

THE COPYCLOSET™ PRESENTS ...

F.A.S.T. MONEY REMIX
MARCH MASTERCLASS: FACEBOOK ADS 101



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THE F.A.S.T. MONEY FORMULA

“Folks will invest in you when you give them reason to do so.” – Apryl Beverly

Let’s get one thing straight ...

I’m not a Facebook Ads Expert. It’s true. I’m just a budget-conscious entrepreneur who wanted a way to make more money without hustling day and night to find clients.

And after years of trial and error and with many bumps and bruises to show for it, I’ve finally created an affordable, unique approach to using Facebook to grow my six-figure empire.

And for me, that “way” has been with Facebook ads. Please, take a quick look at some of my fast results:

- Hooked 279 new email subscribers (in one weekend) from a Facebook ad that drained a whopping \$16.54 from my bank account.
- Raked in 497 conversions in ONE DAY!
- Did the UNTHINKABLE and ran an ad directly to a sales page and “slipped” up by earning quadruple what I spent.
- Attracted 563 participants for a recent challenge (four-day ad campaign)!

Now here’s the best part of my recent discovery of lucrative financial madness ... it’s called the F.A.S.T. Money Formula.

Here is how it goes:

- Step #1: FOCUS on the right people
- Step #2: ACCENTUATE the benefits of your product or service
- Step #3: SLAY your ad images
- Step #4: TAP into the Facebook Power Editor

And now that I’ve completely intrigued you – YES, you can truly attract smokin’ HOT leads from Facebook. That is, if you know what to do. Most folks don’t know what to do, but you will after digging into this four-step money-making formula.

STEP #1: FOCUS ON THE RIGHT PEOPLE

The biggest mistake business owners make is targeting too many people. Your ad will be more persuasive if you focus on people who are ready, willing and able to invest in what you’re selling. During this step, you’ll personalize your message for the RIGHT audience.

STEP #2: ACCENTUATE THE BENEFITS

Folks say “content is king,” but the reality is this: if people aren’t engaging with your content, you’re not benefiting from it. So, be honest ... do you know the words and messaging necessary to engage the right people on Facebook enough to propel them into action?

If not, no worries – you will after today.

STEP #3: SLAY YOUR AD IMAGES

We all LOVE sharing and commenting on photos on Facebook. But for some reason, business owners tend to want to toss up any old boring, unexciting image for their ads. And this is when would-be buyers keep scrolling.

To slay your images, you simply need to share images that resonate with your Facebook audience, and you don’t have to be a design guru to do that.

STEP #4: TAP INTO THE POWER EDITOR

Like some of you, one of my first experiences with Facebook ads was smacking that blue Boost Post button on my Fan page. While I was excited to get a few new fans liking my “boosted” post, I had no idea I was literally throwing away tons of money every single time I hit the Boost button or created an ad using Facebook’s Ad Manager.

You see, what you likely don’t know is the Power Editor allows you to boost posts and create an ad in seven minutes or less AND maximize every single dollar you spend on ads.

TOP 2 SECRETS FOR CRAFTING FACEBOOK POSTS TO SKYROCKET ENGAGEMENT

In these here Internet streets, stories sell. Plain and simple. You see, folks are tired of the ole one-two “buy my stuff, buy my stuff.”

People want to be entertained and that’s exactly what a great story will do. In addition to compelling folks to smack the buy button.

Let’s look at a few of my recent, highly engaged posts that made my bank account smile without me having to slap folks upside the head with a sales pitch OR spend upfront money on a Facebook ad:

HUMAN STORY

The “Human Story” is crafted by telling a relatable story that leads to a sales pitch. It’s engaging, compelling and hooks the reader so they never even realize they’re reading a sales pitch until they reach the end of story. And by that time, they’re ready to smack the buy button.



Apryl Steadman Beverly
March 13 at 11:48am · 🌐 ▼

Real talk ... I don't do business on the weekends, but I'm about that profitability life every single day.

Lemme explain:

This is a pic of me teaching Alston how to skate this past weekend.

Now what you don't see is in addition to him falling RIGHT after this pic was snapped, 🤔😭 I still managed to have fun all weekend long AND make money in my business without being glued to my MacBook.

Here's how it all went down:

- *Friday night: The hubby and I sang and danced at the Cleveland R&B Festival. All while the coins were rolling in.
- *Saturday: I took my son to his cousins' birthday parties for 4 hours of skating, arcade games, jungle gyms, cake and pizza. All while the coins were rolling in.
- *Sunday: The Beverly clan went to the bowling alley for 3 hours of bowling and more arcade games. All while the coins were rolling in.

