1: Your Ideal Client Profile

1. Gender?
2. Age?
3. Race? (If it's a major factor for your product/service)
4. Profession?
5. Annual income?
6. Highest education level?
7. Marital status?
8. What social media platforms does she/he use?
9. What frustrates her/him most?
10. What is her/his most urgent crisis right now (as it relates to your offering)?
11. How does your offering address the urgent crisis in #10?

Step #2: Interest Search

Choose 3 of your favorite clients and do a search on Facebook for:

“Pages liked by [insert your client’s name as it appears on his/her Facebook personal page]”

Jot down 5 liked pages for each of your clients.

Now, you might be curious how this is going to evolve into a full-blown lead-generating machine in just 5 days, right?

Tune into today’s training on Periscope at 12 p.m. EST (or catch the replay while it’s live until tomorrow at 12 p.m. EST) where we’re going to cover my complete ideal client profile so you know exactly how (and why) to put this together.

Once you craft your ideal client profile, head over to Facebook and leave a comment on today’s post with it – super excited to see what you come up with.

That’s it, Day 1 is in the history books and your first step to getting 100 smokin’ hot leads is COMPLETE. Be sure to tune into our scope/Facebook LIVE broadcast today (in the group) for a look at my buyer profile and a chat on the #1 thing holding you back from reaching buyers online.

See you at noon EST!

Much love + gratitude,

Apryl B.

[F.A.S.T. Money Challenge - Day 2] What'cha selling?

Whaddup!

Can you believe you're already 20% of the way through this challenge – that's a pretty BOSS move!

Today is **Day 2 – What'cha Selling?** And it's time to craft the core promise of your freebie offer.

Yesterday we identified WHO your offer is perfect for and today we spell out exactly how much value you can provide!

Your promise answers 3 core questions – if you hit these 3 points and follow your own personal communication style, you're good to go!

1. What is it?
2. What will I get from it?
3. What do I have to do to get the results?

The key is to deliver a powerful promise with tangible results the buyer believes he/she can truly achieve.

“FREE Challenge - Get 100 Quality Leads in 5 Days”

“FREE Masterclass – How to Turn Your Passion into Profit THIS WEEK”

“FREE Video Course – Become a Writing Expert in Just 3 Weeks”

Once you know what you want your powerful promise statement to be, pop over to our Facebook post and share your promise in one sentence. You never know, it might just help someone come up with ideas!

After you share your promise statement on our post, spend 15-20 minutes writing 5 bullets on what's included in your offer and get ready for our LIVE broadcast on Periscope and Facebook at 12 p.m. EST! I'm going to give you the blockbuster secret to writing high-value bullets that will propel your ideal clients to smack the sign-up button.

I'll see you in a few hours!

Much love + gratitude,

Apryl B.

[F.A.S.T. Money Challenge - Day 3] It's all about the benefits, baby!

Hey heyyy!

Over the past couple of days, we identified your ideal client, wrote the promise statement for your freebie offer and created a bulleted list of the value you packed inside your freebie

And today it's time to talk about how to put package what we've been talking about over the past 2 days into a landing page sure to hook smokin' hot leads.

So, today, **"It's All About the Benefits, Baby!"**

I'm going to show you how to craft your sign-up/landing page – now if you have no idea where to “put” this page, don't stress. I'm going to help you write your page super fast AND find a great home for it. It's easy, fun and painless!

So by now, you know who you're targeting and the value of what you're giving away, plus you have a powerful promise virtually guaranteed to get your target audience begging you to take their money.

On the sign-up landing page, there are 4 key points you want to hit:

1. Your headline should be the core promise of what readers will be able to achieve with your freebie. Focus on tangible outcome. Ex. Create Your First Email Sales Funnel in As Little as 5 Days
2. Let them know what they'll get, not learn. Include 3-5 bullets that accentuate the benefits of what you're offering. Think walk away with a lead-generating machine versus 6 hours of video. One sounds exciting and productive while the other simply sounds like more work.
3. Outline what they can expect from your freebie. (How much time is required, how will the content be delivered ...)
4. Make sure your branding is obvious and consistent. If you don't have a “brand” yet, start with one color and a font and use these two things everywhere you can to create a visual recognition when folks see your pages, posts and other pieces of content.

Okay now this sounds cool and all, but you're probably wondering where does all this go? I recommend LeadPages because it's crazy easy to create a sign-up page there, but you don't have to use LeadPages. Check out the Tech Prep Sheet I included in the [Facebook Group](#) for a couple more options.

And just like that you've put together a page that explains the massive value your freebie offer delivers so these new clients race to sign up. Now after you have a landing page, you want to link it to a simple thank you page that lets the visitor know their sign-up has been confirmed and what to expect next.

BONUS TIP: You can also use this page to get some cash in your pocket or instantly engage the lead even more to maximize KLT (the “know, like and trust factor”).

I'm telling you, this stuff works!

After you craft your sign-up/landing page – pop over to Facebook and share with us how you're feeling so far. Do you feel good about forming your lead-generating machine? Nervous? Excited? Let's collab and deliver some incredible value!

