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## HIT 'EM WITH YOUR GENIUS

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***“Most people aren’t buying your product or service. They’re buying the results they want to achieve from it.” – Apryl Beverly***

Over the past 3 weeks, we’ve talked about how to:

1. **COMMUNICATE** with confidence
2. **AMPLIFY** your voice
3. **SPEAK** to the hearts of your audience

And now it’s time to pull up on our final lesson ...

### **Hit ‘em with your genius!**

Now, as long as your offer is validated – it’s what you know your audience wants – you should have no problem getting people to smack the buy button during the promotional/marketing phase.

But how do you let folks know you’ve got what they need?

That’s what we’ll talk about in this lesson.

### **STEP #1 – LET YOUR AUDIENCE KNOW WHAT’S AVAILABLE**

This sounds super obvious, but you have no idea how many entrepreneurs I talk to who think they can make a gazillion dollars with one sales page and zero promotional efforts.

Yes, your words may be incredible but that means nothing if you’re not getting eyeballs to the page.

You must let people know you have a solution to their problem.

### **STEP #2 – BROADCAST WHERE IT MATTERS MOST**

Real talk ... every promotional platform ain’t for every business. It’s your job to put your brand in front of willing and able buyers. Not just people – but folks who are mentally open to accept the solution and “pocket-ready” to make the necessary investment to get the solution.

So where are your people hanging out?

Facebook, Instagram, Pinterest, local events/places – you gotta know the answer to this question to make the most of your promotional efforts.

### **STEP #3 – HAVE A CLEAR, ACTION-INDUCING MESSAGE TO BROADCAST**

Now, it does you no good to be where the buyers are if you don't know what to say to get people to invest. That's why we've spent so much time crafting your Offer Map and Outline.

Use the script provided in C.A.S.H. Camp Lesson 3 to craft your clear, compelling and action-inducing message.

### **STEP #4 – LEVERAGE YOUR STRENGTHS**

Having a diverse marketing strategy – video, LIVE broadcasts, webinars, social media, advertising and local promotions – broadens your reach and caters to how different people in your audience prefer to receive information.

And that will typically yield the best results.

But here's what I want you to consider ...

Let's say, you're great at writing sales pages, but suck at pre-recorded videos. There's absolutely nothing wrong with leading with your strength (writing a sales page) and using the money generated from those initial sales to either hire a videographer or give you more time to DIY it (when you're not stressed about making your first sale).

Here's the bottom line:

Use your skills to pay the bills. If video is your thang, do a video sales page and send people pre-recorded videos promoting the benefits and value of your offer.

If LIVE is your thang, smack that broadcast button, give your tips and send people to your paid offer.

If social media is your thang, bang out posts that showcase your skills and call for prospects to DM you for more details.

(I do this because I've noticed Facebook will lower my post reach when I insert links and other "promotional-type" language. I'm no algorithm expert, but that's

what I've noticed.)

Now, I'm not telling you to skip other forms of promotions/marketing. I'm simply advising you to start with your strengths and expand from there.

### **STEP #5 – MAKE IT EASY TO INVEST**

Tech can be temperamental, but you should always put forth the effort to make it easy for your audience to make the investment.

Does the page work? Does the payment link function properly? What happens after the investment?

You'll need to make sure all these things are ironed out before you hit the Internet streets with your offer.

Yep, it's cool to make a "quick buck" but if you want to continue raking in the bucks, you gotta first make sure your customer service is right and tight.

## SELL IT

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Yesss, you're making the offer online. But how can you close sales when you're NOT online?

The answer?

Written or video sales pages (for service providers).

Emotion-inducing product descriptions (for tangible product sellers).

While we will NOT go through the full details of crafting sales pages or product descriptions as part of C.A.S.H. Camp, you can check out the 60-Minute Sales Page Smackdown for details if your offering is a service:

<https://thecopycloset.com/wp-content/uploads/2017/04/60-Minute-Sales-Page-Smackdown.pdf>

And check out this resource if your offering is a tangible product:

<https://thecopycloset.com/wp-content/uploads/2018/08/CRAFTING-A-COMPELLING-PRODUCT-DESCRIPTION.pdf>

### **HEADLINE**

Use your core message to craft a preliminary headline and subheading. Now in the next section, we'll talk about naming your digital product, which will come in handy if you want your main headline to be the title of your digital product.

