

The No-Excuses

4-Day Smackdown



Discover How to Attract a Thunderstorm of Clicks, Cash and Connections (All While Spending 85% Less Time Writing Content)



DISCLAIMER

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The No-Excuses 4-Day Smackdown

WORKBOOK + WRITING VAULT

Listen, let me first congratulate you on making a smart investment in the No-Excuses 4-Day Smackdown: Discover How to Attract a Thunderstorm of Clicks, Cash and Connections (All While Spending 85% Less Time Writing Content).

You've made a major money move as creating engaging, compelling and persuasive content continues to be in high demand.

But don't take my word for it. The data speaks for itself:

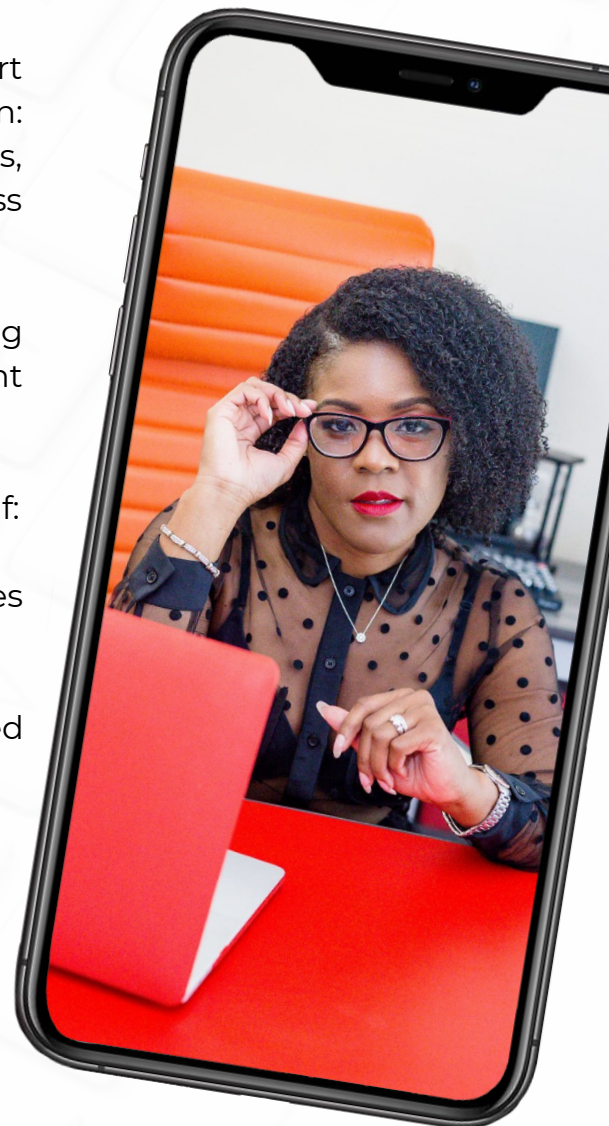
The Indexed Web has approximately 3.1 billion pages (this number is constantly changing on a daily basis).

There are 333.2 billion emails sent and received worldwide each day.

Twitter has 187 million monetizable daily active users.

Facebook has 1.84 billion daily active users.

LinkedIn has 756 million members.





Instagram has 1 billion monthly active users worldwide.

Pinterest has 444 million monthly active users.

TikTok has 1 billion active users.

Translation: There's a massive amount of content swirling around on the internet streets every day and people are out there waiting to see what you create. Now, the question is are you going to spend most of your time creating or consuming?

Now, if you're looking to create more content than you consume, you're in the right place. See, what you may not know is it's more important than ever to create content that stands out and connects with your target audience.

By developing the skills to craft compelling content, you'll be able to reach and engage with your audience effectively, ultimately achieving your business goals. And I'm not talking about relying on an AI tool to create for you.

I'm talking about possessing the REAL skills to develop personality-infused content that pierces the hearts and minds of your audience ... fast (no AI tool required).

So again, high fives and fist bumps on making such a major move. Let me repay you by delivering a game-changing workbook that's more than worth your while!

Much love + gratitude,

A handwritten signature in black ink that reads 'April Beverly'. The signature is written in a cursive, flowing style.

Day 1

NINE SNEAKY WAYS

Let me start with a statement you'll need to remember for the rest of your biz journey:

You cannot create digital products, online courses and services in a bubble.