Now, if you're struggling to find your natural sales voice swag so you can offer your freebie without feeling like a used car salesman - I've got you covered.

Today at 12 p.m. EST on Periscope (and Facebook Live) we're going to review a few landing pages so you can get some ideas and gain confidence in your own writing voice.

I'll see you at noon!

Much love + gratitude,

Apryl B.

P.S. Get excited because tomorrow is our big welcome email – and it's going to be so much fun – this is where you'll welcome all your new smokin' hot leads!

[F.A.S.T. Money Challenge - Day 4] Dude, where's my stuff?

Heyyyy!

Now that we've built up some excitement and anticipation and planted the seed that we have a bangin' freebie offer, it's time to give the people what they asked for.

So we're on Day 4 – Dude, Where's My Stuff?!

The “welcome” email is your first chance to make a great impression on your subscriber and let them know you mean business.

It's a pretty important email, but don't freak out. I've got your back.

By the way, I'm going to use today's live broadcast to give you some incredible tips on creating a KILLER welcome email, but I also want to give you some direction here in your inbox as well.

In your welcome email, I want you to do a few things:

1. Give your reader a link to the freebie they signed up for and remind them what it's called. In other words, GIVE THEM WHAT THEY ASKED FOR. This is extremely important.
2. Give your quick elevator pitch. This should be a few sentences and highlight who you are, what you do and why they should care. This is not the time to talk about all your awesomeness. Keep it light.
3. Ask for a response. This will get your new lead engaged and will show the level of value you deliver when you respond back personally.

Once you hit these 3 points, save it and you're good to go!

Now, you might be wondering what exactly should go into this email besides a link to the freebie and your backstory. And of course, I got you covered. Hop on Periscope or Facebook Live today at 12 p.m. EST to see the welcome email that gets me these results:



		No subscribers in queue.		
		Automation Email #1	62.8%	48.3%
		Sends: Every day, all day	Open rate	Click rate

Set your alarm for 12 p.m. EST and join us LIVE and we'll talk welcome emails!

See you very soon!

Much love + gratitude,

Apryl B.

[F.A.S.T. Money Challenge - Day 5] Keep it one hundred

Happy Friday!

After today, you're going to have a complete working lead-generating machine – that's pretty freakin' BOSS!

So let's not waste any time – **Day 5 – Keep It One Hundred** is going down right about NOW!

Now, you have a bangin' promise and description for your freebie offer. The bomb.com landing page. And a welcome email sure to wow the heck out of your fresh new pile of leads. You're pretty much set, but if you really want to knock your results out the park, then Facebook ads are the way to go.

Uh oh, I can already see you freakin' out – but don't stress! Facebook ad gurus are great at explaining all the advanced nitty gritty of Facebook ads, but that's not what you need right now. You need a simple alternative to watching your money go down the drain by boosting posts directly on your page.

No fancy schmancy setup, just a way to get real results.

And that's what we're talking about today. Remember on Day 1, I had you do a search on your ideal client's interests on Facebook? Well that detail is about to come in handy.

You see, the 3 most powerful elements of a Facebook ad are:

1. Having the RIGHT target audience
2. Having copy that is social, not salesy
3. Having an ad image that complements #1 and #2

Once you have all the core elements, it's time to put together your Facebook ad. Then you drop the link from your landing page inside the Facebook ad copy.

And voila – mo' leads, mo' leads, mo' leads! Well, there are a few more steps if you want to squeeze every ounce of value from every penny you spend, but following these 3 steps will get you some results.

Now, you probably need some guidance on piecing everything together. As always, I've got your back. Tune into Periscope/Facebook LIVE today at 12 p.m. EST where I'll show you how to put the entire machine in place, the subtle nuances you need to remember, and your next steps to hooking leads!

As always, I've got your back. Tune into Periscope/Facebook LIVE today at 12 p.m. EST where I'll show you how to put the entire machine in place, the subtle nuances you need to remember, and your next steps to hooking leads!

NEXT STEPS: Head over to today's Facebook post and let us know that you did it! Just comment on the post with "I created my lead-generating machine in just 5 days!" Or any declaration of success you choose - I just wanna hear about your success ;)

I'm super-duper excited for you!

Much love + gratitude,

Apryl B.

P.S. This is one broadcast you don't wanna miss live – I'm gonna have tons of incredible goodies for you.

Who's behind all this "F.A.S.T. Money" brouhaha?

I'm Apryl Beverly - Million-Dollar Word Stylist, sentence slinger and your guide for this incredible F.A.S.T. Money Challenge.

Entrepreneurs and small biz owners turn to me when they want to transform their dull words into spine-tingling sentences that propel folks to whip out their credit cards and smack the buy button.



I'm a six-figure-plus earner today, but it took a ton of bumps and bruises to get here. And during the challenge, I'll share with you what I did to start hooking clients online. This process is how I now consistently rake in \$10,000 to \$15,000 in revenue each month.