

THE COPYCLOSET™ PRESENTS ...

**THE MONEY MOVES MASTERCLASS:
3 WAYS TO ATTRACT LOYAL BUYERS
ON FACEBOOK**



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Contents

3 WAYS TO ATTRACT LOYAL BUYERS ON FACEBOOK	4
WAY #1: GLOW UP IN FACEBOOK GROUPS	5
WAY #2: MESSENGER MANNERS	8
WAY #3: PERSONAL PAGE PIMPIN'	9
MEET YOUR MILLION-DOLLAR WORD STYLIST	13

3 WAYS TO ATTRACT LOYAL BUYERS ON FACEBOOK

“If you want to ‘pimp’ Facebook, then you must post with a PURPOSE and PERSONALITY.” – Apryl Beverly

Now, before we dig into today’s topic, I want you to realize this:

Facebook has TWO billion users, so if you’re NOT attracting leads and closing deals on Facebook, something is seriously wrong.

That’s real talk. You see, with TWO billion users, if you can’t find at least ONE person who wants what you’re selling, then either your product is NOT for human consumption or you have no idea how to communicate in a way that propels people to smack the buy button.

And that’s what we’re going to talk about today.

Oh, and if you’re thinking you have to spend two to three hours a day “chillin’” on Facebook just to attract a few leads here and there, think again. I don’t have time for that. And if you’re a busy entrepreneur with kids, family, friends and even a full-time job, I already know you don’t have time for that either.

So that’s not my strategy. Now, you will need to spend time doing the following:

- WRITING with emotion.
- EDUTAINING the mess outtta folks.
- RELATING to the right people.
- KILLING it in sales.

These are the elements of my W.E.R.K. Ethics Formula, a strategy that forms the foundation of everything I write and everything I teach my clients to write to make money – sell out their courses, hit Amazon’s Best Sellers List with their books, attract 300+ participants for their free webinars in just 48 hours, and so on.

For those of you who are struggling to get your first 20 digital sales, your first 100 people on a free webinar or your first sold out course, this may sound insane to you. But they’re truly modest, attainable results that require little time with focused effort.

I won’t dig into the W.E.R.K. Ethics Formula for you today. That conversation is reserved for my course participants. But what I will do is deliver on my promise and give you 3 ways to attract loyal buyers on Facebook (no ads required).

Soooo, let’s get to it.

WAY #1: GLOW UP IN FACEBOOK GROUPS

Facebook Groups is a lucrative place to:

1. Attract leads
2. Boost brand awareness
3. Build a tribe

ATTRACT LEADS

Let's say you're a member of a group in which another member posts a call for experts in your zone of genius. You respond and hear crickets. Heck, the poster doesn't even give your response that little blue thumbs up.

Now, you likely said something like this:

"I'd love to work with you. I'm a website designer with 10 years of experience. Check out my website and PM me if you're interested."

What's wrong with this response?

It sounds like all the other gazillion responses on the same post.

Now, back in the day when I was building my digital brand, I'll never forget, I came across a post just like this and instead of doing what everyone else did, I chose to go another route. My response read like this:

*"Hey _____! I just visited your website and love what you said in last week's blog post about XYZ. I completely agree and would love to hear more about your superpowers and how I can write money-making messages for you. Here's a link to my client testimonials: _____. I look forward to *meeting* you and I appreciate your interest in my copywriting services."*

Now, the very FIRST time I did this, I landed a \$2500 website copywriting project for a PR firm in Florida. The PR director told me the reason she went with me was because unlike the other responses, I showed interest in her business versus just dropping my website link.

The bottom line is this:

When there are a gazillion folks hustling for the same attention, you have to go the extra step to stand out. Now, it took me all of 10 minutes to click her name, find her website and do some research.

Here's what I want you to know:

Laziness ain't a lucrative business move.

BOOST BRAND AWARENESS

One of the most annoying things for any group owner is to have folks to come in, promote and peace out. Don't be that person. To make a great impression on the group members AND the group facilitator, you need to provide value to the group.