This means, if you want people to invest in your stuff, you gotta give them what they want. And the only way to find out what they want is by listening to them AND delivering a CLEAR message that you're the person to give it to them.

To do this, you have to know who you're talking to and what they desire AND be able to break down the offer in "searchable terms."

For example, if you're a business coach, your audience likely is not searching "how to get unstuck in business."

Instead, they're searching "how to grow my business" or "how to build a business."

If you want to connect with your audience (which I'm sure you do), you'll need to steer clear of jargon, techie talk and begin to think in terms of "how-to" phrases.

Now, once you put your offering (the services/products you offer) into searchable terms, you can then move on to use my [Nine-Point Idea Validation Tracker](#) to determine if it's a sellable idea.



NINE-POINT IDEA VALIDATION TRACKER

Answer the following questions and score your idea to determine if it's a no-go (NG), heck YES (HY) or maybe so (MS).

- **HECK YES:** Total score is more than 25
- **MAYBE SO:** Total score is between 25 and 15
- **NO-GO:** Total score is less than 15

	ADD 3 POINTS	ADD 1 POINT	ADD 0 POINTS
Do you get at least 3 ads and 10 search results when you Google your idea in a "how to" format?			
Do you get at least 1,500 search results when you search Udemy for your idea in a "how to" format?			
Do you get at least 10 search results with 10,000+ views when you search YouTube for your idea in a "how to" format?			
Do you have at least 3 strong reasons to back up your offer's promises/claims?			
Do you have at least 5 unique points that set you apart from competitors?			
Are the results/is the outcome of your idea backed by at least 1 personal story or a client story?			
Do you have at least 7 people who would race to buy your solution if it were available right now?			
Do you generate interest when posting about the idea on social media and in blog posts?			
Can you reach at least 100 potential buyers without spending any money on ads?			

Day 2

WRITING IN A WAY THAT RESONATES WITH YOUR AUDIENCE

As long as you have knowledge, ideas and wisdom in your head, you will always have something to sell. Now, even if you don't feel ready to create an eBook, course or masterclass, you can offer consultation calls.

For example, let's say you're an HR exec at your job. You review resumes all day long and because of that, you have a pretty good handle on what employers want to see on resumes – keywords, experience, education and so on.

Now, you can use that knowledge to consult job seekers in your industry. You can offer calls, resume audits, email Q&A and even PAID “pick my brain” sessions.

The key to writing in a way that resonates with your audience is having sales content that does the following:

- Describes the service (length of call, discussion topics and so on)
- Highlights what the buyer can expect to walk away with (for example, 3 profitable ways to turn their website into a cash-generating machine, call recording, action plan and so on)
- Provides specific next steps and a call to action that makes it easy for people to invest
- Introduces you as the expert and gives reasons for people to believe you can do what you're promising

Day 3

PROMOTE WITH A PURPOSE

You've likely heard stories sell. But you may not know how to use them to sell. Now, imagine your promotional strategy as a book with chapters. Today, you uncover chapter 1 and the various angles it addresses. Tomorrow, chapter 2 and so on.

See how in this example, every story is connected just as they'd be in a book? That's how you should approach your promotional strategy. Every story you share should continue the previous story or reveal a different/new angle of the previous story.

To do this effectively, break down your offer into "show-me" stories that back up your claims and promises.

Here are some topics your show-me stories should cover:

TOPIC #1: WHY YOU SHOULD LISTEN TO ME

Details your experience with the topic and what gives you the audacity to teach on this topic. Confidence is necessary here.

TOPIC #2: WHAT GIVES ME STREET CRED TO SHARE THIS INFO

Details your background, academics, expertise, skills and other things that validate your authority.

TOPIC #3: HOW THIS STRATEGY/PROCESS/THING HAS HELPED OTHERS

Shows how you've used what you're teaching to benefit others.

TOPIC #4: HOW THIS CAN HELP YOU

Gives the prospect a glimpse inside the Promised Land so they can see firsthand how their lives/businesses will change after investing.

TOPIC #5: STRUGGLE TO SUPERSTAR

Details your personal rags to riches story and puts your success within reach for people who started out like you.

