

18:59:09 From Gia Lili : Hey Apryl!!!  
18:59:13 From Gia Lili : Hi Everyone!  
18:59:24 From Apryl Beverly : We're getting started promptly at 7 p.m.EDT  
18:59:34 From LaShandra Butler To All Panelists : Hello Everyone! Super excited to be here  
18:59:53 From Tasha C. Miller To All Panelists : Hey!  
18:59:56 From Emerald Mills To All Panelists : Hi  
19:00:25 From Valesca Ernest-Montonjo To All Panelists : Hi all  
19:00:30 From ShAntell Huggins To All Panelists : hey!  
19:02:15 From Charlene Baker : 1  
19:02:18 From Emerald Mills To All Panelists : 1  
19:02:18 From Tasha C. Miller To All Panelists : 1  
19:02:18 From Trinette Stanford To All Panelists : 1  
19:02:18 From ShAntell Huggins To All Panelists : 1  
19:02:18 From Tequilla Wheeler To All Panelists : 1  
19:02:20 From Valesca Ernest-Montonjo To All Panelists : 1  
19:02:24 From Gia Lili : 1  
19:02:27 From Stephanie Williams : 1  
19:02:28 From Ebony Zamora To All Panelists : 1  
19:02:34 From Leo Petal To All Panelists : 1  
19:02:40 From Trinette Stanford To All Panelists : Good evening everyone  
19:02:43 From Leo Petal : 1  
19:03:02 From Charlene Baker : Yes  
19:03:04 From Sandra Williams To All Panelists : yes  
19:03:05 From Emerald Mills To All Panelists : 1  
19:03:05 From Valesca Ernest-Montonjo : yes  
19:03:05 From Tasha C. Miller To All Panelists : 1  
19:03:06 From Ebony Zamora To All Panelists : yes  
19:03:07 From ReeJade Richmond To All Panelists : yes  
19:03:07 From Tequilla Wheeler To All Panelists : Yes  
19:03:08 From Trinette Stanford To All Panelists : yes  
19:03:56 From deirdre pernell To All Panelists : 1  
19:04:58 From Emerald Mills : Can you recap the process for submitting copy and what the parameters are?  
19:04:58 From Precious Rutlin To All Panelists : yay. im excited  
19:11:22 From Abriel Dixson To All Panelists : thank you so much for the tour and refresher on where to start! i was lost and overwhelmed. this was a relief! 😊  
19:12:54 From Emerald Mills : Thanks so much!!  
19:14:39 From Emerald Mills : Yes- is that any content? web page, email? Do you need links, screen shoot or another format?  
19:14:52 From Tequilla Wheeler To All Panelists : Yes  
19:14:53 From Precious Rutlin To All Panelists : yes  
19:14:57 From ReeJade Richmond To All Panelists : yes  
19:15:24 From Sandra Williams To All Panelists : can you give the steps again  
19:16:00 From ReeJade Richmond To All Panelists : so true realized I need work on the D

19:16:10 From Abriel Dixon To All Panelists : we're looking at the closet hour screen. is that the right screen or should we see the 4 steps?

19:16:43 From Abriel Dixon : thank you

19:17:02 From Saundra Williams To All Panelists : i see them now

19:17:23 From Trinette Stanford To All Panelists : yes that does make things clear and provides direction

19:17:45 From Trinette Stanford To All Panelists :  
#nomorestartingatblankpage

19:17:48 From ReeJade Richmond To All Panelists : that makes sense

19:17:58 From ReeJade Richmond To All Panelists : that's where I was stuck

19:22:09 From Aisha Taylor To All Panelists : I teach teachers and leaders how to develop confidence to impact success in and out the classroom.

19:22:55 From Aisha Taylor To All Panelists : Yes!

19:24:09 From Aisha Taylor To All Panelists : Love it!!!

19:24:59 From Abriel Dixon To All Panelists : as a teacher myself, this is great!

19:26:05 From Aisha Taylor To All Panelists : Make sense.

19:26:11 From Stephanie Williams : Yes

19:26:11 From Chyla Graham To All Panelists : yes

19:26:11 From deirdre pernell To All Panelists : yes

19:26:12 From Saundra Williams To All Panelists : yes

19:26:12 From Kristin Arilus To All Panelists : yes

19:26:12 From WYKESHA HAYES To All Panelists : yes

19:26:13 From Aisha Taylor To All Panelists : Yes

19:26:14 From Ebony Zamora To All Panelists : yes

19:26:15 From Abriel Dixon : yes

19:26:15 From Trinette Stanford To All Panelists : yes

19:26:15 From Gabriel Edwards : yea

19:26:15 From Valesca Ernest-Montonjo : yes

19:26:17 From Michelle Shannon To All Panelists : Yes

19:26:23 From Tasha C. Miller To All Panelists : oh yeah!

