

APRYL SHOWERS CHALLENGE



WERKBOOK



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APRYL SHOWERS 3-DAY CHALLENGE

I meet creators, freelancers, authors and service providers all of the time who know they have a skill, but have no idea how to make money from that skill. They get hung on not having a service package, course, class, book or product and think building out elaborate offerings are the only ways they can profit from their passion.

But it just ain't true.

You see, a few years ago, I decided to take a shot at selling digital products. I packaged up a collection of my top-performing emails for boosting sales and engagement, created PDF versions and did a little marketing to those on my email list and then on Facebook. To my surprise, I sold hundreds of that first collection, so I packaged up 2 more groups (naming them 2.0 and 3.0) and boosted my revenue with every offering.

So yes, I've made six figures from digital products, but that doesn't make me an "expert." I'm simply a mom, a wife and an ambitious entrepreneur who wanted to spend more time with her kid, hubby and other loved ones. And with my long list of clients, I was burning the midnight oil to write for clients, and I didn't want to continue that path of exhaustion.

Oh, and just so you know, this ain't some get-rich-quick-make-six-figures-in-six-minutes situation. You see, I'm not really about that "one-hit-wonder" biz life, instead what I focus on is delivering lessons on topics that will help you sustain your business, not just make a quick money move.

Real talk ... the money is sure to come once you outline a repeatable process that WERKS ... but you gotta get your strategy down first before you can get your coins.

And that's exactly what the Apryl Showers Challenge is here to help you do. Now, let's get to WERK!



NINE SNEAKY WAYS TO SEE IF YOUR IDEA IS SELLABLE

As creators, freelancers, authors and service providers, we all have big ideas about what to sell. But because you're not a wizard with a magic ball, you really don't know what will sell the best, make you the most money, be a success or end as a devastating (and costly) defeat.

Sooo, how can you dip your toe into the market and determine if you have a cash-generating idea?

Great question.

The answer's coming in 5-4-3-2 ...

Now, before we get to the 7 sneaky ways to determine if your idea is sellable, the **FIRST** thing you must do is break down your idea into simple, commonly searched words.

BREAK DOWN YOUR IDEA

Here, you want to break down your idea/solution into simple, common words your audience (not you) would use to search for your topic on Google.

For example, they'll likely not search "how to amplify my brand voice."

They'll instead search "how to make my business more visible" or "how to get a client's attention."

They won't search for "how to pour my heart into a story." They'll instead search for "how to write a book" or "how to become a bestselling author."

Steer clear of jargon, techie talk and think in terms of how-to phrases.

Now, one of my ideas for a live event was how to turn your skills into a six-figure stream of revenue.



And here are a few of the simple searches associated with my idea:

1. How to make money from information products
2. How to make passive income
3. How to make money online
4. How to sell eBooks
5. How to sell online products





THE NINE-POINT IDEA VALIDATION TRACKER

Answer the following questions and score your idea to determine if it's a no-go (NG), heck YES (HY) or maybe so (MS).

HECK YES: Total score is more than 25

MAYBE SO: Total score is between 25 and 15

NO-GO: Total score is less than 15

	ADD 3 POINTS	ADD 1 POINT	ADD 0 POINTS
Do you get at least 3 ads and 10 search results when you Google your idea in a "how to" format?	Yep	A few, but not all	Nope
Do you get at least 1,500 search results with when you search Udemy for your idea in a "how to" format?			
Do you get at least 10 search results with 10,000+ views when you search YouTube for your idea in a "how to" format?			
Do you have at least 3 strong reasons to back up your offer promises/claims?			
Do you have at least 5 unique points that set you apart from competitors?			
Is the results/outcome of your idea backed by at least 1 personal story or a client story?			
Do you have at least 7 people who would race to buy your solution if it were available right now?			
Do you generate interest when posting about the idea on social media and in blog posts?			
Can you reach at least 100 potential buyers without spending any money on ads?			



HOW TO GET PAID FOR YOUR GENIUS (WITH “NOTHING” TO SELL)

As long as you have knowledge, ideas and wisdom in your head, you will always have something to sell. Now, even if you don't feel ready to create an eBook, course or masterclass, you can offer consultation calls.

For example, let's say you're an HR exec at your job. You review resumes all day long and because of that, you have a pretty good handle on what employers want to see on resumes – keywords, experience, education and so on.

Now, you can use that knowledge to consult job seekers in your industry. You can offer calls, resume audits, email Q&A and even PAID “pick my brain” sessions.

People are always on the hunt for information so this is a pretty easy way to get paid for your genius if you don't have a specific product, course or class to offer.

The key to getting paid for your genius is having a great service page that does at least the following:

- Describes the service (length of call, discussion topics and so on)
- What the buyer can expect to walk away with (for example, “ 3 profitable ways to turn their website into a cash-generating machine), call recording, action plan and so on)
- How to schedule the call and the cost (make it easy for people to invest)
- Introduces you as the expert and gives reasons for people to believe you can do what you're promising



PROMOTE WITH A PURPOSE

You've likely heard stories sell. But you may not know how to use them to sell. Now, imagine your promotional strategy as a book with chapters. Today, you uncover chapter one and the various angles it addresses. Tomorrow, chapter 2 and so on.

See, how in this example, every story is connected just as they'd be in a book? That's how you should approach your promotional strategy. Every story you share should be on the previous story or reveal a different/new angle of the previous story.

To do this effectively, break down your offering into "show-me" stories that back up your claims and promises.