Here's the thing:

Over my fun-filled weekend, I raked in \$3,173.10 between my PayPal and Stripe accounts. Now, some of ya'll might be saying that's "chump change," and that's cool. But please know, this "change" had my bank account smiling like the Kool-Aid kid.

Here's the lesson in all of this: I'm no unicorn with a bag of fairy dust manifesting money. I'm just a regular ole' "can't-stop-won't-stop" biz chick who knows how to make her words WERK.

And you too can do the same. Here's a little something to get you headed in the right direction: <http://bit.ly/werkitgirl>. #WerkEthics #NoBizWeekends



“WERK ETHICS” STORY

This type of story is crafted by simply letting your audience know what you’ve been working on. However, you choose your words wisely to incorporate details on how you can serve your audience without coming right out and saying, “hire me to do XYZ for you.”

Now, as you see there’s no link in this post, However, the link in my sidebar profile (at the time of this post) took my Facebook besties to the page to purchase the W.E.R.K. Bundle and boy did that smack the buy button!



Apryl Steadman Beverly

March 8 at 7:21pm · 🌐 ▼

Soooo, if you've purchased anything from me, you know I don't play when it comes to service.

Today, for example, tech wanted to have an attitude and we had a few hiccups with the Women Who W.E.R.K. Bundle and I had folks who wanted to chat LIVE about the offering.

Now, the folks who reached out to me likely thought I was just chillin' because I was responding so fast, but let me tell you today was NOT a chill day.

You see, I:

1. Met with 3 prospects
2. Wrote an RFP response for a \$7 million project
3. Sold 53 Women Who W.E.R.K. Bundles (the price tag is so low, it might as well be FREE)
4. Posted on social media
5. Wrote and ran a Facebook ad
6. Emailed my subscriber list
7. Participated in the glorious #IWD2017 LIVE Conference with my incredible money coach, Dawniel Winningham
8. Prepped for tonight's W.E.R.K. Your Website class
9. Reviewed client projects

And on top of all that, I picked up my son from school and worked out at the gym. Now, the hubby (Lenwood Beverly) cooked dinner because he loves me so.

Here's the thing:

SERVICE MATTERS. You see, folks have all the time in the world to take your money, but for some strange reason, they can't find a few minutes to respond to your issue. #MissMeWithYourBusy #IWillTakeMyMoneyElsewhere #SheMeansBusiness

ENTREPRENEUR LIFE STORY

This last post sample I'm sharing has sparked quite a few heavy debates on my timeline. Folks have unfollowed me. Folks have blocked me. And folks have invested in me.

You see, a lot of entrepreneurs will only tell you about the freedom, rainbows and sunshine lives they live. Their clients are all perfect. Their cash flow is on point. Their kids and significant others are super supportive.

But real talk ... that's not a daily thing for most entrepreneurs. And I make it a point to tell the OTHER side nobody else seems to want to reveal.

To craft this story, all you need to do is be transparent with your audience and leave an "open gap." Leaving an "open gap" simply means you're telling the story without passing judgment about the story.

I see so many of my biz besties "reverse engineering" this type of post. And I love it, but the issue is, they're closing the story with their own perspective. And while some folks may agree or even disagree, you'll get way more engagement if you leave the story open.

Here are two examples of this:

Apryl Steadman Beverly
February 9 · 🌐 ▼

Her: So you're telling me if I'm 7 minutes late for our FREE 15-minute call, I have to reschedule?

Me: Yes.

Her: Well, 7 minutes isn't really late.

Me: Hmm, well because the call is only 15 minutes, I want to make sure we have adequate time to discuss your copywriting needs. And I have other meetings, so we can't go beyond your scheduled time.

Her: Well, I think that's rude and you just missed out on a client.

Me: Thank you so much for your interest in my services. I'll have my assistant send you the link to reschedule. #WerkEthics #ICantDoTheCrazyToday

👍 Like 💬 Comment ➦ Share

👍❤️😱 Gigi Biggins, India Brown and 109 others

1 share

View previous comments 4 of 51



Apryl Steadman Beverly

March 10 at 4:32pm · 🌐 ▼

Sooo, I'm over here getting sexy for date night when I get this. What y'all think?

☞ Slides up in my online chat on the <http://bit.ly/werkitgirl> page*

Her: I'm interested in your new writing bundle. Can you tell me the price?

Me: Thanks so much for your interest! It's \$27 until Monday.

Her: Oh, I'm sorry I did see that on the page. I was reaching out to ask if I can get access now?

Me: Yep! As soon as the payment hits, you'll get an email with the link and password.

Her: Well, I get paid next Friday but I really want to start my sales page this weekend. Can I get access now and pay you next week?