19:26:25 From Precious Rutlin To All Panelists : yes

19:26:25 From Charlene Baker : Yes!

19:26:40 From Corey Hall : yes

19:27:10 From Abriel Dixon : yes lol...I bought it

19:27:12 From Charlene Baker : Yes, we can see it

19:27:17 From Precious Rutlin To All Panelists : yes

19:27:24 From Tasha C. Miller : yes

19:29:47 From Leah Angel Daniel : yes

19:29:47 From Tequilla Wheeler : Yes, thanks

19:29:51 From Tasha C. Miller : yes

19:29:52 From WYKESHA HAYES To All Panelists : very much

19:29:53 From Precious Rutlin To All Panelists : yes

19:29:54 From Emerald Mills : WOW ! Where was I 3 weeks ago! I needed you.

19:29:55 From deirdre pernell To All Panelists : yes

19:29:56 From WYKESHA HAYES To All Panelists : thank you

19:29:58 From Trinette Stanford To All Panelists : definitely  
19:30:02 From Stephanie Williams To All Panelists : Thanks!  
19:30:12 From ReeJade Richmond To All Panelists : that's how I feel  
lol  
19:30:17 From ReeJade Richmond To All Panelists : 1  
19:30:18 From Precious Rutlin To All Panelists : 1  
19:30:20 From Stephanie Williams To All Panelists : 1  
19:30:20 From Gabriel Edwards : 1  
19:30:20 From Emerald Mills : 1  
19:30:20 From Tequilla Wheeler : 1  
19:30:20 From deirdre pernell To All Panelists : 1  
19:30:21 From Michelle Shannon To All Panelists : 1  
19:30:21 From Charlene Baker : 1  
19:30:22 From Tasha C. Miller : 1  
19:30:23 From Frances Williams : 1  
19:30:25 From WYKESHA HAYES To All Panelists : 1  
19:30:26 From Corey Hall : 1  
19:30:26 From Leah Angel Daniel : 1  
19:30:30 From Leo Petal : can you fix book info after launch  
19:30:39 From Aisha Taylor To All Panelists : Yes ma'am!! Thank you  
so much Apryl!  
19:31:11 From Stephanie Williams : Time check  
19:31:33 From WYKESHA HAYES To All Panelists : nothing written is  
written in stone anymore....  
19:31:34 From Chyla Graham To All Panelists : African American  
vernacular english  
19:32:07 From Chyla Graham To All Panelists : Let me stop. I'm  
messaging up :)  
19:32:19 From Valesca Ernest-Montonjo : The AEDA is the awareness-  
Entrance\_Desire-Action steps that you mention in the start here video  
19:32:29 From Chyla Graham To All Panelists : lol  
19:32:39 From Chyla Graham To All Panelists : I definitely heard  
AAVA  
19:32:41 From Chyla Graham To All Panelists : womp, womp  
19:33:53 From Corey Hall : AIDA= (Awareness, Interest, Desire, Action)  
19:35:26 From Valesca Ernest-Montonjo : Ooohhh got it! hahaha  
19:36:11 From ReeJade Richmond To All Panelists : chic geeks yeah  
she took my money lol  
19:38:26 From Valesca Ernest-Montonjo : Yes!  
19:38:33 From Corey Hall : where do I submit content to be reviewed  
for the next meeting?  
19:38:34 From Valesca Ernest-Montonjo : Thank you Apryl  
19:38:50 From Corey Hall : ok, thank you!  
19:39:17 From ReeJade Richmond To All Panelists : somebody to  
19:39:27 From ReeJade Richmond To All Panelists : told you  
19:39:35 From Gia Lili : lol I forgot too!  
19:40:21 From Tequilla Wheeler : Ok  
19:40:58 From tareka coney To All Panelists : how did I miss this? I  
came in late . can we still submit?  
19:42:15 From Tequilla Wheeler : That's exactly what I want them to

say.....

