

19:27:36 From Apryl Beverly : Whaddup!!! We're gonna start promptly at 7:30.

19:28:14 From Semonna McNeil : Hey Lady! Looking forward to today's training.

19:28:32 From Apryl Beverly to Semonna McNeil (Privately) : Heyyy love! Thanks for joining us!

19:28:56 From LeAnne Dolce : how do I add a picture to mine?

19:29:21 From Semonna McNeil to Apryl Beverly (Privately) : You know I'm a fan. Gotta whip these sales pages into shape.

19:29:48 From Jennifer Westbrook : Hey!

19:29:53 From Stacey Robinson : Hello Everyone!

19:30:01 From Marissa : HIII

19:30:27 From Ami Webb : Hello again!

19:30:38 From Deb : Hi Everyone

19:31:12 From Pat Gillum : Hello Everyone! Pat from Arizona!

19:31:52 From vineta : hello Everyone

19:31:59 From Nicole C : Got your slides

19:32:00 From Semonna McNeil : I can see it

19:32:02 From Tonya : all good

19:32:03 From Marissa : yes i can

19:32:04 From LeAnne Dolce : yes

19:32:05 From Stacey Robinson : yes.

19:32:06 From Pat Gillum : Yes I see your slides

19:32:07 From Chandra Pointer : Yes

19:32:18 From Akilah Thompkins : yes

19:35:09 From GiaLiliC : Hi Everyone! H Apryl

19:35:23 From Deb : Hey Gia

19:35:44 From Elaine Forbes : I did not get the workbook

19:35:47 From GiaLiliC : Hey Deb :-)

19:36:48 From Nicole C : Before I forget....it was a sales page that Apryl wrote for another B School member that introduced me to her genius. I was ready to buy and it wasn't something I was a target for!

19:39:48 From Vanessa Mosley (Coach Vee) : me

19:39:48 From Jennifer Westbrook : yes

19:39:49 From Ami Webb : yes

19:39:52 From carmenrojas : Yup!

19:39:55 From Nisha : yes

19:39:56 From Nicole C : I have heard of both short and long

19:39:58 From GiaLiliC : No, but I'm guessing what it could mean

19:40:00 From The Business Bully : hey everyone

19:40:02 From Vanessa Collins : both

19:40:03 From Marissa : only heard of warm audience

19:40:05 From The Business Bully : absolutely

19:40:14 From Deb : have heard

19:40:46 From LeAnne Dolce : thats me. i hate long pages.

19:41:10 From GiaLiliC : Right! lol I've seen this with products or services which cost up to \$2,000 or more

19:42:13 From LeAnne Dolce : i never do. i skim and find the key deliverables and price. lol

19:42:14 From Carla Jones : You are right. I do not read a long form

sales page. I click and move.

19:42:24 From Nicole C : The last long form sales page I read was the one I referenced above that Apryl wrote for someone else. I usually can't stand them

19:42:55 From GiaLiliC : I skipped thorough most of the long form page I read today. it was for enrolling on a coaching programme

19:43:59 From LeAnne Dolce : and i need you to be on top of the game for larger amounts.

19:53:35 From Semonna McNeil : Yes

19:53:39 From Vanessa Mosley (Coach Vee) : yes

19:54:34 From Elaine Forbes : I did not get the workbook

19:55:02 From Elaine Forbes : ok

19:55:06 From Semonna McNeil : <http://thecopycloset.com/wp-content/uploads/2017/04/60-Minute-Sales-Page-Smackdown.pdf>

19:55:11 From Vanessa Mosley (Coach Vee) : its in the last email I received today.

19:55:14 From Vivian Harris : <http://thecopycloset.com/wp-content/uploads/2017/04/60-Minute-Sales-Page-Smackdown.pdf>

19:55:25 From Tamara Floyd : Everyone is so helpful!!!

19:56:27 From Elaine Forbes : thanks you

20:05:26 From Tamara Floyd : Feature Connected to Benefit! That's so good!

