



[PRE-WEBINAR EMAILS: CALL FOR LIVE ATTENDANCE]

Email #1 – Registration Confirmation

SUBJECT: [EWYEL Masterclass] You're In!

Hey [NAME],

You're registered for the "NAME OF WEBINAR."

Add this to your calendar:

What: NAME OF WEBINAR

When: Date

Link to join: [LINK]

And ...

1. Register for the FREE Masterclass Community [LINK] so you get all the gems and bonus information I'll share
2. Claim your all-access VIP Masterclass access and get the Write Right Workbook [link] + cash-generating AI writing prompts

During our time together, you'll discover:

1. The ONE THING you need to focus on so you can 10X your marketing efforts
2. The fail-proof way to use your everyday language to attract customers who are ready, willing and able to spend (and keep spending) money on your products and services. (If you're tired of dealing with broke customers, this is for you.)
3. The little-known strategy seasoned service providers and eCommerce brands have been using for years to GET PAID for their genius (and how wasting time and money will become a thing of the past for you too when I reveal the strategy)



In the next couple of hours, I'll send you a quick story of how someone marketed with nothing but their everyday language and built a 7-figure business.

To your success,

Apryl B.

The Million-Dollar Word Stylist

Follow me on Instagram, Facebook and TikTok @baabwriting

P.S. Be sure to invite a biz bestie to the gem-tossing party coming up during the LIVE event – send them this link.



Email #2 – Value Email 1

SUBJECT: 7 figures in revenue (Secret Inside)

Hey [NAME],

I'm so glad you're rocking with me for the NAME OF WEBINAR LIVE Event!

In my previous email, I promised to share how someone generated \$1M+ in revenue all by using her everyday language to communicate with her audience.

Well, the cat's out the bag ... that someone is me :)

And here's how it happened ...

Before I hit the online scene, I did what all successful entrepreneurs do ...

Start with what you know.

Now, coming from a successful career in marketing communications, I knew how to use words to promote, market and sell products and services.

Actually, I did it so well that I quickly climbed the corporate ladder and became the go-to for all bet-the-company sales proposals and marketing needs.

With that knowledge, I hit the online scene with a gangsta lean because I was confident about turning words into sales.

BUT, even with that knowledge and expertise, I was missing a vital ingredient in my own marketing efforts ... ME.

See, I was so used to writing in other people's voices that I forgot how to write in MY voice. And that critical mistake nearly killed my business.



So, how did I turn things around?

I'll share all the details when we get together for the LIVE event, but until then, lemme say this:

You don't need to become someone else to get people to smack the buy button®. You simply need to write like you talk, own your expertise, so the right people see smacking the buy button as the ONLY viable solution.

It seems ridiculously easy, but so many entrepreneurs (including me) fail to take this step, especially when they're just getting started.

And skipping this step leaves so many smart experts spinning their wheels and running around trying to copy/paste and learn this and that. Ultimately, leaving them feeling:

Frustrated.

Exhausted.

And like they can't (or don't have what it takes) to achieve success.

But you CAN do this, and you DO have what it takes.

Now that you know better, and you have THE insider secret to pull up in the fast lane to success ... I expect to see you rollin' like my guy Jermaine Dupri, in no time:

*"In the Ferrari or Jaguar, switchin' four lanes
With the top down screamin' out, "Money ain't a thang"*

But first, make sure you tap the link below to confirm you're registered for the Masterclass that you do NOT wanna miss if "earn more revenue and profits" is on your to-do list this year:



[LINK]

See ya soon,

Apryl B.
The Million-Dollar Word Stylist
Follow me on Instagram, Facebook and TikTok @baabwriting

P.S. Don't forget to request access to the Masterclass Facebook Community. I'll be dropping exclusive gems and insider copywriting secrets there, so it's definitely where you wanna be. Meet us here: [LINK](#)



Email #3 – Value Email 2

SUBJECT: A gift for you 😊

Hey [NAME],

Do you genuinely want your customers to get results?

If so, there is one crazy important thing you need to consider:

You have to communicate in a way that's simple to understand and easy to follow.