19:42:26 From ShAntell Huggins To All Panelists : 🔥🔥🔥🔥🔥  
19:42:35 From Charlene Baker : Very nice!  
19:42:47 From ShAntell Huggins To All Panelists : FIRREEEE 🔥🔥  
19:42:47 From deirdre pernell To All Panelists : Love this  
19:42:52 From Trinette Stanford To All Panelists : That is great  
19:43:11 From Tasha C. Miller : Love it!  
19:43:16 From Tequilla Wheeler : Perfect  
19:43:25 From Leah Angel Daniel : 🙌🙌🙌  
19:43:27 From Emerald Mills : love this!!  
19:43:32 From Tasha C. Miller : I want one and I don't even carry bags!  
19:43:34 From Leo Petal : dope!  
19:43:45 From Tequilla Wheeler : Thank you!  
19:43:50 From Tequilla Wheeler : I got you sis..LOL  
19:44:04 From Tequilla Wheeler : It did...thank you.  
19:44:23 From Chyla Graham To All Panelists : Time  
19:47:02 From Gabriel Edwards To All Panelists : Dope Nipsey input  
19:47:42 From Emerald Mills : awesome!!  
19:48:07 From Leo Petal : awesome!! cheers!  
19:48:24 From Kristin Arilus : I love the new one!  
19:48:56 From Trinette Stanford To All Panelists : It's great to see how to convert the technical language'  
19:49:07 From WYKESHA HAYES To All Panelists : perfect...  
19:49:12 From Leo Petal : perfect and thank you!  
19:49:33 From Leo Petal : yes I'm here...thank you!  
19:49:41 From Gia Lili : Apryl, don't forget the time stamp  
19:50:19 From Precious Rutlin To All Panelists : awesome job on your sales page @tasha  
19:50:19 From Tequilla Wheeler : Yes  
19:50:21 From Precious Rutlin To All Panelists : 1  
19:50:22 From Tequilla Wheeler : 1  
19:50:23 From deirdre pernell To All Panelists : 1  
19:50:24 From Frances Williams : 1  
19:50:26 From Kristin Arilus : 1  
19:50:28 From Gabriel Edwards : 1  
19:50:28 From ReeJade Richmond To All Panelists : time  
19:50:29 From WYKESHA HAYES To All Panelists : 1  
19:50:29 From Emerald Mills : 1  
19:50:30 From Ebony Zamora To All Panelists : 1  
19:50:30 From Tasha C. Miller : 1  
19:50:31 From ReeJade Richmond To All Panelists : time  
19:50:33 From ReeJade Richmond To All Panelists : time  
19:50:38 From ReeJade Richmond To All Panelists : time lol  
19:50:38 From Trinette Stanford To All Panelists : yes and time stamp  
19:50:50 From Tequilla Wheeler : I like this.....  
19:51:27 From Tasha C. Miller To All Panelists : Ok, gotcha  
19:57:57 From Emerald Mills : so excited to submit for review

19:59:48 From Tasha C. Miller To All Panelists : Thank you so much!  
19:59:53 From Valesca Ernest-Montonjo : me too, like how we can submit our copies for review  
19:59:54 From Tasha C. Miller To All Panelists : So helpful!  
19:59:55 From Precious Rutlin To All Panelists : yes fantastic job Tasha  
19:59:56 From Abriel Dixson : this is nice! and the cadence makes sense - i like it  
19:59:58 From Charlene Baker : Yeah, that was really good!  
20:00:03 From Precious Rutlin To All Panelists : we catching our life over here  
20:00:10 From deirdre pernell To All Panelists : I've been slacking  
20:00:19 From Emerald Mills : I know how now!! just excited  
20:00:51 From Tasha C. Miller : Wish Zoom had praise hands! (insert praise hands here)  
20:01:14 From Precious Rutlin To All Panelists : yes  
20:01:16 From Charlene Baker : Yes, we can see it  
20:01:23 From Kristin Arilus : Did you write time out?  
20:01:40 From Gia Lili : Her Muse? Yes I can see Chelsea's  
20:04:03 From Emerald Mills : right  
20:04:08 From Emerald Mills : YES  
20:04:10 From Frances Williams : yes!!!!  
20:11:29 From Emerald Mills : Do you apply the same method (AIDA) to mission & vision statements?  
20:12:23 From Emerald Mills : will do!!  
20:12:27 From Emerald Mills : yes  
20:14:14 From Frances Williams : yes  
20:14:15 From Charlene Baker : Yes  
20:14:20 From Gia Lili : Q: Are we allowed to submit more than 1 piece for review in one session Apryl? I have several pieces for product . services copy. How would that work?  
20:15:04 From Gia Lili : Awesome! Thanks Apryl! They're for social media and for website pages  
20:15:12 From Tasha C. Miller To All Panelists : Will the replay be up by tomorrow?  
20:15:36 From Precious Rutlin To All Panelists : can you go over the WERK method?  
20:15:40 From Tasha C. Miller To All Panelists : Ok thanks  
20:16:09 From Precious Rutlin To All Panelists : no just general.  
20:16:52 From Trinette Stanford To All Panelists : Where can we get the WERK message?  
20:17:03 From Precious Rutlin To All Panelists : yes I love it  
20:17:09 From Trinette Stanford To All Panelists : Thank you  
20:17:12 From Emerald Mills : my brand speaks to 8-10 of the 15 reasons people buy. How do you prioritize them? Do you incorporate them all?  
20:17:28 From Precious Rutlin To All Panelists : right  
20:18:11 From Precious Rutlin To All Panelists : that is a blessing.  
20:18:12 From Charlene Baker : I was jjuuuuuust talking about that with a sales consultant...easier to sell to existing customers than to

find new ones.