So, what's value? Value includes sharing tips and advice, answering general questions and showing up as a resource in the group. Now, this does NOT mean you gotta give away knowledge you'd normally charge for. It simply means, you give enough to let folks know you know what you're talking about.

The goal is to establish yourself as an authority on your area of expertise. At the same time, you do NOT want to establish yourself as someone who gives away a ton of free information with no expectation of getting paid for your genius.

For example, let's say someone asks, "how can I write persuasive copy?" My response will be something like this:

In my book, I outline several key steps for writing persuasive copy. The first thing you want to do is [first powerful step]. Message me if you want more assistance. I can give you the link to the book. It's a short read at a great price. I look forward to hearing more about your superpower.

See, how I positioned myself as an expert on the topic, delivered value but didn't give away everything I know? This is an example of a valuable response.

BUILD A TRIBE

One of the reasons I talk so much about pimping Facebook by using your personal page to market and promote your business is because when you join and interact in groups, where are all those biz connections going?

Are they going to your biz page? Maybe some will.

But for the most part, they are sending you a friend request. Now, they're not friending you to see pictures of your family cookout, your latest vacation or funny videos all day, every day.

They're friending you because they want to know more about what you do and how your genius can serve them.

And of course, I'm all about giving the people what they want.

Alright so back to tribe building ...

Now, the first step to building a tribe of people who are ready, willing and able to invest in your products and services, is making sure you're in the right groups.

A lot of folks will join groups facilitated by their peers are – other jewelry makers, other designers, other business coaches. Now, while that's cool for camaraderie and industry advice,

hanging out with your peers is NOT gonna make you tons of money. You need to position yourself in groups where people are willing, able and ready to buy what YOU SELL. For example, if you're a website designer, you'd hang out in business groups where startups and new entrepreneurs are because most will want to have a website designed at some point in their business journey.

You also need to understand WHY you're joining a particular group and what you expect to get from it. Are you learning a skill from the tips the owner drops? Are you getting free advice from group members?

The last part of this step is to make sure you fully understand what YOU can bring to the group. Who are you? What is your expertise? Do the group members need someone with your expertise?

Now, what's the PROCESS for building a tribe in Facebook Groups?

Show up and engage in up to THREE targeted groups about three times each day.

For me, I'd post in the morning (5 minutes). Go back in the afternoon to answer general questions related to my superpower (15 minutes) and then interact with people who commented on my post to close out my engagement for the day (10-25 minutes, depending on the number of comments). All this took about 30 to 45 minutes each day.

But again, I've gone from 200 Facebook friends to over 3,000 of the RIGHT people. So, is it worth you spending 30-45 minutes a day to grow your audience? For me, the answer was YES.

Also, build a relationship with the group owner. Show her that you value her group and the content enough to not just show up on promo days.

Side Note: Promo days are typically the WORST days to sell in a group – especially if you haven't positioned yourself as an expert. Why? Because folks aren't looking to buy, they're looking to sell. So, the best way to "sell" in a group is to showcase your value, answer questions and use your responses (like I did in "Boost Brand Awareness") to politely guide people to your paid offerings.

WAY #2: MESSENGER MANNERS

Not sure if you've heard, but folks on the Internet streets HATE receiving unsolicited sales pitches in messenger.

In fact, many of my besties say it's a surefire way to get BLOCKED.

So, if you don't know how to sell in the messenger the RIGHT way, you're gonna love my word-for-word script that converts for me at a rate of 70% (that is, if the individual can afford my services).

Now, before we get to the script, I want you to know that messenger is the place to find out what the OTHER person needs from you.

It's not the time to smack folks upside the head with your pitch. Or worse, saying "Hi," "How are you?" and NOTHING else. We are business people and we're busy. Start your message off with a greeting and then state your purpose. You don't need to send "Hi" ... silence – waiting for a response.

Clear? Let's get to this client-attracting script ...

