

MAKE YOUR WORDS W.E.R.K.



Writing frameworks to help you craft irresistible copy for your business!

DISCLAIMER



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CONTENTS

Make Your Works W.E.R.K. Writing Frameworks	1
Framework #1: Landing Page	2
Framework #2: Sales Page	3
Framework #3: Sales Email	4
Framework #4: Product/Service Description	5
Framework #5: Video Framework	6
Framework #6 Social Media Caption Framework	7
Framework #7: Webpage Framework	8
Craft Intriguing Content	9
Meet Your Million-Dollar Word Stylist	10



MAKE YOUR WORDS W.E.R.K. WRITING FRAMEWORKS

Listennnn, experienced copywriters do **NOT** write from scratch. You see, we start with proven templates/outlines/frameworks and we flow in the content.

Now, notice I said we **START** with a structure and flow in the content. That means the framework makes it easy for you to know where to insert all your spine-tingling sentences. But the fact remains ...

**No spine-tingling sentences = no sales.
No matter how well you follow the “structure.”**

Now, in this guide, you’ll get the framework to craft an irresistible landing page, sales page and sales email. IF you’re struggling to drench your business in spine-tingling sentences, then no worries.

[HIT US UP HERE](#) 

FRAMEWORK #1: LANDING PAGE

A landing page is a brief page you use to attract qualified leads into your business – leads who you can ultimately turn into buyers.

Here, you'll offer a valuable eBook, training, guide or other intriguing something in exchange for your ideal client's email address.

Your landing page structure looks like this:

- 1 Headline
- 2 Irresistible Offer
- 3 Benefits
- 4 Opt-In Button

FRAMEWORK #2: SALES PAGE

Unlike the landing page, a sales page is where you intrigue people to smack the buy button©. In short, on landing pages, you collect contact info. On sales pages, you collect money.

Your sales page structure looks like this:

- 1** Headline
- 2** Pain Story
- 3** Irresistable Offer
- 4** Promised Land Reveal (What Life Looks Like AFTER the Solution)
- 5** Price
- 6** Testimonials
- 7** Street Cred
- 8** Call to Action

You should always insert the call to action strategically throughout the sales page at least 2 times, depending on the length of your page.

FRAMEWORK #3: SALES EMAIL

A sales email is what you send when you want your email subscribers to invest in your products and services.

Most marketers will link a series of sales emails to create what's known as a "sales funnel," which you use to funnel your email subscribers to your sales page.

Your sales email structure looks like this:

- 1** Intriguing Subject Line
- 2** Personable Greeting (Hi, Hey, Whaddup...)
- 3** Eyeball-Grabbing Opener
- 4** Compelling Story/Lesson
- 5** Call to Action
- 6** Personal Signoff
- 7** P.S.

FRAMEWORK #4: PRODUCT/SERVICE DESCRIPTION

A product/service description is a brief overview of one specific product or service. If you're selling a \$10,000 coaching program, you need a sales page NOT a product description. These are usually up to 500 words and provide high-level details about the offer.

Now, for those selling tangible products, a description is used to sell the product – no sales page required. Think people who sell journals, apparel, cars ...

Your product description structure looks like this:

- 1** Headline/Product Title
- 2** Pain Sentence/Motivational Statement
- 3** Product Benefits (Why Does the Reader Need/Want It and What's the Benefit to Buying?)
- 4** Product Features
- 5** Call to Action

FRAMEWORK #5: VIDEO FRAMEWORK

The videos you share on social media and for marketing purposes should be intriguing, entertaining and compelling, so if you really want to pull people in... avoid introducing yourself as soon as you hit the play button.

Use this promotional video framework instead:

- 1** Intriguing Question/Mind-Blowing Fact
- 2** Introduce Yourself
- 3** Dig Deeper into the Intriguing Question/
Mind-Blowing Fact
- 4** Call to Action

FRAMEWORK #6: SOCIAL MEDIA CAPTION FRAMEWORK

Social media platforms are crowded. Brands stand out by posting compelling, entertaining and intriguing content in a conversational tone.

Use this social media post caption framework to boost engagement, brand awareness and interest on social media:

- 1** Intriguing Opener/Question/Off-The-Fence Statement
- 2** Post Purpose (Why Are You Posting – Get to the Point)
- 3** Transition to the Sale/Desired Action
- 4** Tell People What to Do

FRAMEWORK #7: WEBPAGE FRAMEWORK

A website is your digital home, so you always want to make sure your browsers feel comfortable in your “home.” To do this, be sure to use engaging, relatable, solution-driven content.

Your webpage structure looks like this:

- 1** Inspire and Relate
- 2** Get to the Point
- 3** Make the People Care
- 4** Call to Action

CRAFT INTRIGUING CONTENT



Now, remember that merely following the structures is NOT enough to make the sale. You see, if you want your audience to open up their wallets, you first have to pierce their hearts.

Annnd that's where having intimate knowledge about your audience's hopes, dreams, pains, fears, struggles and barriers come in. Without this knowledge, you can undoubtedly craft well-written content, but it won't persuade your audience to smack the buy button®.

Here's a quick breakdown:

- ✓ **Hopes and Dreams** – These are the things your client craves and what paints their Promised Land picture.
- ✓ **Pains and Fears** – These are the things your clients are running away from and want to release.
- ✓ **Struggles and Barriers** – All the mental and physical things preventing your client from reaching the Promised Land.

When you uncover these “things,” you'll arm yourself with where your client is right now, where he/she wants to be and how you can clear roadblocks to help them get there.

Now, I know this can feel like a lot, so hit up my team at info@baab.biz with any questions you might have.



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 \$22.6 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 18 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, Derrick Jaxn, Patrice Washington, King Ashley Ann and The Six Figure Chick brand.

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 to 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™](#).