

SALESMAS.COM

THE 12 DAYS OF *Salesmas*TM TIP BOOK

**12 DAYS OF SALES
WRITING AND
BUSINESS TIPS
DESIGNED TO HELP
YOU INCREASE
BRAND VISIBILITY,
BOOST ENGAGEMENT
AND INFLUENCE AND
INCREASE SALES**



DISCLAIMER

The information contained herein is general in nature and for informative purposes only. It is based on the author's personal experience. The author assumes no responsibility whatsoever, under any circumstances, for any actions taken as a result of the information contained herein.

Copyright © 2021. BAAB Writing and Marketing Services LLC. All Rights Reserved. No part of this document may be reproduced or shared without express, written consent from the author.



TABLE OF CONTENTS

01

ON THE FIRST DAY OF SALESMAS...

03

ON THE SECOND DAY OF SALESMAS...

04

ON THE THIRD DAY OF SALESMAS...

05

ON THE FOURTH DAY OF SALESMAS...

06

ON THE FIFTH DAY OF SALESMAS...

07

ON THE SIXTH DAY OF SALESMAS...

08

ON THE SEVENTH DAY OF SALESMAS...

09

ON THE EIGHTH DAY OF SALESMAS...

10

ON THE NINTH DAY OF SALESMAS...

11

ON THE TENTH DAY OF SALESMAS...

12

ON THE ELEVENTH DAY OF SALESMAS...

13

ON THE TWELFTH DAY OF SALESMAS...

14

CHECK YOUR LESSONS LIST

15

MEET YOUR MILLION-DOLLAR WORD STYLIST

ON THE FIRST DAY OF SALESMAS...

**... My Word Stylist gave to me:
a clear definition of copywriiiiiting!**

Now, I gotta kick the 12 Days of Salesmas off with this one because a recent poll revealed that 40% of my audience have no idea what a copywriter does.

BUT, in the words of Kevin Heart, “you gone’ learn today” ...

About 7 years ago, I was asked to speak at an entrepreneurship event – one of Cleveland, Ohio’s most notable conferences. Our panel discussion was fun, amusing and full of “real talk” from successful women business owners.

Anyway, here’s the good part:

After the event, attendees were lined up to hear more about my business. I had already talked to 10 or so folks when bright-eyed “Carmen” sat across from me and said:

“I wrote a brilliant book that’s going to change the world, but I’m worried someone will swipe my story. What can I do?”

And, that’s when I had to explain that a “copywriter” has nothing to do with a “copyright.”

You see, copyright makes sure you don’t get screwed if someone decides to steal your great idea.



BUT, a copywriter crafts sales messages that appeal to specific audiences.

Bottom line: Copywriters write the words that get people to buy what you're selling.

Now, if you're looking for someone to **protect your brilliant idea**, then you'd be way better off calling a lawyer who specializes in copyright law than dialing up a copywriter.

ON THE SECOND DAY OF SALESMAS...

... My Word Stylist gave to me:

2 social media strategies
and a clear definition of copywriiiiiting!



Salesmas Tip:

**CHECK YOUR EMAIL INBOX AT 9
A.M. EST TO CLAIM 2 ENGAGEMENT-
BOOSTING SOCIAL MEDIA
STRATEGIES.**

ON THE THIRD DAY OF SALESMAS...

... My Word Stylist gave to me:

3 writing tips
2 social media strategies
and a clear definition of copywriiiiiting!



Salesmas Tip:

**CHECK YOUR EMAIL INBOX AT 9 A.M.
EST TO GET YOUR 3 MUST-HAVE,
MONEY-MAKING WRITING TIPS.**

ON THE FOURTH DAY OF SALESMAS...

... My Word Stylist gave to me:

4 ad gems

3 writing tips

2 social media strategies

and a clear definition of copywriiiiiting!

Salesmas Tip:

**CHECK YOUR EMAIL INBOX AT 9 A.M. EST TO
SNATCH UP MY TOP 4 SOCIAL MEDIA AD GEMS.**

ON THE FIFTH DAY OF SALESMAS...

... My Word Stylist gave to me:

5 content secrets
4 ad gems
3 writing tips
2 social media strategies
and a clear definition of copywriiiiiting!



Salesmas Tip:

**CHECK YOUR EMAIL INBOX AT 9 A.M.
EST TO DIG INTO THE 5 CONTENT
SECRETS.**

ON THE SIXTH DAY OF SALESMAS...

... My Word Stylist gave to me:

6 folks to follow
5 content secrets
4 ad gems
3 writing tips
2 social media strategies
and a clear definition of copywriiiiiting!

Salesmas Tip:

**CHECK YOUR EMAIL INBOX AT 9 A.M.
EST TO CHECK OUT MY LIST OF 6 BIZ
FOLKS YOU MUST FOLLOW.**



ON THE SEVENTH DAY OF SALESMAS...

... My Word Stylist gave to me:

7 winning strategies
6 folks to follow
5 content secrets
4 ad gems
3 writing tips
2 social media strategies
and a clear definition of copywriiiiiting!

Salesmas Tip:

**CHECK YOUR EMAIL INBOX AT 9 A.M. EST TO GET
YOUR 7 WINNING STRATEGIES.**

ON THE EIGHTH DAY OF SALESMAS...

... My Word Stylist gave to me:

- 8 promo hacks
- 7 winning strategies
- 6 folks to follow
- 5 content secrets
- 4 ad gems
- 3 writing tips
- 2 social media strategies
- and a clear definition of copywriiiiiting!