20:18:53 From Precious Rutlin To All Panelists : she talking about your OHIO University study

20:19:44 From Tasha C. Miller To All Panelists : exactly

20:20:04 From Gia Lili : So, would you speak about 1 pain point each in each separate post?

20:20:58 From Emerald Mills : are they listed in order

20:21:01 From Gia Lili : I think I understand. Thaks APryl

20:21:53 From Gia Lili : 00000H! GOT IT!!

20:22:17 From Tasha C. Miller To All Panelists : So it works when I connect good physical health strong mental health and financial freedom as being pivotal to leading a happy life?

20:22:25 From Emerald Mills : sooo much help

20:22:40 From Gia Lili : EXACTLY!!

20:22:51 From Tasha C. Miller To All Panelists : LOL got it!!

20:23:20 From Precious Rutlin To All Panelists : i sure did

20:23:21 From Stephanie Williams : yes

20:23:21 From Charlene Baker : Yes, incredibly valuable!

20:23:21 From CasSandra Williams : Yes

20:23:22 From Yonique Henry : Yes!

20:23:22 From Tasha C. Miller To All Panelists : yessssssssss

20:23:22 From Charlene Baker : Thank you.

20:23:23 From Gia Lili : Yes!!! Loved today's session!

20:23:24 From deirdre pernell To All Panelists : Yes Yes

20:23:24 From Abriel Dixson : YEEEESSS!!!

20:23:25 From Trinette Stanford To All Panelists : Definitely

20:23:28 From Michelle Shannon To All Panelists : Yes!

20:23:34 From Frances Williams : yes!!!

20:23:34 From Gia Lili : So glad I invested in the Copy Closet

20:23:35 From Kristin Arilus : yes this was good! I totally need to dig into that copy course

20:23:36 From Emerald Mills : YES - I do need clarity around this

20:23:37 From Michelle Shannon To All Panelists : Thank you!

20:23:46 From Emerald Mills : great training

20:23:56 From Emerald Mills : thanks for providing this space

20:25:48 From Kristin Arilus : I have one

20:25:50 From Gia Lili : I haven't entered the lounge yet! I must get in there and mingle!

20:26:39 From Precious Rutlin To All Panelists : yes that is a beautiful picture of her

20:26:51 From Precious Rutlin To All Panelists : tribe.so

20:28:15 From Gia Lili : Thank you SO much Apryl!

20:28:18 From Gia Lili : 5

20:28:18 From Abriel Dixson : 5

20:28:18 From CasSandra Williams : 5

20:28:18 From Trinette Stanford To All Panelists : 5

20:28:19 From Corey Hall : 5

20:28:19 From Frances Williams : 5

20:28:19 From Valesca Ernest-Montonjo : 5

20:28:20 From Michelle Shannon To All Panelists : 5

20:28:21 From Kristin Arilus : 5  
20:28:21 From Precious Rutlin To All Panelists : 5  
20:28:23 From Stephanie Williams : 5  
20:28:24 From Tasha C. Miller : 1000  
20:28:25 From Gia Lili : 555555555555  
20:28:25 From deirdre pernell To All Panelists : 10 🍷🍷🍷  
20:28:25 From Charlene Baker : Are you kidding?! FIVE !!!!  
20:28:27 From Emerald Mills : 5 00000000000  
20:28:27 From Gabriel Edwards : 50000  
20:28:31 From Frances Williams : 🔥🔥🔥🔥🔥  
20:28:38 From Tasha C. Miller : It was money!  
20:28:40 From Precious Rutlin To All Panelists : very valuable. i  
got me head in this writing game  
20:28:54 From Aisha Taylor To All Panelists : 🔥  
20:29:06 From Corey Hall : very valuable... I love your intimate  
(business related) interaction  
20:29:13 From Charlene Baker : Thank you, Apryl!  
20:29:15 From deirdre pernell To All Panelists : Stay Safe  
20:29:16 From Tasha C. Miller : Thank you!