

SALESMAS.COM

THE 12 DAYS OF *Salesmas*TM FORMATS

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



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Contents

14 WAYS TO PACKAGE YOUR MARKETABLE GENIUS	2
YOUR TURN - IDENTIFY YOUR DESIRED PRODUCT FORMAT	4
MEET YOUR MILLION-DOLLAR WORD STYLIST	5

11 WAYS TO PACKAGE YOUR MARKETABLE GENIUS

WAY #1: CHALLENGES/DETOXES

A specific set of steps, strategies, ideas or tiny wins will help you lead your audience all the way through to accomplish a particular goal. You can share the challenge/detox information via email, social media prompts, online events or an online community. Typical starting price is \$100 or more.

WAY #2: ONLINE CONFERENCES/TELESUMMITS

A set of live or pre-recorded guest interviews or lessons focused on one core topic. Typically priced starting at \$200.

WAY #3: MEMBERSHIP SERVICES

A collection of formulas, lessons or files (usually accompanied by an online community) focused on one core topic. Typically priced at a monthly average price of \$500 or less.

WAY #4: EMAIL COURSES

A set of strategies, steps, lessons, tips or ideas strung together in a logical order and distributed on a set schedule via email. Typically priced at \$400 or less.

WAY #5: DIGITAL TEMPLATES/SCRIPTS

A product version of your zone of genius. For example, a freelance writer who shares email scripts for prospecting or a website designer who creates website templates that can be sold to more than one business owner.

WAY #6: ONLINE WORKSHOPS

Live or pre-recorded lessons generally delivered with a slide presentation and workbook for your audience to follow along. Typically priced at \$1,000 or less.

WAY #7: ONLINE COURSES

Involves lessons, homework assignments, tutorials, 1:1 or group guidance delivered in a sequential way that positions participants to learn a specific skill or process. Typically priced between \$1,000 to \$5,000, depending on length, features and the skill level being taught.

WAY #8: MASTERMINDS

A group of people (generally 25 or less) who gather online (or in person) on a set schedule (weekly, biweekly, monthly) to help each other grow and move toward achieving an individual goal. Generally, you offer set topics to lead the discussions and keep participants on pace to meet the intended goal. Usually priced at starting at \$10,000.

WAY #9: SUBSCRIPTION SERVICES

A delivery of digital or physical items all centered around a core theme/topic that is distributed on a set schedule – weekly, monthly, quarterly or annually. Think: Birch Box, magazine, tutorial videos, a collection of hair/body products, apparel and so on. Typically priced \$100 or more.

WAY #10: GROUP COACHING

A set of scheduled live or pre-recorded coaching sessions intended to guide a few of your clients through a specific process all while giving participants the opportunity to support and learn from each other. Differs from a mastermind in that the lessons are more general but can be applied to various coaching needs. Price typically starts at \$1,000 per month.

WAY #11: BOOTCAMPS

A recurring, themed set of live lessons combined to reach a desired outcome for your audience. For example, an Instagram Bootcamp, Content Creation Bootcamp, Tame Your Natural Hair Bootcamp. Typically priced at \$1,000 or less per participant. Bootcamps differ from masterminds and group coaching in that they typically require less hands-on support as lessons are delivered live with minimal individual interaction or personal scenarios.

BONUS WAY #12: DO YOU, BOO

This list is intended to show you the possibilities, not limit you. So be creative with your money moves. An information product is anything you can create using the brilliance brewing inside your brain. The wisdom nobody can take from you. The stuff that makes YOU often imitated ... never duplicated!

YOUR TURN - IDENTIFY YOUR DESIRED PRODUCT FORMAT

Choose up to 3 information product formats you can get the ball rolling with by next week.

- 1. _____

- 2. _____

- 3. _____

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™](#).