ON THE NINTH DAY OF SALESMAS...

... My Word Stylist gave to me:

9 email tips a blazin'
8 promo hacks
7 winning strategies
6 folks to follow
5 content secrets
4 ad gems
3 writing tips
2 social media strategies
and a clear definition of copywriiiiiting!



Salesmas Tip:

**WHOOHOO – 9 EMAIL TIPS A BLAZIN'
ARE DROPPING IN YOUR INBOX AT 9
A.M. EST.**

ON THE TENTH DAY OF SALESMAS...

... My Word Stylist gave to me:

- 10 persuasive phrases
 - 9 email tips a blazin'
 - 8 promo hacks
 - 7 winning strategies
 - 6 folks to follow
 - 5 content secrets
 - 4 ad gems
 - 3 writing tips
 - 2 social media strategies
- and a clear definition of copywriiiiiting!

Salesmas Tip:

WE'RE KEEPING THE GOOD TIMES ROLLIN' WITH 10
POPPIN' BONUSES – CHECK YOUR EMAIL AT 9 A.M.
EST.

ON THE ELEVENTH DAY OF SALESMAS...

... My Word Stylist gave to me:

- 11 special offers
 - 10 persuasive phrases
 - 9 email tips a blazin'
 - 8 promo hacks
 - 7 winning strategies
 - 6 folks to follow
 - 5 content secrets
 - 4 ad gems
 - 3 writing tips
 - 2 social media strategies
- and a clear definition of copywriiiiiting!



Salesmas Tip:

**CHECK YOUR INBOX AT 9 A.M. EST FOR
THE 411 ON THESE 11 SPECIAL OFFERS.**

december 22
**ON THE TWELFTH
DAY OF SALESMAS...**

... My Word Stylist gave to me:

- 12 winning bosses
- 11 special offers
- 10 persuasive phrases
- 9 email tips a blazin'
- 8 promo hacks
- 7 winning strategies
- 6 folks to follow
- 5 content secrets
- 4 ad gems
- 3 writing tips
- 2 social media strategies
- and a clear definition of copywriiiiiting!

Salesmas Tip:

**HIT UP YOUR EMAIL INBOX AT 9 A.M.
EST TO FIND OUT IF YOU'RE ONE OF
OUR 12 LUCKY WINNERS!**



CHECK YOUR LESSONS LIST

What was my greatest takeaway from the past 12 days?

How can I use what I've learned to meet my money goals?

Action time!

What will I DO differently within the next 30 days to boost my brand awareness and generate more leads and revenue?



MEET YOUR MILLION-DOLLAR WORD STYLIST

When it comes to the phrase, “Use Your Words,” there are few people who embody it – or teach it – better than Apryl Beverly.

As an award-winning copywriter and CEO of two in-demand copywriting and content marketing services agencies, she fuels her clients’ brands with words that have generated them a collective \$47 million in revenue to date.

With an innate talent for transforming the way people write and articulate ideas, she is a sought-after speaker and communications coach for corporate teams. Whether they are seeking to open doors to bigger professional opportunities or close the biggest deals of their careers, attendees leave her keynotes and workshops fully equipped to harness the power of their own words to convert with confidence.

Leveraging a journalism degree from The Ohio State University, an MBA in Marketing from the University of Phoenix and 20 years’ experience in marketing, corporate communications and proposal writing, Apryl is a living legend in the world of sales copywriting.

Arguably one of the best to stroke a keyboard, her style is a distinct fusion of a straight-shooting point of view, cultural relevancy and spine-tingling sentences that claim the hearts and wallets of diverse audiences.

In just a few short years as an entrepreneur, she has built a communications empire on the belief that anyone can sell anything with compelling, intriguing, personality-infused content. She entered the market with BAAB Writing and Marketing Services, her premium copywriting company.

She is trusted by small and large firms across industries, including **Aclara Technologies, LLC, Versify Solutions, Thompson Hine and Equity Trust Company.**

In 2018, Apryl launched **Word Stylistz**, the first woman-owned flat rate copywriting agency for small business owners and entrepreneurs. Her all-female squad of sizzling, sentence-slinging sistas are the hired guns that bring brands to life.

She and her team are the not-so-secret word weapons behind some of the most recognizable faces to hit social media, including **xoNecole, Ronne Brown, Patrice Washington, King Ashley Ann** and countless other influencers and top brands you know and love.

Like many prolific teachers, Apryl's knowledge spans mediums. She has been featured on the pages of *The Huffington Post*, *YFS Magazine* and numerous notable online and print publications.

She has also penned two best-selling books, *Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets)* and *F.A.S.T. Money! The Easy Way to Use Facebook Ads to Hook Smokin' Hot Leads*. Bursting with her time-tested techniques and proven best practices, her books have revolutionized the way entrepreneurs approach content development and marketing in their businesses, debunking the myth that world-class copywriting has to come with a hefty ad agency price tag.

Comfortable in front of audiences of 10 or 10,000, Apryl comes to the stage with one goal – to show people how to conquer their communications challenges and fears. Her teaching approach and curriculum takes teams from timid, ineffective communicators to confident leaders who use words that make others take notice and then take notes. Contact us at info@baab.biz to book her for your next event.

Ready to flood your business with spine-tingling sentences? Step inside our wildly popular DIY [CopyCloset](#) membership or get some toe-curling, done-for-you content from [Word Stylistz™](#).