

*THE COPYCLOSET™ PRESENTS ...*

**MONEY MOVES MASTERCLASS:  
FIVE-STEP PROCESS FOR PRODUCING  
MASTERCLASSES THAT RAKE IN  
THOUSANDS**



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## FIVE-STEP PROCESS FOR PRODUCING MASTERCLASSES THAT RAKE IN THOUSANDS

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***“Don’t solely make money from what you DO, start generating revenue from what’s inside that genius mind of yours.”  
– Apryl Beverly***

Real talk ...

I remember the first time I heard the glorious sound of cash dropping into my PayPal account. I was talking to some folks at a networking event when my purse went “cha-ching.”

I brushed it off as a text message alert and continued my conversation. But there it was again ...

Cha-ching ... Cha-ching ... Cha-ching!

When I finally peeked at my phone, I saw the most beautiful thing any hustlin’ entrepreneur could ever experience ...

A notification that I’d made \$1,250 in just a few hours!

Baby, I was amped! Now, the “real” me would have twirled around the conference room several times, but a sista had to stay calm so I simply smiled and raced back to my hotel room (where I did a little “lean-with-it-walk-with-it”).

Here’s the thing:

That was only the beginning. You see, in 2016, I raked in \$42,814.23 just from digital products. And this year, I’m already sitting at \$45,128 in digital product/masterclass sales and it’s ONLY July!

And YOU can do the same.

That is, when you know the process of producing irresistible masterclasses. Today, you’ll get the process.

Soooo, let’s get to it.

## STEP #1: GIVE ‘EM WHAT THEY WANT (KIND OF)

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***“If you want to produce masterclasses that sell, never stop at the ‘ask.’” – Apryl Beverly***

You’ve likely heard nearly every guru on these Internet streets instruct you to “ask” your audience what they want before developing products and services.

The general idea is to “ask” and create exactly what they tell you they want. And herein lies the problem ...

A lot of audience members do NOT know how to articulate what they want (or need) from you. That means, when you ask your peeps, “what do you want to learn from me,” you’ll likely get a hodge-podge of general responses with no real direction on product/service creation.

Now, the secret is to never stop at the “ask.”

Lemme break this down step by step:

### **#1 Know Your Audience**

This is a critical step in creating products and services people want because if you’re not talking to the RIGHT people, you’ll likely get a low number of “usable” responses.

### **#2 Pose Leading Questions**

Leading questions allow you to guide your audience into a response versus asking a question so vague that you’re left with a bunch of responses, but nothing you can turn into a class. For example:

*General Question*

What do you want me to teach you?

*Leading Question*

I’m thinking about hosting a masterclass on [insert overarching topic, ex. digital marketing], what’s your biggest struggle when it comes to selling your products and services online?

Do you see how the leading question takes you further into a teachable topic?

### **#3 Flip the “Ask”**

As mentioned, most people create products and services after getting responses from the “ask.” However, you’ll have a better chance of filling your class if AFTER you ask a leading question, you “flip the ask.”

“Flipping the ask” simply includes taking the responses and “flipping” them into class titles that show your audience you’re developing what they want.

So, in an email or on social media, you’d write something like this:

*Last week, you told me you were struggling with \_\_\_\_\_ when it comes to selling your products and services online. In reviewing the responses, I found that most of my audience members are struggling with \_\_\_\_\_ and I want to offer a solution to that.*

*Can you take a sec to vote on the class topic that sounds MOST like it will address your immediate need? [Simply type the corresponding letter next to your desired topic and hit reply OR choose an option and post the corresponding letter in the comments]*

*3 Ways to Attract Loyal Buyers on Facebook Without Running Ads  
5 Steps to Producing Your First 4-Figure Masterclass*

Be sure to limit the options to TWO or THREE.

### **#4 NOW You Can Give ‘Em What They Want**

Now, that you’ve asked the question AND flipped it on them, it’s time to SHOW folks you’re giving them what they asked for.