For example, let's say you're promoting a \$47 webinar on "Making \$10K on Facebook." Some post/story ideas you'd want to rotate include:

- A story on how you make money on Facebook
- A story on how your client has made money on Facebook
- Screenshots of high-converting Facebook ads
- Screenshots of highly engaging Facebook posts
- Three tips on making \$500 in an hour on Facebook
- A best-kept secret on how to boost engagement on Facebook
- A straight-up sales pitch for the webinar

See how I took that one promotional theme and flipped it into tiny bites of useful information for your audience? That's how you make it happen on social media.

You see, an age-old marketing rule says people need to see your information at least 7 times before they choose to buy from you. Well, this way, you're not ramming the same thing down people's throats. Instead, you're rolling with a theme and flipping it, so it feels new every time you talk about it.

Day 4

10X YOUR MARKETING EFFORTS BY FOCUSING ON THIS ONE THING

Being relatable and personable is one of the best ways to 10X your marketing efforts.

Now, being relatable means that you understand your target audience and can speak to their needs and pain points. It means being able to create content that resonates with your audience on a personal level. Being personable means that you connect with your audience on a human level. It means being authentic and transparent in your communication.

Here are some tips for being relatable and personable in your marketing efforts:

Know Your Audience

To be relatable and personable, you need to know your audience. You need to understand their needs, pain points, and preferences. This will allow you to create content that resonates with them and connects with them on a personal level.

Tell Stories

One of the best ways to be relatable and personable is to use storytelling in your marketing. Stories have a way of connecting with people on an emotional level. By sharing stories that are relevant to your audience, you can create a personal connection with them.

Be Yourself

Authenticity is key when it comes to being personable. People can tell when you are being fake or insincere. By being authentic in your communication, you can build trust with your audience and create a stronger connection.

Slide in Some Humor

Humor is a great way to connect with your audience on a personal level. It can help break down barriers and create a sense of camaraderie. However, it's important to use humor appropriately and in a way that is consistent with your brand.

Be Responsive

Being responsive to your audience is important when it comes to being personable. It shows that you care about their needs and are willing to engage with them. Make sure to respond to comments and messages in a timely manner.

Pull Back the Curtain

Transparency is key when it comes to being relatable. People appreciate honesty and openness. By being transparent about your business and your marketing efforts, you can create a stronger connection with your audience.

Be Human

Empathy is the ability to understand and share the feelings of others. By being empathetic in your communication, you can show your audience that you understand their needs and are there to help.

Share Your Values

Sharing your values is a great way to connect with your audience on a personal level. It shows that you have a deeper purpose beyond just making a profit. By sharing your values, you can create a sense of community with your audience.

Translation: Being relatable and personable is essential for businesses looking to 10X their marketing efforts. By understanding your audience, using storytelling, being authentic, using humor, being responsive, being transparent, being empathetic and sharing your values, you can create a personal connection with your audience that will drive engagement and ultimately lead to more conversions.



ACTION TIME WORKSHEET

How will I use what I learned from the 4-Day Smackdown to create a thunderstorm of clicks, cash and connections in my business?

What was my greatest takeaway from the 4-Day Smackdown?

What will I DO differently within the next 2 weeks to boost my brand awareness and generate more leads and revenue?



WORK SMARTER: CREATE PERSUASIVE CONTENT 85% FASTER

In today's digital age, the brand that creates the best content consistently wins. Period. But as a busy entrepreneur, coach, creative or service provider, you likely don't have a lot of time to create content. You're juggling multiple responsibilities, wearing way too many hats, trying to grow your business, and doing everything you possibly can to attract clicks, cash and connections.

But what if you could attract a thunderstorm of clicks, cash, and connections without spending 85% of your time writing content? That's what I created the No-Excuses 4-Day Smackdown to help you do.

And inside the Writing Vault section of this workbook, I'm giving you the major keys to the vault of tips and strategies my clients, team and I use to create high-quality content that drives traffic, conversions and revenue, all while spending 85% less time writing.

MAJOR KEY ALERT #1: DEFINE YOUR TARGET AUDIENCE

The first step to attracting clicks, cash, and connections is to define your target audience. This means understanding who your ideal customer is, what they want, and what problems they need to solve. Once you know your target audience, you can create content that speaks directly to them which will help to increase engagement, shares, and conversions.

Look, it's not enough to simply pull up and pray someone steps up to the car. If you want to create content that resonates with your audience, drives traffic to your site, and makes you some serious profits, you must define your target audience with laser precision. And here are 5 steps to help you do it.

