

THE COPYCLOSET™ PRESENTS ...

WERK YOUR WEBINAR



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IS THIS FOR YOU?

“When you change your perspective about sales, you’ll position yourself to serve more of the people who need you most.”
– Apryl Beverly

Before we get started, I want you to know the principles I’m about to share will get practical people excited to invest in your products and services. I know deep down you want to serve more people, and after today, you’ll know exactly how to use webinars to do that.

MONEY MOVES MASTERCLASS

My approach to webinars does NOT focus on pitch slaps or “look-at-me-I’m-so-great-and-my-lifestyle-is-fabulous” where you spend 25 minutes sharing baby pictures and pics of your toes in the sand to drive home to the point that you’re “living the life.” And my strategy does NOT string folks along until you slap them upside the head with a pitch at the end either.

Instead, this strategy focuses on 3 core things:

- Sprinkling your fairy dust by giving people the wisdom they crave
- Flipping the script by knowing how to weave in language that alerts your audience you have something better for them
- Working your webinar by offering your audience the opportunity to invest in something that will change their lives or businesses for the better

SPRINKLE YOUR FAIRY DUST

People show up for your webinars because they want to step inside your brain and use what you know to improve their lives or businesses. And while you should always give the people what they want, you should also offer a solution to their next-level problem.

You see, by NOT offering a solution so your audience can get to the next sequential step, you're holding their progress hostage. They want to improve their situation and after listening to you they THINK you can help them do that.

But instead of confirming their thoughts, you shy away from making the offer because you don't want to "sell."

All that fear and discomfort with selling stops today. Here's why:

When you truly adopt a servant's heart, you realize offering your paid products and services is a way to serve your audience. You're helping them get to their personal "Promised Land." And when you don't make the offer, you're interfering with their ability to improve their situation.

FLIP THE SCRIPT

One of the problems with hosting FREE webinars is people have no idea when to cut off the “free” and transition to the sale.

For example, I saw one article shared in a group that sent chills up my spine. In it, the writer instructed her readers to wait until the very end to pitch the offer because they should “earn” the right to sell by giving away their genius first.

“Earn the right?” Now, I trust she has her reasons for this, but I don’t think you need to “earn the right” to offer your audience a solution to their struggles. I don’t think you need to “earn the right” to serve participants by letting them know you have something that will make their lives/businesses better? And I certainly don’t think you need to “earn the right” to take your audience to that “next level” – however they define it.

My granny says, “there’s a time and a place for everything.” From my perspective, a webinar is a place to give the people what you promised and to go that extra mile to offer them an opportunity to move forward.

WERK YOUR WEBINAR

Before we dig into all this slide-by-slide awesomeness, I want you to know this:

I'm no business coach, but I'm a giveaway artist - someone who loves "giving" and hates selling. Well ... I was, until I stepped into the light. You see, one of my old mentors told me "selling is serving" when you do it right.

Now, I know all the "big-time, super successful" gurus talk about webinars and how to do webinars, but what they do NOT tell you is how to simplify that thang. I've read more than 30 books on how to crack the webinar code and while I've been able to take tiny pieces from each one, no ONE strategy worked for me ...

It was either too formal, too long, too confusing, too "salesy" or just too dang on aggressive of a sales approach for my audience - leaving me stuck with no way to make money from a free webinar.

Until all my pieces began to add up to a silky-smooth slide deck that WERKS!

Shall we dig in?

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](#).