The last step in this process is to let folks know what you’re creating and when:

*Thanks so much for taking the time to tell me what you want me to teach you this month. We’ve got a WINNER!*

*On [insert date], I’m hosting [insert winning title] just for YOU. Inside, I’ll reveal:*

*[insert 3 to 5 bullets on what you’ll cover]*

*Go here to get your early-bird rate: [insert link to purchase]*

**Note: This entire process should offer in a few weeks or a few days. Do NOT drag this out for months. Your audience will forget what they told you, or**

**worse yet, move on to someone who is already teaching the topic. So, do NOT start the process until you can move into promotion mode fast.**

Lastly, even though this process works, it's still reliant on people giving you adequate responses. So, the final test of the "sellability" of your masterclass is during the promotions phase. Because of this, all you need to do prior to selling the masterclass is OUTLINE it.

Don't waste a great deal of time creating the ins and outs of a masterclass you don't even know folks will buy. Outline it, set a future date and start selling it BEFORE you create it. Now, when you see it's selling, go back and start putting together content that matches what you outlined on the sales page.

## STEP #2: OUTLINE YOUR MASTERCLASS LIKE A PRO

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***“Now, I’m not saying to create before you sell, but you must plan before you promote.” – Apryl Beverly***

The secret to selling out your masterclass is planning it like a pro by crafting a class summary.

No need to worry about grammar, spine-tingling sentences or any of that stuff because, in many cases, the class summary will be for your eyes only.

In the summary, you want to identify the following:

- 1. Masterclass Goal:** Craft a short statement that summarizes why you’re creating the masterclass.
- 2. Participant Outcome:** Craft a brief statement outlining WHO is the ideal buyer and WHAT he/she can expect to gain from investing in your masterclass.
- 3. Delivery Platform:** Identify how you’ll deliver the information and for what duration. Consider whether you want to create a slide presentation, show yourself on camera and where you’ll host replays AFTER the class is over.
- 4. Authority Anecdote:** Craft a brief statement outlining what gives you the street cred to deliver the masterclass.
- 5. Pricing Strategy:** Determine your money goal and work backwards until you land on the per participant price you need to accomplish your money goal. For example, if your goal is to make \$1000, you’ll need 37 participants if you charge \$27. If you charge \$47, you’ll need 22 participants.
- 6. Masterclass Map:** Create a list of bullets that map out each segment of your masterclass in a way that’s easily consumable. Be sure to tie a result to each segment, so your participants can achieve tiny wins along the way.

### **Turning the Outline into a Masterclass**

Now, one of the biggest challenges I hear is not knowing how long the masterclass should be and today I’m eliminating that confusion. Most online masterclasses are between 60 to 90 minutes. Now, you can certainly go longer, but anything longer than that turns in a “workshop” where your audience is receiving content and “working” during the allotted time.



So, a 60-minute masterclass will break down like this:

- 1. Intro (10 minutes)**
- 2. Masterclass Topic (30 minutes)**
- 3. Q&A/Closing (20 minutes)**

Note that for an hour-long class, you'll likely have about 3 to 5 core segments to teach on.

A 90-minute masterclass breaks down like this:

- 1. Intro (10 minutes)**
- 2. Masterclass Topic (50 minutes)**
- 3. Q&A/Closing (30 minutes)**

It's important to note that if you're increasing the "teaching" time, you'll also want to increase the Q&A time. Remember, the objective is to ensure your participants leave with a full grasp of the learning goal, so you'll need adequate time to answer any questions they may have.

Now, please know that sometimes the most adequate "answer" can be referring your participants to another product/service. This is not being "sneaky," "salesy," or anything else. It's simply helping your audience get the instruction they need to fully accomplish their goals.

# YOUR MASTERCLASS OUTLINE TEMPLATE

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## 1. Masterclass Goal

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## 2. Buyer/Participant Outcome

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## 3. Delivery Platform

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## 4. Authority Anecdote

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## STEP #3: WRITE AN IRRESISTIBLE MASTERCLASS DESCRIPTION

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***“People will invest when you give them a reason to do so.”  
– Apryl Beverly***

Now, that you have your outline all ready to go, let’s dig into crafting the masterclass description ...