Step 1: Specificity Sells

That's so important that I gotta say it again ... specificity sells. And by that, I mean digging down deep into the details. When it comes to defining your audience, don't just settle for "women aged 18-35." You gotta dig deeper ...

Who are these women?

What do they like to do?

What are their pain points?

What are their hopes and dreams?

Get inside their heads and figure out what makes them wanna hop off the fence and make a buying decision.

Start by looking at your current customers.

Who are they? What do they have in common? What do they love about your product or service?

This will give you a good starting point for defining your target audience.

Step 2: Dig Into the Demographics

Once you have a general idea of who your target audience is, it's time to dig into the demographics. Look at the age, gender, location, income, education and occupation of your ideal client or customer.

And don't just sit in a bubble and guess – do some research. Look at data from sources like the U.S. Census Bureau or industry surveys.

But wait, there's more. Think about the psychographics as well. This means looking at things like personality, values, interests and behaviors.

What motivates your target audience?

What do they care about?

What do they believe in?

This will help you to create content that resonates with them on a deeper level.

Have more than one “ideal” client or customer?

Bridge the gap between the 2 by finding commonalities in their desires.

Step 3: Prime the Pain Points

Now that you know who your target audience is and what they care about, it's time to identify their pain points.

What are the problems they need to solve?

What challenges are they facing?

What keeps them up at night?

Identifying these pain points will help you to create content that speaks directly to their needs and concerns.



Step 4: Determine the Buying Behavior

One of the most important things you need to understand about your target audience is their buying behavior.

How do they make purchasing decisions?

What factors influence their decisions?

Are they impulse buyers or do they take their time?

What channels do they use to research products or services?

Understanding your target audience's buying behavior will help you to create content that drives conversions and revenue. For example, if your target audience is highly influenced by social media, you need to create content that is highly shareable and easily digestible on social media channels.

Step 5: Create Buyer Personas

Now that you have all of this information, it's time to put it all together and create buyer personas. A buyer persona is a fictional representation of your ideal customer. It includes all of the demographic and psychographic information you have gathered, as well as their pain points and buying behavior.

Here's an example of one of my early buyer personas:

Meet Kim. She's a 35-year-old Black woman. She's a 5- to 6-figure earner, smart, married mompreneur who is obsessed with "Scandal," "Empire" and even enjoys the occasional reality TV show. She sometimes binge-watches "Super Soul Sundays" and loves reading Essence, Black Enterprise, Fortune Magazine and interesting (sometimes ratchet) posts on The Shade Room.

When it comes to her work, she's a BOSS at what she does (business coaching, consulting or creative services - photography, design, creative writing, etc.). Only problem is, she doesn't sound so bossed up when she writes about what she does in her sales messages on Facebook, LinkedIn, in blogs or on her website.

She can talk about her genius all day long, but when it comes to tapping those keys, her passion turns into dull, boring words that do nothing to hook clients. By the time she reaches me, she is wallowing in a pool of word despair.

She knows who needs her genius, she just has no idea how to use her words to pierce hearts and open wallets. And that's when I tap into her VOICE and turn her brilliance into spine-tingling sentences that propel people to whip out their credit cards and smack the buy button on her offerings.

The bottom line is that creating buyer personas will help you to get a clear picture of who your target audience is and how to create content that resonates with them. You can use these personas to guide your content creation process, ensuring that you are always creating content that speaks directly to the needs and concerns of your audience.

HubSpot offers a great FREE tool to help you develop a buyer persona. Check it out at: <https://www.hubspot.com/make-my-persona>

Now look, defining your target audience is not a one-and-done process. It's an ongoing process that requires constant monitoring and adjustment. Your audience is growing and evolving just like you so tap in and conduct research to ensure you keep a pulse on what they want and need.

MAJOR KEY ALERT #2: PUBLISH WITH A PURPOSE

Once you've defined your target audience, it's time to publish content with a purpose. This involves planning out your content calendar, choosing the types of content you want to create, and deciding on the best channels to promote your content.

Publishing content with a purpose will save you time, ensure that your content is consistent, and help you to achieve your sales and revenue goals.

That means pumping out random pieces of content is NOT a money move. It's definitely busy work, but it will NOT put you on the path to wealth. Now that we're on the same page, if you really want to make a splash and reel folks into your brand, publishing content with a purpose is an absolute must.

Step 1: Define Your Goals

Before you start creating content, you need to define your goals. What do you want to achieve with your content? Are you looking to increase traffic to your website? Build your brand awareness? Generate leads? Drive sales?