20:05:50 From Ami Webb : The "so what" question. Great stuff!!

20:07:06 From Marissa : i can't hear you anymore

20:07:10 From Marissa : nevermind

20:07:16 From Pat Gillum : LOL! I say that all the time Sign up Now!

20:13:34 From Deb : do you think it is good to offer money back guarantee

20:13:44 From Ami Webb : Yes!

20:13:48 From Semonna McNeil : I can hear you

20:13:49 From GiaLiliC : yes I can hear you

20:13:49 From Marissa : i was able to reconnect

20:13:50 From Kelly James : You were good

20:13:50 From Nicole C : i heard you

20:13:53 From Pat Gillum : yes i heard you

20:13:58 From Vanessa Collins : Thank you so much. This is right on time for me.

20:13:59 From Tamara Floyd : Can you give more examples of connecting features and benefits?

20:14:20 From Vanessa Mosley (Coach Vee) : I have a 90-Day Confidence Course. Would I bulle-point all 13- Weeks in the copy?

20:14:31 From Elaine Forbes : What if you do not have testimonials?

20:14:47 From Semonna McNeil : Do you recommend using the this short form sales page inside tools like Selz, Gumroad, Shopify, etc?

20:15:08 From Vanessa Collins : \$1999

20:15:47 From Vanessa Mosley (Coach Vee) : I am introducing it for 10 people for only \$97. It is generally \$297.

20:16:24 From Tamara Floyd : Yes. Thank you.

20:16:49 From Vanessa Mosley (Coach Vee) : Benefit is what you gain from using the product.

20:17:06 From Akilah Thompkins : hey Apryl any other tips for writing a sales page for a membership?

20:18:26 From Ami Webb : Good idea!

20:19:50 From mona : after i write my sales page may I send it to you to critique?

20:19:50 From shelita : i'm introducing a digital product for \$47 on forgiveness. Any advice for short vs. long page and how to really highlight benefits since its self paced

20:20:37 From carmenrojas : Hey Apryl! What is the difference between a "sales page" and a "landing page" as you define them. I notice you are using specific terminology.

20:21:08 From Vanessa Mosley (Coach Vee) : I will use Phases. Then there is no perceived stress to hurry.

20:23:14 From Semonna McNeil : Do you recommend using the short form sales page inside tools like Selz, Gumroad, Shopify, etc?

20:23:35 From Kelly James : Is the page upgrade still available

20:26:38 From Kelly James : I am

20:27:00 From Vanessa Mosley (Coach Vee) : You are sooo connecting the dots with your copy expertise. It makse my years of sales career come to life. THANK YOU so much.

20:27:07 From Apryl Beverly : smackthebuybutton.com

20:27:14 From shelita : so for such emotional topics like what Deb and I do, what progam would you receommend for us to use for sales/landing pages

20:27:16 From Ami Webb : I love the CC!

20:27:51 From Deb : I love the CC

20:27:52 From shelita : ok...got it!!

20:28:26 From Semonna McNeil : Kool

20:28:41 From Kelly James : Audria designs sales pages

20:28:50 From Kelly James : ???

20:29:18 From Vanessa Mosley (Coach Vee) : I pulled my sales copy today after seeing your email today. I am making HUGE adjustments after this training tonight based on the feedback.

20:29:19 From Ami Webb : In regard to benefits, should most be about money/sales/new business?

20:29:30 From Jennifer Westbrook : Yes very helpful!

20:29:32 From Akilah Thompkins : very helpful

20:29:33 From Vanessa Mosley (Coach Vee) : Thus was the BOMB.COM.

20:29:43 From Deb : THis was very helpful and I see myself using it in the next week

20:29:46 From Lila Holley : This was great! Very helpful. Thanks!

20:29:55 From Pat Gillum : This was great information I am a bit overwhelmed. I have to digest a little more

20:29:57 From shelita : OMG this was so happy and I'm mad for not getting the upgrase

20:30:02 From shelita : uprade

20:30:13 From Tiffany : amazing Apryl as always!!! cant wait to use this info in my sales page.