If you want to understand the “why” and get the simple steps to execute this, watch this video before the NAME OF WEBINAR LIVE event tomorrow.

It's less than 60 seconds, and you'll get the blueprint to a concept that creates more leads, sales, and most importantly, happy clients.

Watch the short video here.

<insert video image>

See ya soon,

Apryl B.

The Million-Dollar Word Stylist

Follow me on Instagram, Facebook and TikTok @baabwriting

P.S. Can't wait to see you LIVE on Thursday. Here's the video again to get one step closer to meeting your sales goals: LINK



Email #4 – Value Email 3

SUBJECT: [NAME], Before you attend, watch this

Hey [NAME],

This is really important to know going into the NAME OF WEBINAR ...

My client NAME OF CLIENT, relied on my team to use her everyday language to promote, market and sell her products and services and pulled in \$30K in passive revenue.

Can you imagine getting paid \$30 THOUSAND DOLLARS without having to put in any additional work?

Wondering how we helped her do it? Here's a video of her talking about how it all went down:

LINK

NOTE: CLIENT NAME is on the beach with the warm breeze blowing through her hair so there's a bit of background "noise" as she enjoys the fruit of my team's proven strategy of earning with your everyday language.

Now, during the Masterclass, I'll take you behind the scenes on how I trained my team to help CLIENT NAME pull in that \$30K.

Apryl B.

The Million-Dollar Word Stylist

Follow me on Instagram, Facebook and TikTok @baabwriting

P.S. CLIENT NAME is not the only one who's benefited from what my strategies. But no need in bogging down this email with our long list of money-making clients. We'll talk about all that on Thursday.



Email #5 – Reminder 1

SUBJECT: RE: Checking On You

Hey [NAME],

Today's the day! Here's everything you need to know about the NAME OF WEBINAR LIVE Event tonight at 7 p.m. ET/4 p.m. CST:

What we're covering: "HOT WEBINAR TOPIC"

During our time together, you'll discover:

1. The ONE THING you need to focus on so you can 10X your marketing efforts
 2. The fail-proof way to use your everyday language to attract customers who are ready, willing and able to spend (and keep spending) money on your products and services. (If you're tired of dealing with broke customers, this is for you.)
 3. The little-known strategy seasoned service providers and eCommerce brands have been using for years to GET PAID for their genius (and how wasting time and money will become a thing of the past for you too when I reveal the strategy)
1. The class starts at 7 pm EST/4 pm EST tonight – Add it to your calendar!
 2. Link to join: LINK
 3. Arrive 5 minutes early – We have 817 people registered 🤖 and only 500 in-room seats, so make sure you can log on early with no issues
 4. Talk to me in the chat! – Our class will be VERY interactive, so be ready to participate as much (or as little) as you'd like.
 5. PARTICIPATE – Be sure to claim your FREE access to our Clicks, Cash and Community Facebook Group to qualify for bonuses and special offers during the LIVE Event.



I promise you [NAME], you'll get so much from this Live Event you can start implementing immediately!

See you tonight,

Apryl B.

The Million-Dollar Word Stylist

Follow me on Instagram, Facebook and TikTok @baabwriting

P.S. It's not too late to invite a biz bestie, but you gotta do it fast ... send them this link.



Email #6 – Reminder 2

SUBJECT: RE: Are You Coming?

Hey [NAME],

If you're anything like me, I know your days get busy so I'm checking in on you. Are you still coming to the NAME OF WEBINAR LIVE event today at 7 p.m. EST?

If so, can you take two secs to shoot me a quick reply to this email & let me know you're still coming?

I'll be covering the strategy my clients are using to generate over \$100M in revenue Without stressing over content creation.

Looking forward to your reply!

Apryl B.

The Million-Dollar Word Stylist

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Email #7 – Last Call (Send 5-10 Minutes Before Start)

SUBJECT: Pull Up, Earn With Your Everyday Language Starts NOW

Heyyy [NAME],

I'm gonna keep this real short and sweet ...

Report to the Zoom room now.

Here's the link:

LINK

We're on now.

See you there!

Apryl B.

The Million-Dollar Word Stylist

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