Whatever your goals are, you need to define them upfront, so that you can create content that helps you achieve them.

Step 2: Know Your Audience

Now, I know we talked about this in Major Key Alert #1, but it's worth repeating. Who are you creating content for? What are their interests and pain points? What do they want to achieve?

By understanding your audience, you can create content that speaks directly to them and addresses their needs and concerns.

To get to know your audience better, you can use tools like Google Analytics, social media insights, surveys and polls. You can also look at your competitors to see what type of content is resonating with their audience.

Step 3: Choose Your Content Types

Once you know your goals and your audience, it's time to choose your content types. There are many types of content you can create including blog posts, videos, infographics, eBooks, masterclasses, webinars and more.

The key is to choose the types of content that will help you achieve your goals and resonate with your audience.

For example, if your goal is to drive traffic to your website, you may want to focus on blog posts and social media posts that are optimized for search engines. If your goal is to generate leads, you may want to create eBooks or webinars that require users to provide their contact information.

Step 4: Plan Your Content Calendar

Next up, you'll want to decide how often you'll create content, and what topics you will cover. Your content calendar should focus on pillars and themes that align with your audience's struggles, pain and desires to ensure they stay engaged.

Oh, and let me run back this word: Consistency matters. Don't just create content sporadically. Create a schedule and stick to it. This will help you build trust with your audience and ensure that your content is always fresh and relevant.

Step 5: Create and Publish Your Content

When creating content, remember to keep your audience and your goals in mind. Make sure that your content is engaging, informative, and adds value to your audience. Be sure to use visuals, such as images and videos, to make your content more compelling.

Once your content is ready, it's time to publish it. This means sharing it on your website, social media, and other relevant channels. When sharing your content, be sure to optimize it for each channel. For example, your social media posts should be shorter and more visually appealing than your blog posts.



Step 6: Analyze Your Results

The final step in developing a content strategy is to analyze your results. This means tracking the performance of your content, such as page views, engagement, and conversions. Use tools like Google Analytics and social media insights to gather data and analyze it.

By analyzing your results, you can see what's working and what's not. This will help you to pivot your content strategy proactively. For example, the data may lead you to create more video content over carousel posts on Instagram or focus on certain topics that are resonating with your audience.

Lastly, please don't create content in a bubble based on what you want to create. Remember to keep your audience and your goals in mind when creating content. Be consistent with your content calendar, and always analyze your results to make improvements. With a solid content strategy, you can attract clicks, cash, and connections, and unlock your next level of wealth.

MAJOR KEY ALERT #3: CREATE HIGH-QUALITY CONTENT

The key to attracting clicks, cash, and connections is to create high-quality content that provides value to your audience. This means creating content that is informative, engaging and shareable. Some types of high-quality content include blog posts, infographics, videos, eBooks, and social media posts.

When creating high-quality content, it's important to have the end goal in mind and work backwards to create content that supports that goal. This means identifying what you want to achieve with the content, and then creating a plan to achieve it.

For example, if your goal is to generate leads, you may want to create an eBook that requires users to provide their contact information in exchange for access. To achieve this goal, you would work backwards and create content that leads users toward downloading the eBook.

To create content with the end goal in mind, start by identifying your goal. What do you want to achieve with the content? Is it to generate leads, drive sales, increase brand awareness, or something else? Once you've identified your goal, work backwards and create a plan to achieve it.

For example, if your goal is to generate leads, you might create a content plan that includes:

A blog post that addresses a common pain point for your target audience.

A social media post that promotes the blog post and encourages users to click through to your website.

A pop-up on your website that promotes your e-book and encourages users to download it.

An email campaign that follows up with users who downloaded the eBook and encourages them to take the next step in the sales funnel.



By creating a plan that supports your end goal, you can create content that is not only high-quality, but also effective in achieving your business objectives.

When creating content with the end goal in mind, it's important to keep your audience in mind as well. Make sure the content is relevant and engaging to your target audience. By providing value to your audience, you can build trust and establish yourself as a thought leader in your industry.

High-quality content can make or break a brand's online presence. It can help attract and retain customers, drive traffic to a website, and improve search engine rankings. In this guide, we'll discuss the value of creating high-quality content and how to do it.

Now, while folks are seemingly becoming content machines, always remember the most valuable content will outlast BS content every day of the week.