ENGAGING MESSENGER SCRIPT

Initiate the conversation – notice I said conversation, this is NOT a smack-'em-in-the-head sales pitch.

Thanks for connecting with me on Facebook. I look forward to finding out more about you. As you know, I [insert what you do, i.e., sling smack-the-buy-button sentences]. And what about you? What's your superpower?

After they respond with their superpower:

Wow, that's incredible! I'd love to help you share your genius so you can serve more of the people who need you most. Do you have an immediate need for a [insert what you do, i.e., writer, accountant, business coach ...]?

Wait for the answer: Awesome! We can get the ball rolling today. Simply slide on over to my website [insert DIRECT link to take action like book a call]. I look forward to hearing more about your superpowers! Thank you, [insert closing with email address]

WAY #3: PERSONAL PAGE PIMPIN'

Facebook is a business. And because of that, they want you to spend MONEY on their platform to promote your business.

I LOVE running ads, but I don't run ads for everything I do because I can pretty much sell out my lower-cost Masterclasses like this one without spending money on ads.

How?

Because I know how to pimp Facebook which is merely a strategy I coined that involves:

Posting with a purpose (and personality).

Now, the thing about social media is it REQUIRES you to be “social.” And a lot of entrepreneurs are either too “social” or forget about being social altogether.

I define “too social” as spending hours sharing funny videos, pics of your kids and talking about other peoples' brands – Beyonce, Kim K. Now, there's certainly a time for random posts, but if you're a business owner who wants to generate revenue, then you need to make sure everything you post points back to business.

So, how exactly can you do that without annoying the heck outta your Facebook besties?

You only post to satisfy at least one of these core goals:

1. Humanize your brand
2. Promote your brand
3. Straight up sell your products and services

The “personality” side of posting with a purpose simply means you'll write posts in YOUR VOICE. How you speak in person is how you'll write for social media.

For example, if you say, “OMG” when you get excited – an upbeat post will include that phrase. Everything you write on social media must ooze your personality so people can get to “know” you, start to “like you,” and feel as though they can “trust” you.