Me: 😏

👍 Like

💬 Comment

➦ Share



LaKisha Sarbah, Mona Williams and 78 others

[View previous comments](#)

4 of 63

See how in each of these examples, I never once pass judgment or interject my feelings into the story. I simply tell the story and leave it open for opinions.

Let me bottom line this for you:

If you want to sell online, you'll need to put yourself in the shoes of a comedian. You see, a comedian takes notice of everything that happens in his world so he can later tell a story about it. As an online entrepreneur, you'll need to find a way to do the same.

We all have clients, crazy vendors/partners we interact with every single day. Don't just sit on those experiences. Turn them into stories that sell and serve your audience.

SWEET CHERRY ON TOP TIP

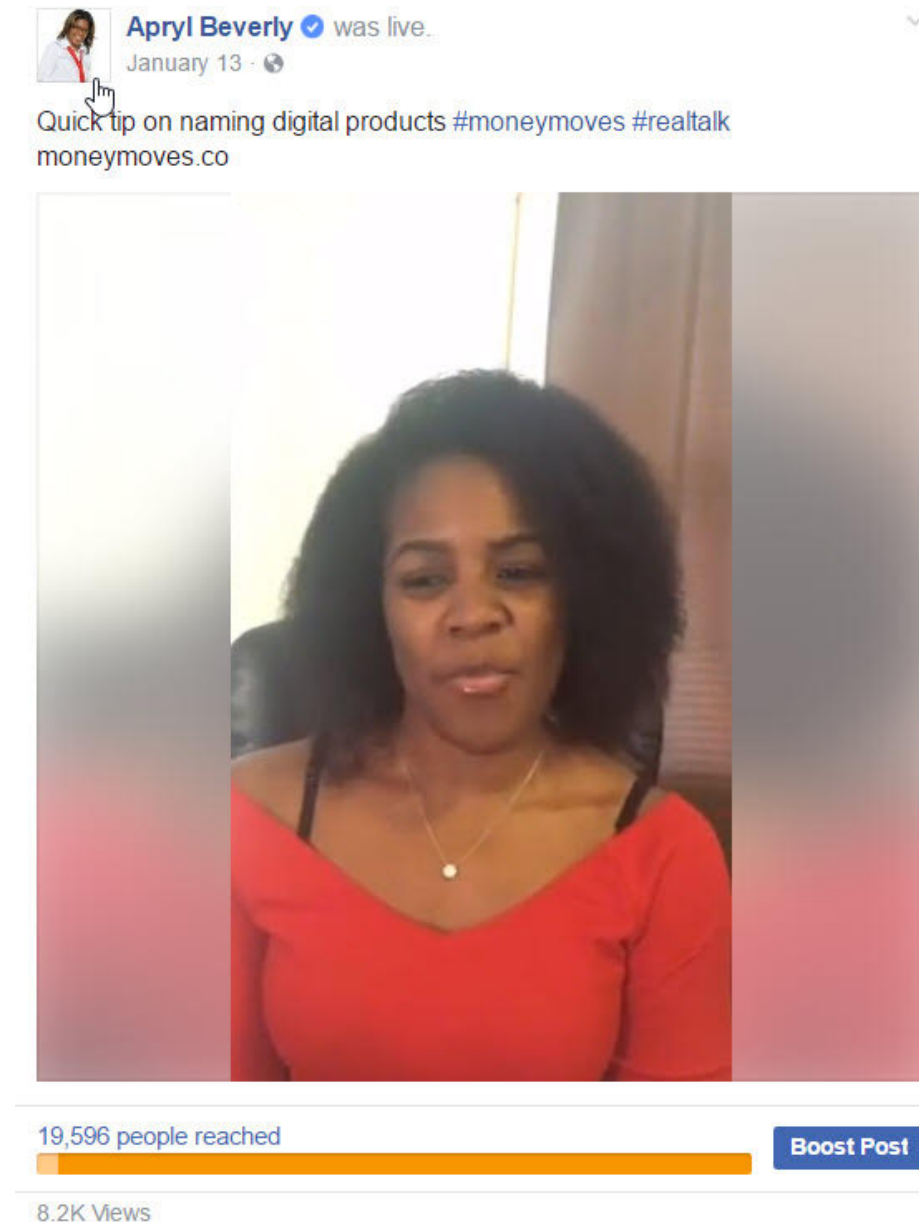
Now, when you share a banging post that gets a ton of engagement, you can flip it (like I do) and post it on your Business Page and run an ad from there so you get the post in front of even more people. #ChaChing

THE INSIDE SCOOP ON HOW PLASTERING MY PRETTY FACE ALL OVER FACEBOOK HAS MADE MY BANK ACCOUNT SMILE

The blockbuster secret here is tapping into the power of video ads. But not just any video ads ... LIVE video ads. You see, you can turn your Facebook LIVE broadcasts into ads by creating a custom audience and retargeting a new ad to the audience that watched the video ad.