The first thing I want you to know is this is NOT a training on how to craft a full-blown sales page. The idea behind your masterclass is that it will be priced at the “no-brainer level,” which is below \$50 or \$100, depending on your audience.

**What I’m saying is you likely won’t need a 20-page sales page to sell a \$27 or \$47 masterclass.**

Got it? Cool! Now, let’s dig into writing your masterclass description/mini-sales page:

### **Step #1: Craft Your Core Message**

Use your outline to craft the CORE message of your masterclass

For example, the core message for this masterclass is “a five-step process for producing a four-figure masterclass” and “produce masterclasses that rake in thousands.”

See how short, snappy and direct these phrases are? You need to tell folks exactly what your masterclass is all about in as few words as possible so they can remember the core message.

### **Step #2: Build Your Bodacious Bullets**

The great thing about starting with a strong core message is it allows you to build smack-the-buy-button copy around it.

In this step, you’ll craft a bulleted list outlining the core benefits of your masterclass. Now, notice I said “benefits” because we’re not going to waste bullets on listing WHAT people get inside the masterclass.

Nope! Instead, we want to let prospects know **WHAT** they'll get **AND** why they need it.

Here's my secret formula for writing bodacious bullets that sell the benefits:

### **FEATURE FACT + IRRESISTIBLE BENEFIT = READER ACTION**

Now, the **Feature Fact** is the tangible, obvious thing you get. Like a car with four doors. A yellow pencil. Four hours of coaching videos.

The **Irresistible Benefit** is the not-so-obvious yet super valuable component of your offer. For example, a car with four doors offers more room for everyone in the family. A yellow pencil is easy to spot in a cluttered desk drawer. Four hours of coaching gives you the step-by-step process on crafting irresistible sales pages.

You see, when you add an irresistible benefit to a factual statement or claim, you increase the likelihood the reader will take action. Why?

Because adding a benefit takes the focus away from your masterclass and puts it on the reader's wants and desires. Now, undoubtedly your soul smiles every single time you talk about your business, your services and your work. Maybe you're excited about the new masterclass you just launched to help folks create dazzling DIY designs.

Let me close out this topic with the 4 core rules of writing bullets:

- 1. State your promise.** Express a clear benefit and promise for the reader
- 2. Make 'em bodacious.** Treat your bullet points like mini-headlines – use them to engage and fascinate readers.
- 3. Be consistent.** Bullets are not necessarily always sentences, but they should complement one another and have a consistent flow of style.
- 4. Avoid bullet clutter.** Keep sub-bullets to a minimum. This is NOT an outline, it's a list of benefits to entice your reader.

### **Step #3: Put It All Together**

Now that you have a core message and bodacious bullets, it's time to put it all together to form a poppin' masterclass description or mini-sales page.

1. Start your page with a brief description of your reader's problems. You can do this with questions or a couple of sentences.
2. Insert a short story that gives the reader a glimpse inside the promised land – the place where her troubles have vanished and she's using your masterclass lessons to change her business or life for the better.
3. Include your list of bodacious bullets to seal the deal on what the buyer will get and WHY they should buy.
4. Add testimonials if you have them.
5. Include 2 to 3 buy buttons on the masterclass sales page.
6. Lastly, use your core message to craft a preliminary headline and subheading. In the next section, we'll talk about naming your masterclass, which will come in handy if you want your main headline to be the title of your masterclass.

Here are a few examples of masterclass sales pages:

1. **Money Moves Masterclass (July):** <http://thecopycloset.com/moneymovesjuly/>
2. **Money Moves Masterclass (June):** <http://thecopycloset.com/moneymoves-june/>
3. **Money Masterclass (January):** <http://thecopycloset.com/moneymoves/>
4. **Online Store Product Description:** <http://baab.biz/product/write-like-boss-masterclass/>

## STEP #4: CRAFT AN OMG-INDUCING MASTERCLASS TITLE

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***“Craft a title that not only clearly communicates the core benefit of the masterclass, but also one that feels darn good rolling off your tongue.” – Apryl Beverly***

Crafting an OMG-inducing masterclass title is hard ... not impossible. You see, the trick is knowing which words appeal to your audience and trigger them to take action.