### **PAIN STORY**

Start the body of your page with a brief description of your reader's problems. You can do this with questions or a couple of sentences.

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 her product to change her business or life for the better.

Include your list of bodacious bullets to seal the deal on what the buyer will get and WHY they should buy.

Add testimonials if you have them.

Include 2 to 3 buy buttons on the page if it's a mini-sales page. If it's a store product description, you only need one buy button.

Lastly, use your core message to craft a preliminary headline and subheading. Now in the next section, we'll talk about naming your digital product, which will come in handy if you want your main headline to be the title of your digital product.

Here are a few examples of product descriptions and mini-sales pages:

**Video Course:** <http://thecopycloset.com/fastmoneyvidcourse/>

**Book Sales Page:** <http://baab.biz/shots-fired/>

**Masterclass:** <http://thecopycloset.com/moneymoves/>

**Online Store Product Description:** <http://baab.biz/product/write-like-boss-masterclass/>

## OFFER STORIES

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Offer stories is a great way to let folks know how dope you are, why they need you and what you have available in a fun, engaging and personality-infused way.

Here is a breakdown of posts you'll need to share on social media to let folks know you've got what they need.

### THE I AM DOPE POST

These posts will validate your street cred by detailing your back story, passion, expertise and ideologies.



Published by Apryl Steadman Beverly [?] · July 15, 2017 · 🌐

Confession time ... When I quit my corporate job nearly 6 years ago, I imagined I'd bask in the glory of that freedom lifestyle. You know the one you see in ads where the entrepreneur is shown sipping fruity drinks on the beach, legs reclined and coins magically appearing in their bank accounts?

Yep ... that lifestyle.

But I didn't. You see, instead, I found myself trapped with a booked-solid calendar that left me chained to my laptop for weeks bangin' out sales pages, website copy, landing pages, marketing brochures and so much more.

Now, some of you are calling me all types of ungrateful names right about now, but real talk ... while I love my clients, I didn't quit my job to work 16-hour days. Something had to give.

And that's when I did something wild and crazy ... something unheard of for a creative "freelance writer" ...

I decided to host an online Masterclass so I could teach others how to write in a way that propels people to whip out their credit cards and smack the buy button.

Here's how that little adventure went down:

I made \$1,250 in just a few hours after announcing my very first Masterclass. And it's been on and poppin' ever since. 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!

Now, for some folks, that's chump change. But for me, it's the "freedom" revenue that allows me to operate in my zone of genius without sacrificing my sleep, sanity or family.

And if I can do it, so can YOU. That is when you know the process. Click now ([bit.ly/julymoolah](https://bit.ly/julymoolah)) to join me LIVE Thursday, July 20 (replay available) for the inside scoop on the process.



## THE BUYER QUALIFICATION POST

These posts will spell out exactly why your audience needs the product/service by hitting the pain points to purchase and your audience's urgent desire to change their existing situation.

 **Apryl Beverly**  
Published by Apryl Steadman Beverly [?] · January 4 · 🌐

Yessss, boo W.E.R.K. Your Website (WYW) is back on the scene with a gangsta lean ...

Grab your FREE VIP Pass here: [www.werkyourwebsite.co](http://www.werkyourwebsite.co).

Now, we sold out super fast when I launched WYW last year so you may not know what I'm talking about. Please allow me to drop the deets:

W.E.R.K. Your Website is a 3-week course where you'll receive page-by-page instruction on how to flood your website with words that WERK so you can run a profitable business without sacrificing your sanity, sleep or sacred family time.

PLUS, my team and I will audit the copy you write during the course so you release writing anxiety once and for all and stroll off into the sunset with words that serve + sell. 😊

Lemme break down why WYW is the newsfeed gift you've been waiting for:

If your website developer is on your back about your content - you'll have cash-churning copy by the time you leave WYW ...

If you're struggling to turn website browsers into buyers - you'll have the copy that propels them to smack the buy button by the time you leave WYW ...

If you're an author who knows your story is incredible, but you can't get folks to even download your book for free - you'll have personality-infused copy that sells your story by the time you leave WYW ...

And if the words on your website feel like a jumbled hot mess - you'll have spine-tingling sentences that reflect your dopeness by the time you leave WYW.