Watch me crawl inside the Power Editor to show you what this looks like.

Now, because I'm running my "money" ad to "warm traffic," I'm much more likely to convert than if I were running a "sales ad" to a cold audience.



A screenshot of a Facebook Live video post. At the top left is a small profile picture of a woman with a hand cursor pointing to it. To the right of the profile picture, the text reads "Apryl Beverly" with a blue verified badge, followed by "was live." and "January 13" with a globe icon. Below this, the video title is "Quick tip on naming digital products #moneymoves #realtalk" and the URL "moneymoves.co". The video itself shows a woman with dark curly hair wearing a red top, looking down. At the bottom left of the post, it says "19,596 people reached" with a yellow progress bar. At the bottom right, there is a blue "Boost Post" button. Below the video area, it says "8.2K Views".



Apryl Beverly was live.

October 26, 2016 · 🌐

****PERISCOPE ENCORE**** Come peek inside my Closet ... #money #sales
www.smackthebuybutton.com



6,026 people reached

Boost Post

1.7K Views

Love

Comment

Share



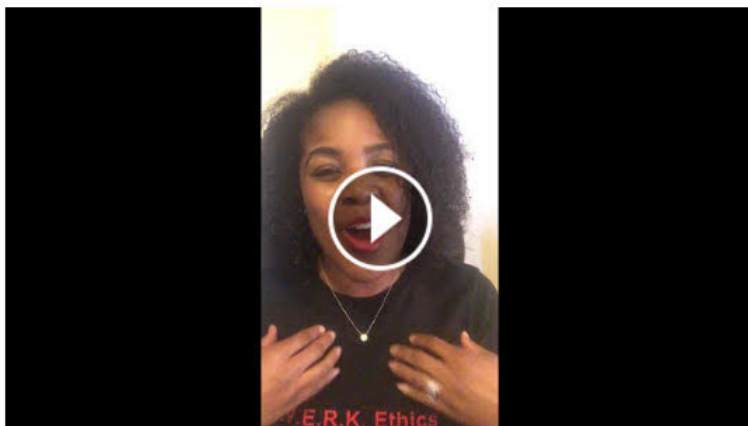
Apryl Beverly

Sponsored · 🌐

Pssst, biz bestie ... You've been spending a TON of time writing emails, landing pages, opt-in pages, sales pages, product descriptions, speaker bios, blogs and so much more for your business.

Imagine having a resource that helps you bang out all that stuff in less than half the time AND attract smokin' hot leads AND make your bank account smile. Sounds dreamy, right?

Smack that play button and click **LEARN MORE.**




Want Spine-Tingling Sentences that Attract Hot Leads?

Watch the video and discover how to crawl inside my Million-Dollar mind so you can sling sales pages, landing pages, emails, website copy that sells and serves your audience.

LIVE FACEBOOK AD REVIEWS

During this segment of the Masterclass, I'm going to walk you through a couple of my recent ads and show you the target audience and everything!




Apryl Beverly ✓
March 25 at 9:21am · 🌐

[OPEN HOUSE ALERT - SUNDAY, MARCH 26 AT 2 P.M.] Welcome home!
Your home search ends this Sunday at 26420 Forbes Rd., Oakwood Village, OH 44146.

This gorgeous 4-bedroom home boasts oversized rooms, granite countertops and ceramic tile throughout, and a lower level that's every sports fan's dream.

A spacious lot, 2-car garage and plenty of storage add the cherry sure to make you say, "home, sweet home." Click now to see your new home.



Your Home Search Ends Sunday

This move-in-ready contemporary Colonial with oversized rooms, intercom system, plenty of storage and a massive lot size will bring your home search to an end.

[HTTP://BIT.LY/26420FORBES](http://bit.ly/26420forbes) [Learn More](#)

4,180 people reached

1.3K Views

👍 Like 💬 Comment ➦ Share

👍 Deidra Mumford, Dedra DeeDee Henderson and 7 others Top Comments ▾

Want the full inside scoop on the F.A.S.T. Money Formula and how I've been able to continuously pimp Facebook?

Get the F.A.S.T. Money book here: fastmoneybook.co

OR get the F.A.S.T. Money Video Course here: <http://thecopycloset.com/fastmoneyvidcourse/>

As a CopyCloset member, you get 20% off the course when you use the following code as shown, all lowercase:

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