That's because when high-value content comes into play, you'll:

Attract and Retain Customers

High-quality content helps attract and retain customers. People are more likely to engage with content that is informative, engaging, and relevant to their needs. By providing valuable content, you can establish yourself as a thought leader in your industry, build trust with your audience, and ultimately, convert them into customers.

Improve Your Search Engine Rankings

Search engines are constantly evolving and improving their algorithms to provide the best results for users. One of the factors that search engines consider when ranking websites is the quality of the content. High-quality content that is informative, engaging, and relevant to the audience can help improve search engine rankings and drive more traffic to a website.

Drive More Traffic to Your Website

High-quality content can also help drive traffic to a website. When people share content, it can reach a wider audience and attract new visitors to a website. By creating shareable content, you can increase your reach and expand brand awareness.

Boost Your Social Media Engagement

Social media is a powerful tool for businesses to connect with their audience. High-quality content that is shareable and relevant to the audience can help increase engagement on social media. When people engage with content, it can help increase visibility and reach on social media, ultimately leading to more followers and customers.

So, how do you create high-quality content? I thought you'd never ask – follow these steps:

Understand Your Audience

Yes, here we go again with understanding your audience. What are their needs and pain points? What type of content do they prefer? What social media platforms do they use? Understanding your audience can help you create content that is relevant and engaging to them.

Serve Up Value

High-quality content should provide value to the audience. It should be informative, engaging, and relevant to their needs. When creating content, ask yourself, "What value does this provide to my audience?" If you can't answer that question, then the content may not be worth creating.

Let the People See You

Images and videos make content more engaging and shareable. They can also make your brand more relatable and personable and help break up the text and make it more readable.

Be Consistent

Consistency wins. Create a content calendar and stick to it. This will help ensure that you are consistently creating content that is relevant and engaging to your audience.

Edit and Proofread

High-quality content should be free from errors and typos. Take the time to edit and proofread your content before publishing it. If possible, have someone else review it as well. This will help ensure that your content is professional and high-quality.



Be Original

Creating high-quality content means being original. Don't copy content from other sources or use templates. Instead, create unique content that is relevant and engaging to your audience.

Look, creating high-quality content is essential if you're looking to improve your online presence and boost revenue and profits. By creating content with the end goal in mind and working backwards, you can create a plan that supports your business goals and provide a solution for the people who need you most.

MAJOR KEY ALERT #4: REPURPOSE YOUR CONTENT

Creating new content for every platform requires time – time many entrepreneurs don't have. So, how can you still develop and publish high-quality content across all marketing channels without spending countless hours?

Three words: *Repurpose. Your. Content.*

Repurposing content allows you to reach a wider audience. Not everyone consumes content in the same way. Some people prefer reading blog posts, while others prefer watching videos or listening to podcasts. By repurposing content in different formats, you can cater to the preferences of your audience and reach more people.

One of the best ways to save time while still creating high-quality content is to repurpose your content. This means taking content that you have already created and turning it into a different format.

For example, you could turn a blog post into a video, or an eBook into a series of blog posts. Repurposing your content will help you to reach a wider audience and get more value from your existing content.

Also, there are many tools you can use to save time by reposting content from one social media platform to the next and stretch the benefits, reach and impact of your content.

While my team uses Repurpose.io, there are plenty of other content repurposing tools, including:

Hootsuite Amplify

This tool allows you to easily share content across social media channels. It also provides analytics to track engagement and performance.

MeetEdgar

This tool allows you to schedule and repurpose content across social media channels. It also provides analytics to track engagement and performance.

Lumen5

This tool allows you to repurpose blog posts into videos. It uses artificial intelligence to create video content from your blog posts.

Missinglettr

This tool automatically creates social media campaigns for your blog posts. It creates a series of posts that are spaced out over time, to ensure that your content gets maximum exposure.

Overall, you'll save considerable time and resources by repurposing your content across multiple channels. By using these tools, you can reach a wider audience, increase engagement, and improve your online presence.

By following the steps outlined in this workbook, you can attract a thunderstorm of clicks, cash and connections, all while spending 85% less time writing content. Remember to define your target audience, develop a content strategy, create high-quality content, repurpose your content, promote your content, and analyze and optimize your content.



MEET THE COPY CLOSET FOUNDER

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 \$100 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 of 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 take 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? Get some toe-curling, done-for-you content from [Word Stylistz™](#).