20:30:13 From Lila Holley : Love that book!

20:30:14 From Marissa : This was really helpful. I am working with a

company doing maketing and it helped me understand the purposes of the pages we are putting together every week. Sales pages and landing pages with campaigns and ads

20:30:18 From Elfreda's iPad : Will you send out the recording via email?

20:30:35 From Trinette : love the course

20:30:45 From Ami Webb : got it!!!

20:30:46 From Vivian Harris : I'm still a little confused as to when to use all of this. But I think it's just overwork today

20:30:55 From carmenrojas : Awesome as usual!

20:30:58 From Elaine Forbes : Love this it was awesome

20:31:15 From Vanessa Mosley (Coach Vee) : Thank You.

20:31:17 From Stevii Aisha Mills : Dynamic information! So glad that I signed up!

20:31:18 From Semonna McNeil : Loved this, Apryl. Thank you!

20:31:24 From Vivian Harris : Overall Great Meeting..thanks for not talking over our heads

20:31:34 From Elfreda's iPad : Thank You! Loving It!!!

20:31:38 From Ami Webb : Awesome! Thanks!

20:31:50 From Stacey Robinson : Thank you.

20:31:50 From Vivian Harris : \$27

20:32:33 From Vivian Harris : A Masterclass So is this when I would use it with clickfunnels

20:32:36 From Vivian Harris : or samcart

20:33:19 From Vivian Harris : Wordpress

20:33:40 From Kelly James : I sell a high ticket package for \$997, but I have a warm up sequence for making the offer. I plan to use short form because of the warm up sequence. Thoughts?

20:33:55 From Ami Webb : yes

20:33:56 From Jennifer Westbrook : yes

20:33:57 From Tamara Floyd : yes

20:33:58 From Marissa : yes

20:34:00 From Vivian Harris : yes'

20:34:05 From Vanessa Mosley (Coach Vee) : yes

20:34:24 From Vivian Harris : ok

20:34:26 From shelita : yes

20:34:35 From Tiffany : honestly, i didnt read one word on thay page. your post sold me!

20:34:50 From Tiffany : yup...lol. love the button at the top

20:36:22 From Kelly James : not sure why I can't see screen

20:36:27 From Kelly James : I still see you

20:37:27 From Vivian Harris : makes since

20:37:51 From Ami Webb : We can

20:37:54 From Kelly James : seems like I am the only one having issues

20:37:56 From Kelly James : oh well

20:37:57 From Pat Gillum : I see you and your screen

20:38:43 From Deb : I read the title

20:38:47 From Vivian Harris : I got it

20:38:59 From Vanessa Mosley (Coach Vee) : This is extra. I just signed up to WooCommerce this week on my WordPress.

20:39:00 From Vivian Harris : Thank You
20:39:09 From Vivian Harris : I really appreciate it
20:39:11 From Ami Webb : Thank you!
20:39:13 From Deb : feel better for yourtrip
20:40:05 From Marissa : Thank You!!!
20:40:06 From Pat Gillum : Thank you.. I will connect with you for my sales page review. Enjoy your vacation.
20:40:07 From Vanessa Mosley (Coach Vee) : Thank You so much.
20:40:14 From Deb : thank you
20:40:16 From Tiffany : enjoy your vaca love!
20:40:22 From Nicole C : Thank you Apryl. Have a great vacation!
20:40:29 From Marissa : Have Fun!
20:40:43 From shelita : have fun!!! thanks for all you do!!
20:40:46 From Ami Webb : Good luck! Have fun!
20:40:47 From Stacey Robinson : Good luck.
20:41:08 From mona : Thank You!!! 😊
20:41:19 From Elaine Forbes : have fun
20:41:26 From Tiffany : make sure you go to the coca cola factory if you havent been
20:41:29 From D'Eidra : thank you!