Here are some topics your show-me stories should cover:

TOPIC #1: WHY YOU SHOULD LISTEN TO ME

Details your experience with the topic and what gives you the audacity to teach on this topic. Confidence is necessary here.

TOPIC #2: WHAT GIVES ME STREET CRED TO SHARE THIS INFO

Details your background, academics, expertise, skills and other things that validate your authority.

TOPIC #3: HOW THIS STRATEGY/PROCESS/THING HAS HELPED OTHERS

Shows how you've used what you're teaching to benefit others.

TOPIC #4: HOW THIS CAN HELP YOU

Gives the prospect a glimpse inside the Promised Land so they can see firsthand how their lives/businesses will change after investing.

TOPIC #5: STRUGGLE TO SUPERSTAR

Details your personal rags to riches story and puts your success within reach for



people who started out like you.

For example, let's say you're promoting a \$47 webinar on Making \$10K on Facebook. Some post/story ideas you'd want to rotate include:

1. A story on how you make money on Facebook
2. A story on how your client has made money on Facebook
3. Screenshots of high-converting Facebook ads
4. Screenshots of highly engaging Facebook posts
5. Three tips on making \$500 in an hour on Facebook
6. A best-kept secret on how to boost engagement on Facebook
7. A straight-up sales pitch for the webinar

See how I took that one promotional theme and flipped it into tiny bites of useful information for your audience? That's how you make it happen on social media.

You see, an age-old marketing rule says people need to see your information at least 7 times before they choose to buy from you. Well, this way, you're not ramming the same thing down people's throats. Instead, you're rolling with a theme and flipping that bad boy so it feels new every time you talk about it.

Facebook Post

I made \$1,350 from THIS ONE POST and it's NOT a Facebook ad. How? I told an intriguing, RELATABLE story that pierced the hearts of my audience without slapping them upside the head with a sales pitch.



Apryl Steadman Beverly

March 13 at 11:48am · 🌐 ▼

Real talk ... I don't do business on the weekends, but I'm about that profitability life every single day.

Lemme explain:

This is a pic of me teaching Alston how to skate this past weekend.

Now what you don't see is in addition to him falling RIGHT after this pic was snapped, 🤔🤔 I still managed to have fun all weekend long AND make money in my business without being glued to my MacBook.

Here's how it all went down:

*Friday night: The hubby and I sang and danced at the Cleveland R&B Festival. All while the coins were rolling in.

*Saturday: I took my son to his cousins' birthday parties for 4 hours of skating, arcade games, jungle gyms, cake and pizza. All while the coins were rolling in.

*Sunday: The Beverly clan went to the bowling alley for 3 hours of bowling and more arcade games. All while the coins were rolling in.

Here's the thing:

Over my fun-filled weekend, I raked in \$3,173.10 between my PayPal and Stripe accounts. Now, some of ya'll might be saying that's "chump change," and that's cool. But please know, this "change" had my bank account smiling like the Kool-Aid kid.

Here's the lesson in all of this: I'm no unicorn with a bag of fairy dust manifesting money. I'm just a regular ole' "can't-stop-won't-stop" biz chick who knows how to make her words WERK.

And you too can do the same. Here's a little something to get you headed in the right direction: <http://bit.ly/werkitgirl>. #WerkEthics #NoBizWeekends



Instagram Post

After posting THIS on Instagram, I landed 20 new writing clients and received tons of inquiries, even though the story was NOT a direct “buy my stuff” promo.

I GOT HIRED TO WRITE
A SALES PROPOSAL.
THE CLIENT WON AN
\$80,000 CONTRACT.

WORD STYLISTZ
stylemywords.co



And the list goes on and on with the amount of money and engagement I have attracted from social media.

In addition to social media, you can promote your products and services using a variety of methods, including:

- Written content (articles, blog posts)
- Live video broadcasts
- Video series
- Email tips/courses
- Pre-recorded videos
- Telesummits
- Social media ads
- Email list broadcasts
- Affiliates
- Landing page



WERK TIME

How will I use what I learned from the Apryl Showers Challenge to attract more leads and make more money in my business?

What was my greatest takeaway from the Challenge?

WERK TIME! What will I DO differently within the next 2 weeks to boost my brand awareness and generate more leads and revenue?



MEET YOUR MILLION-DOLLAR WORD STYLIST

I'm Apryl Beverly, The Million-Dollar Word Stylist and president of BAAB Writing and Marketing Services LLC. I'm most known for crafting compelling copy that has generated over \$11 million in revenue for B2B solo entrepreneurs, small businesses and some of the country's largest brands.



I am also the creative mind behind the wildly popular [CopyCloset](#) membership and the founder of [Word Stylistz™](#).

And I'm thrilled to say that, based on worldwide market research, Word Stylistz is the first woman-owned flat rate copywriting service agency catering to the unique needs of small business owners and entrepreneurs who serve multicultural audiences.

I have a unique "tell-it-like-it-is" writing style that has earned me a variety of awards and recognitions including hitting the Amazon Best Seller's List in 3 categories just 24 hours after releasing my first book, [Shots Fired! How to Write Copy that Pierces Hearts \(And Opens Wallets\)](#).

I have 18 years of copywriting and marketing communications experience. I earned a bachelor's degree in journalism from The Ohio State University and an MBA in marketing from the University of Phoenix.



More than half my life has been spent banging on the keyboard and I am honored to flood your business with engaging, personality-infused copy that attracts fat stacks of leads and makes your bank account sing.