On top of that, you have to choose a title that YOU feel comfortable saying and promoting. Real talk ... if you're not excited about it every time you say it, your people will catch up on that and they won't be excited either.

Outside of choosing the right words and being excited, here are the steps I use to bang out OMG-inducing masterclass titles:

### **Step #1: Keep It Short and Sassy**

A great masterclass title is memorable. You see, you want people to leave your live broadcasts or sales page remembering the core benefit of enrolling in your masterclass – even if they didn't buy right away. So, the next time you say it or they see it, it will feel familiar and they'll be more likely to smack that buy button.

With that being said, you want to:

- **Keep the name of your masterclass to 5 words or less.** For example, “Money Moves Masterclass,” “Write Like a B.O.S.S. Masterclass,” “60-Minute Sales Page Smackdown.” See how these titles are short and sassy? I craft titles using language that appeals to my audience.
- **Add a subheadline to anchor the primary headline and let readers know even more about the benefits of your masterclass.** For example, “3 Ways to Make \$3K in 3 Days.” Or “Five Steps to Producing Your First Four-Figure Masterclass.”
- **Use acronyms.** If you know you need more words and want to entice buyers, use acronyms. I LOVE acronyms. Did I already tell you that? You see, they allow you to not only build content around the meaning of the acronym but also craft an engaging, enticing and mysterious title that'll have folks racing to smack the buy button.

- **Add a little alliteration.** Alliteration is defined as “the occurrence of the same letter or sound at the beginning of adjacent or closely connected words.” For example, “60-Minute Sales Page Smackdown” or “Bodacious Bullets Masterclass.” Alliteration is another element that makes your masterclass name memorable and intriguing.

## **Step #2: Pay Close Attention to Your Peeps**

Listening to your audience is a great way to pick up on keywords for your masterclass title. To come up with “W.E.R.K. Your Landing Page” and “Money Moves Masterclass,” I paid attention to how my audience responded to my use of WERK in general and the #moneymoves.

I shared posts related to #WERKEthics and #MoneyMoves long before I decided on the names for my 2017 course series and Masterclass offerings. Because of the high level of engagement, I knew I’d found two winners. I did the same thing with my books, *F.A.S.T. Money* and *Shots Fired*.

Let me bottom line all this for you:

**An OMG-inducing masterclass title appeals to your audience AND feels incredible rolling off your tongue. If you don’t have both, you haven’t come up with a winning title yet.**



## STEP #5: ACTIVATE THAT MARKETING MAGIC

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***“If you don’t have a tribe, you gotta go out and recruit one.”  
– Apryl Beverly***

One of the most common “excuses” I hear folks say about NOT hosting masterclasses is “I don’t have a tribe yet.”

Public Service Announcement: Everyone starts **without** a tribe.

Real talk ... if you don’t have a tribe yet, then you have to go out and recruit your tribe.

So how exactly can you go about doing that?

First off, you gotta let folks know you have something to offer. This does NOT mean creating a landing page, putting it on your website and waiting for folks to buy.

You see, once you have a promo page, you have to let everybody who is the RIGHT somebody know about your masterclass.

Go LIVE on Periscope, Instagram and Facebook. Post about your class on your personal Facebook Page. Share the news on your Facebook Business Page. Post about it on Instagram. Tweet about it on Twitter. Pin about it on Pinterest. Share the news in Facebook Groups. Email the news to your existing clients and subscribers ...

There’s so many ways to get the word out about your masterclass that NOT having a tribe is no excuse.

Now, here’s three of my marketing secrets:

### **Secret #1: Deliver a Consistent Message**

Remember when we talked about developing a core message BEFORE you start promoting your class? Yep, that comes in handy here.

Consistency is memorable. And that’s what you need when strolling the Internet streets among billions of other entrepreneurs who are selling just like you. Every single time you talk about your masterclass, you need to deliver the exact same core message on why your peeps need the content you’ll share.

You see, some folks think this is boring, but real talk ... consistency brings coins. So, would you rather be bored or paid?