Intrigued? Excited? Yearning to WERK Your Website?

The doors ain't open just yet, but today I'm inviting you to grab your FREE VIP Pass so you can slide behind the velvet rope to enjoy:

1. RED-CARPET PRIORITY ACCESS: Because we're only letting a few ambitious biz folks in this time, the reality is some entrepreneurs will be stuck standing in line. But you, my love, can strut right up to the doors with your VIP Pass. #Supastar
2. VIP INTRO RATE: Everything ain't for everybody. But a lower rate and exclusive bonuses? Yep, that's all for you when you grab your VIP Pass. #YourCoinsMatter

You still here? Best to stretch forth your fingaz and grab your VIP pass: [www.werkyourwebsite.co](http://www.werkyourwebsite.co). See ya behind the velvet rope!

[www.werkyourwebsite.co](http://www.werkyourwebsite.co). See ya behind the velvet rope!



**Apryl Beverly**  
Public Figure Learn More

 **20,391 people reached** Boost Post

  Gm.Farooq.Shantal Valeric and 462 others 2 Comments 3 Shares

53120298169632?type=3

## THE AIN'T NO COMPETITION POST

These posts detail how your product/service stands out from the competition. Use language that shows the reader what life/business will be like after investing and joining your community.



**Apryl Beverly**

Published by Apryl Steadman Beverly [?] · March 16, 2017 · 🌐

Real talk ... Everybody tells you to write emails, sales pages, landing pages, product and services descriptions to make money in your business.

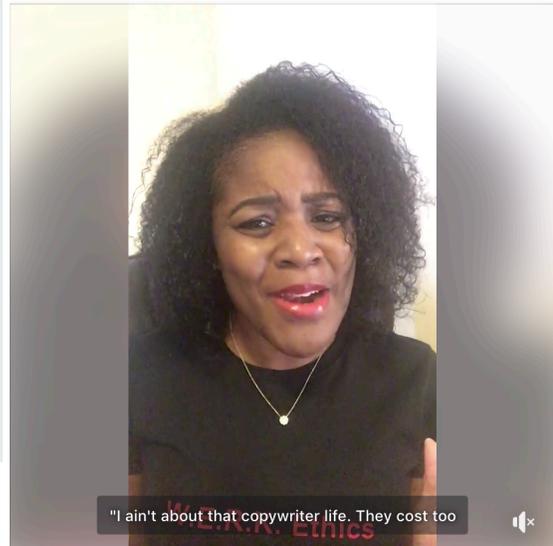
But when it's time to tell you WHAT to write, they slide up in your inbox with \$2000 invoice. And truth be told, "your ends ain't meeting" enough right now to drop that kind of money on some "words."

And that right there is the problem in your business. You know you gotta write. You just have no idea what to write and no budget to hire somebody to write for you.

Sound like I've been peeping in your office window? Watch the video now for some good news on how you can get your hot little hands on over \$200,000 (and counting) in "smack-the-buy-button-worthy" email scripts, sales page/landing page templates and so much more without having to hear your bank account say, "Heck to the Naw, Boo!"

And the best part is, the VIP Pass is FREE. Get it here >> <http://thecopycloset.com/vip-list/>.

And the best part is, the VIP Pass is FREE. Get it here >> <http://thecopycloset.com/vip-list/>.



👤 3,808 people reached

Boost Post

👍❤️ 14

2 Comments 3 Shares 1K Views

## THE NO TIME TO PLAY POST

These posts will demonstrate the need to invest now – limited time, limited spots/seats, sale ending soon and other offer characteristics that nudge the reader to buy now.



A screenshot of a Facebook post by user Apryl Beverly, published on August 5, 2017. The post features a video of a woman with dark curly hair wearing a pink headband and a white tank top. The text of the post is promotional, asking if the viewer is leaving 48% of their coins on the table and encouraging them to click a play button to learn more. Below the video, the post shows it has reached 12,224 people, with a 'Boost Post' button. Engagement metrics include 1 comment and 4.5K views. The post is shared by Wendy Nicole Anderson and 6 others.