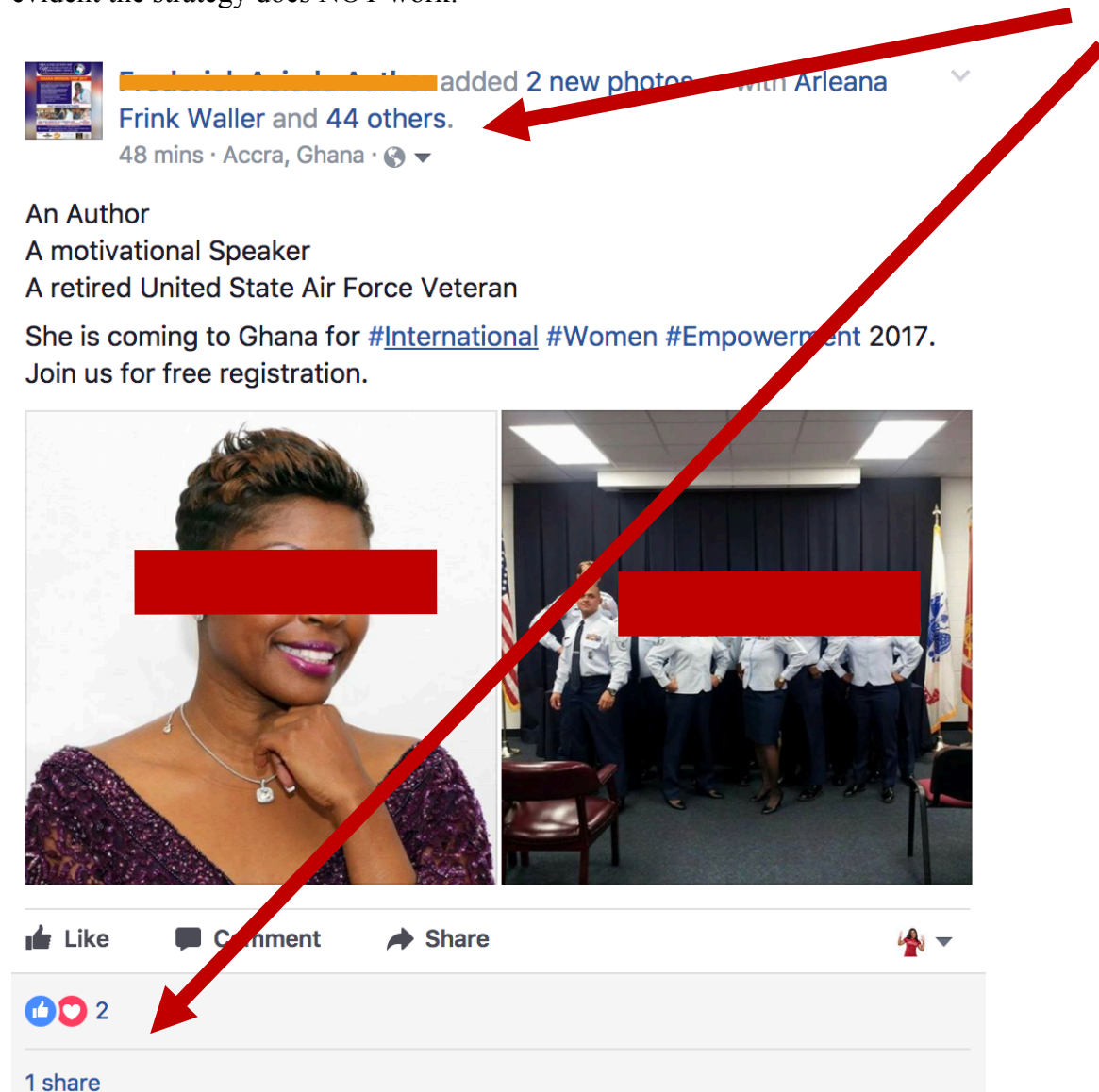
Now, today I won't go into every element. After all, this is a one-hour class at an extremely low price point, but I will go over the “Promote your brand” goal.

To see how I rock the other goals, follow me on Facebook at “Apryl Steadman Beverly.” You can also pick up my book, F.A.S.T. Money (www.fastmoneybook.co). Starting on page 28, I talk about socially selling and give post samples you can use to pimp your Personal Facebook Page.

PROMOTE YOUR BRAND

The thing about selling on Facebook is you can't scream "buy my stuff," "buy my stuff" every single day or tag a gazillion folks and expect to get great results.

Anytime you TAG more people than those who actually react to and engage with the post, it's evident the strategy does NOT work:



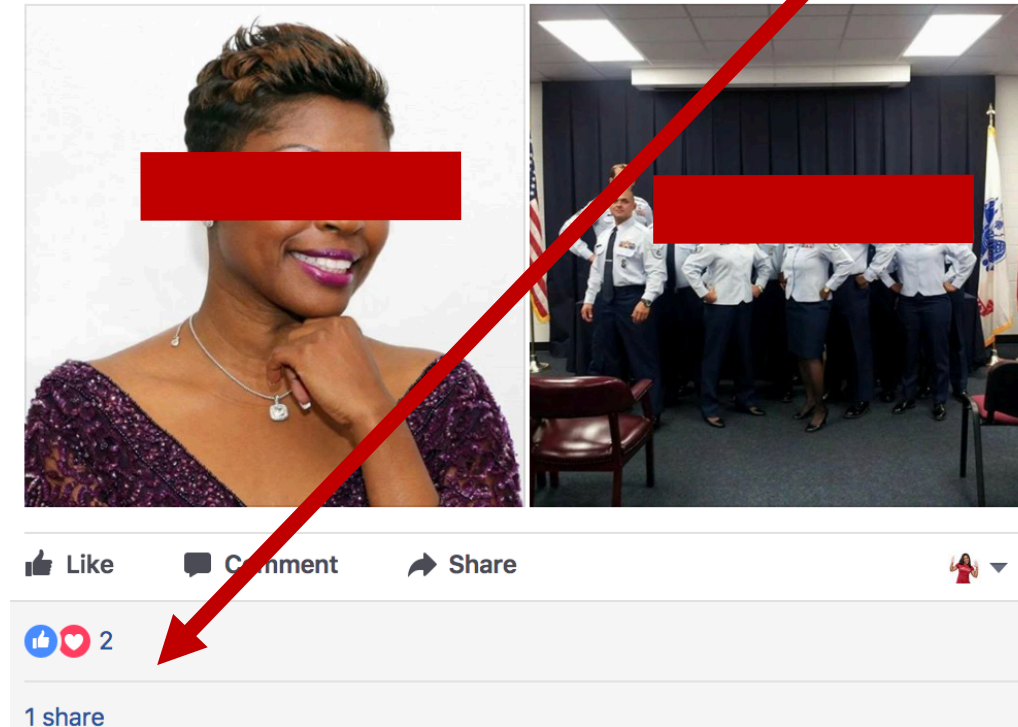
An Author

A motivational Speaker

A retired United State Air Force Veteran

She is coming to Ghana for [#International](#) [#Women](#) [#Empowerment](#) 2017.

Join us for free registration.



You see, Facebook is a social platform and if you want to promote your brand on a daily basis, you have to master how to sell socially.

Now, don't get it confused ...

I'm NOT against straight-up selling on social media, but I do recognize folks don't like to be sold to.

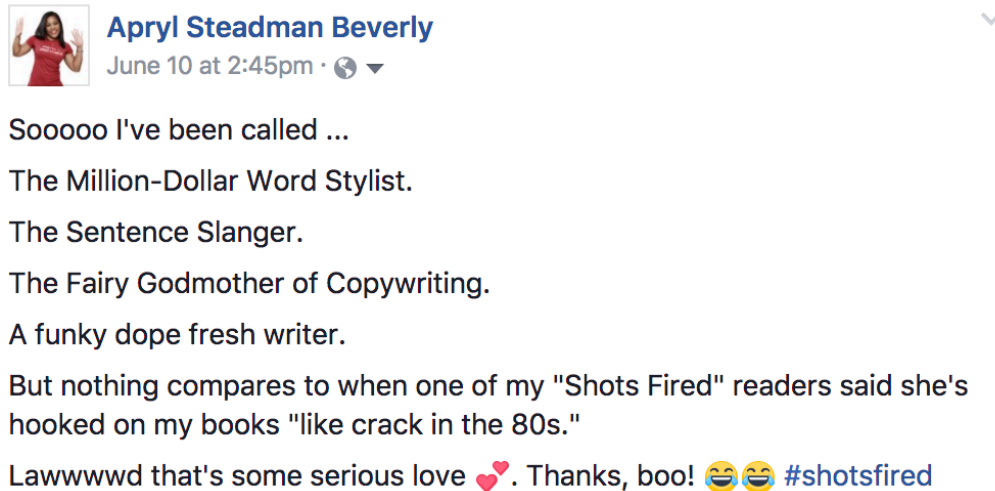
We love to buy stuff, but we don't like to feel as if folks are stalking us with their sales pitch.

So, the answer is to use stories and biz scenarios to promote your products and services without smacking folks upside the head with a sales pitch all the freakin' time.

Here are a few examples of promotional stories:

EXAMPLE #1

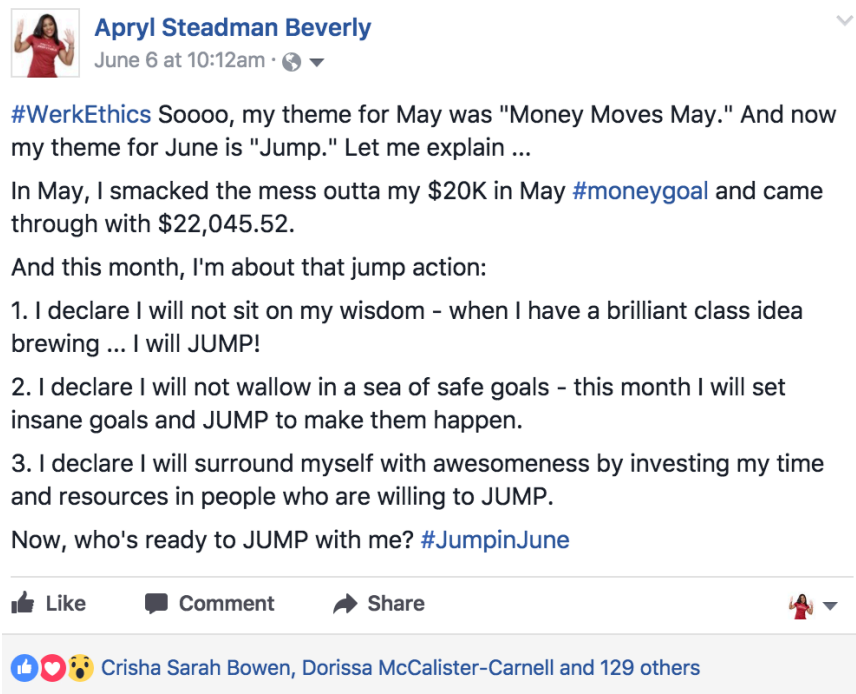
In this post, I promoted myself as a copywriter and slid in mention of my book.



A screenshot of a Facebook post by Apryl Steadman Beverly. The post is dated June 10 at 2:45pm and is public. The text of the post reads: "Sooooo I've been called ... The Million-Dollar Word Stylist. The Sentence Slanger. The Fairy Godmother of Copywriting. A funky dope fresh writer. But nothing compares to when one of my 'Shots Fired' readers said she's hooked on my books 'like crack in the 80s.' Lawwwwd that's some serious love ❤️. Thanks, boo! 😂😂 #shotsfired".

EXAMPLE #2

In this post, I shared behind the scenes info about my business to set the stage for my Jumpin' June promo (see next example).



A screenshot of a Facebook post by Apryl Steadman Beverly. The post is dated June 6 at 10:12am and is public. The text of the post reads: "#WerkEthics Soooo, my theme for May was 'Money Moves May.' And now my theme for June is 'Jump.' Let me explain ... In May, I smacked the mess outta my \$20K in May #moneygoal and came through with \$22,045.52. And this month, I'm about that jump action: 1. I declare I will not sit on my wisdom - when I have a brilliant class idea brewing ... I will JUMP! 2. I declare I will not wallow in a sea of safe goals - this month I will set insane goals and JUMP to make them happen. 3. I declare I will surround myself with awesomeness by investing my time and resources in people who are willing to JUMP. Now, who's ready to JUMP with me? #JumpinJune". Below the text are interaction buttons for Like, Comment, and Share, and a notification bar showing that Crisha Sarah Bowen, Dorissa McCalister-Carnell, and 129 others liked the post.

EXAMPLE #3

In this post, I used a script-style story to promote my Jumpin' June Challenge.



Apryl Steadman Beverly

June 14 at 1:00pm · 🌐 ▼

[#WerkEthics](#) [#KnowYourBoundaries](#) Real talk ... yes, there certainly is a thin line between free and paid services and advice, but as an entrepreneur it's your job to politely guide folks to the other side of the fence ...

Her: I LOVE your Jumpin' June Smackdown Challenge and I'm learning so much.

Me: Thank you for your note, love! I appreciate you for participating.

Her: I do have just one question, though. I don't know which words to use in my Facebook posts to engage people and get them to buy. Can you review one my posts and give me some tips on rewriting it so I can increase my engagement?

Me: I certainly can, but not as part of this FREE challenge. To get personal assistance with your posts, you'll need to enroll in the W.E.R.K. Your Social Media WERKShop.

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.



Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).”

Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!

In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can grab your copy of *F.A.S.T. Money!* [here](#).