That's truly what it comes down to. You want people to remember your message because even if they're not ready to buy when they see you LIVE or when they scroll past your social media post, if you're message is consistent, they can always go back to it and remember all the reasons you said they need to participate.

Now, if you show up and you're all over the place with a new core message every single day, you'll have a hard time getting folks to smack that buy button.

### **Secret #2: Recruit Allies**

So, when you're first starting out it can be tough building your audience. That's why you need allies.

For example, do you have a crew of biz besties you can ask to promote your masterclass? Better yet, do you have fellow entrepreneurs you can offer free access to in exchange for them sharing a video/written testimonial on why they rock with you and was interested in the masterclass topic?

Make it easy for your allies to share and promote by offering email scripts and social media post scripts. In addition to making it effortless to share, this is also a great way to keep a handle on your messaging.

Now, this is NOT an opportunity to attempt to hang on the coattails of others. This is all about reciprocation – you help me and I give you something in exchange for your assistance.

### **Secret #3: Share Frequently**

Talking about your masterclass ONE time is never, ever enough. At this point, I'm down to about a week or two or promotions for a masterclass. However, when I first started hosting masterclasses, I'd take three weeks to market it.

Here's a sneak peek of the campaign breakdown:

**Week 1: Masterclass Announcement + Nugget Drops**

**Week 2: Nugget Drops + Promo Stories**

**Week 3: Nugget Drops + In-Yo'-Face Selling**

## BONUS: TECHIE TALK

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Now, I gotta tell you – writing is just ONE piece of crafting, selling and hosting your masterclass. You see, you need technology to make it all come together.

And in this last section of the class, I'm spilling the tea on the technology I either currently use or have used to eliminate any masterclass mayhem that came my way.

One last thing before we dive into the techie list ...

Please for the love of all things holy, consider your time as well as the cost of outsourcing. Some folks will get sticker shock from a vendor's quote and then spend 30 hours trying to figure out the action – which actually cost them more money in the end.

I am the first to say I do not and will not do everything myself. My time is valuable and my clients would much rather prefer I spend it slinging money-making messages for them instead of tinkering with the tech setup of an email sales funnel.

Make sense?

Alright, let's get to the techie talk.

### **Payment Processors**

Yes, there's no need in spending time developing a marvelous masterclass if you have no idea how you're going to get paid. Get your money with one of these payment processors:

1. PayPal
2. WooCommerce
3. Moonclerk
4. Stripe
5. SamCart (just added a \$19.99 per month option)

Obviously, there's plenty more, but I'm only listing tools I have personally used.

## **Masterclass Platform**

So, the whole idea behind teaching masterclasses is reaching more of the people who need you most with LESS manual labor on your end.

However, things can go south really quick if folks have paid you for a class and they can't hear you, can't register, can't access or can't see the presentation.

So please don't skimp on the platform. Now, I use Zoom and I love it. I've also used WebinarAlly, which is a WordPress plugin.

I've also heard of folks using the following:

1. GoTo Meeting
2. AnyMeeting
3. WebinarJam

There's plenty of options. You'll simply need to choose the one that works best for you.

## **Email Automation**

Now, I love using the payment processor/digital product distribution to deliver that initial buyer email. However, if you want to stay connected with your buyer and offer them more of your incredible stuff (which I'm sure you will), then email automation software will certainly be your BFF. I've used:

1. MailChimp
2. ConvertKit
3. GetResponse
4. MailerLite

Here's what I want you to know:

Choose tools that are easy for you to use and maintain. PLUS, make sure they fit your budget. You see, it's tough bouncing around to this tool and that one after you've already set everything up only to find out you can't afford the monthly payment.

Lastly, if you don't have the budget or time to set up all these different tools and systems, try EventBrite. Yes, they charge something upfront, but you get the payment processor, landing page, emails and everything in ONE system.

You pay a portion of each ticket price, so I wouldn't keep giving them money as a long-term solution, but if you're dragging your feet because you don't know how to handle the tech or your budget won't allow you to hire some folks, go with EventBrite. I used it for several events when I first started out and loved the ease of it.

## MEET YOUR MILLION-DOLLAR WORD STYLIST

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