**Apryl Beverly**  
Published by Apryl Steadman Beverly [?] · August 5, 2017 · 🌐

EEK! Are you leaving 48% of YOUR coins on the table? Smack the play button to find out how you're missing out on money (and what you should do to stop the money leaks).  
Need more insight?! Text WERK to 77948.

12,224 people reached

Boost Post

Wendy Nicole Anderson and 6 others

1 Comment 4.5K Views

## **SAMPLE OFFER PROMOTIONAL PLAN**

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Below is a sample 3-week promotional plan (no procrastination included).

*Note: For larger promotions, I will typically start marketing with nugget dropping about 6 to 8 weeks before the launch date.*

### **3 WEEKS BEFORE LAUNCH – PREP & TEASE**

- Confirm a date of availability – the actual date your product/service will be available and stick to it. This is the start of presenting yourself as a trustworthy professional who keeps his/her word.
- Create your sales page (or at least share the outline of features/benefits you listed in your Offer Outline)
- Write 3-4 “I Am Dope” and “Buyer Qualification” posts and share on all social media platforms where you have an ACTIVE presence.
- Create and use hashtags to connect the launch conversations.
- Deliver your offer pitch via LIVE broadcast and offer tease or incentive for early-bird signups.
- Email your list your “I Am Dope” story post and tease an announcement about something awesome coming soon.

### **2 WEEKS BEFORE LAUNCH – LURE AND ENTICE**

- Ask Early Birds why they decided to sign up and leverage their reasoning/language when deciding on a HOOK opt-in (video series, VIP list, webinar, masterclass, coupon code, special community) offer for your paid offering.
- Create your HOOK opt-in page (run ads for maximum exposure).
- Continue sharing your offer pitch LIVE. You can go straight from tips to paid offering or choose to send them to a VIP list or freebie if you plan to offer bonuses for an exclusive group only.
- Set a date to shut down the Early Bird offer so you can push people to the normal priced offering (you may consider sending them to a “First to Know” list for bonuses or early release of a product).
- Write 3-4 “Ain’t No Competition” posts and share on your ACTIVE social media platforms.
- Email your list your most well-received “Ain’t No Competition” post and

share a link to the HOOK opt-in page.

- Finish sales page (if not completed in previous week).
- Send Early Birds all details about when, where and how the program will be administered. This is critical.

## **1 WEEK – MAKE BIG THANGS HAPPEN**

- Deliver hook offer (if a LIVE event).
- If HOOK is a downloadable, VIP or community opt-in offer, share immediate access and start subscribers on email sales sequence for your paid offering.
- Write 3-4 “No Time to Play” posts and share on your ACTIVE social media platforms.
- Email series will include your most well-received “No Time to Play” post and drive home the urgency of investing now.
- Communicate with existing buyers and encourage them to share their goals for the experience.
- Continue to promote offering on social media, LIVE and via email.
- Send last-call/nudge emails and follow up directly with any fence sitters who contacted you.

## **OFFERING LAUNCH DATE/WEEK**

- Thank participants/new customers.
- Deliver EVERYTHING YOU PROMISED – do NOT skip this step.
- Stay in constant communication. If selling a tangible product, email the customer and ask for feedback and offer them an incentive to share a review.

## C.A.S.H. TASK #5 - OFFER PRESENTATION

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Deliver your offer presentation inside the group. Please do not share tips or a full lesson – ONLY the offer presentation using the script provided in the Camp #4 lesson.

- Your presentation should be a maximum of 5 minutes.
- You can post a pre-recorded video inside the group or hit the go LIVE button. I will likely not watch live, but encourage you to go live if it's easier for you to do so.
- Tag at least ONE fellow camper and ask them to share their honest opinion on how you presented the offer.

Lastly, if you share a LIVE link for your CTA, my team and I will take a brief look at the page. Please note this is NOT the sales page writing WERKShop so we will not conduct a full review of your sales page.

**THIS IS YOUR FINAL TASK FOR C.A.S.H. CAMP. VIDEOS SUBMITTED AFTER NOON EDT, THURSDAY, AUGUST 9 WILL NOT BE REVIEWED BY MY TEAM.**

**THE CAMPFIRE COMMUNITY WILL BE ARCHIVED WITHIN 30 DAYS. MY TEAM AND I WILL NOT RETURN TO THE GROUP AFTER ALL FINAL REVIEWS ARE FINISHED.**