

“Did She REALLY Just Say That?”

It's pretty hard to shock a podcast host. They hear it all.

But when I said just three simple words, her eyes almost popped out of her head! 🙄

Look, I didn't plan on talking about money during my last series of interviews. But it kept coming up again and again.

Without fail, every time I shared this ONE money belief — the one that's personally transformed my own relationship with money — the reaction was instant.

A mix of shock, curiosity, and “OMG did she really just say that!?!” and “Can you PLEASE say more?!?!?”

I'm going to tell you what that three-word money mantra is, Apryl — and I encourage you to say it until it sticks.

Say this *daily* to wire your brain for financial abundance.

If you're stuck in struggle, stress, or scarcity around money, please watch today's episode.

Apryl, I know money can be a loaded and emotional topic. But it's SO important to embrace.

Because money literally impacts everything in our lives. And it's a topic that doesn't have to be filled with fear, shame, or anxiety. In fact, it can be JOYFUL and exciting.

If you're stuck in struggle, stress, or scarcity around money, please watch today's episode. I share exactly what's helped me:

Crawl out of tens of thousands of dollars of debt

Break free from scarcity thinking and feeling “not enough” as a person

Create financial results beyond anything I ever imagined

You can use this practice to dramatically shift your own financial reality, too — starting now.

Excited to hear how it goes for you, Apryl! ❤️

With abundant love,

XO

Marie

P.S. If you're as excited as I am about this topic, PLEASE go to [GoodMoneyQuestions.com](https://www.GoodMoneyQuestions.com) and answer a few short questions. I'm working on a VERY exciting new project and your answers will help me understand how to best support you.



there is peace in release, Apryl

Hey Apryl,

If you're like me, you're likely doing a lot of self-reflection these days and I wanted to offer you a word of caution as you prepare for what's next:

**If you don't release some things,
it may be difficult to receive and hold space for all that you desire.**

I had a download in my prayer room some months ago and I went live on Instagram to share it. . . Based on some conversations I've been having since the Soul Detox event, I really wanted to invite you to check it out [HERE](#) if you missed it then or for a refresher!

The truth is, many of us are afraid of the mere thought of releasing anything.

It's unfamiliar.

It's uncomfortable.

It's uncertain.

And it may be frowned upon by people around us.

Yes, there might be pain in release, Apryl, but I promise you there can be peace too and I broke down an exercise that came to my spirit in my prayer room. I've heard it's blessed many people so I wanted to share it with you too!

Check out the replay [HERE](#).

These are the types of divine downloads I want to unpack in real time with my intimate mastermind community, **Mastery + Momentum**. It's returning May 17th and if you're someone who is releasing/shedding/disrupting people, places, routines, limiting beliefs and more in this season, there will be a safe space for you to master the conviction to also **not** pick it up again.

In Mastery + Momentum, we're going to hold a mirror up to your deepest desires – no matter how small they seem – reflecting and amplifying what truly matters, so you can make room for more of it in your life.

I don't believe greatness is created in isolation, Apryl, so it saddens me to hear how many of you feel alone in your immediate family or community, because people think you should be content with your current success despite that lack of fulfillment only you can truly feel.

You need a place to take the labels and limits off so you can be honest about what you need to release and then actually get the guts to do it.

If you're ready to experience next level personal transformation and spiritual growth, I invite you to the peace that comes on the other side of honoring that feeling that says, "*There's got to be more for me than this.*" and just **APPLY HERE**.

I am releasing a *lot* in order to hold space for you this season. Let's do this together.

Seek Wisdom,

Patrice

P.S. I recently interviewed Jael + Tamika who are current members of Mastery + Momentum on the podcast [HERE](#). Listen and see if this sounds like what your soul needs in this season!

Target or Walmart?

Dropping in to share something interesting I *discovered* the other day ...

There's really only three types of price shoppers:

1. The folks whose first question is always: "How much is it?"
2. The people who literally buy the most expensive thing available because they associate a higher price with quality.
3. Cheapos who will buy nearly *anything*, as long as it's free or under \$40.

Which type is better for you? Let's get down to the nitty-gritty ...

Buyers who are super concerned about price are like the folks who shop at Walmart.

Don't get me wrong. I love finding a good deal in Walmart, but the store ain't exactly known for selling top quality stuff, right?

So this means that if getting the lowest price is your main priority, you're likely sacrificing some level of quality.

On the other side of the fence sits the buyer who sees two items on the shelf and goes with the most expensive one right away.

Most of these folks wouldn't be caught dead in Walmart.

After all, they see high prices and immediately think top quality.

And then you have the *cheapos*. I won't spend too much time on them.

Just know that they hang around to suck up every freebie and low-cost thing you sell ...

With no intention of ever using any of it.

My advice: Steer clear of the cheapos.

"So which type of price shopper is better, Apryl?"

Quite frankly, there's really no *right* answer.

You see, if you sell your stuff at super low prices, then you're catering to the "Walmart shoppers."

But be warned, if you ever want to sell a higher priced item, these folks probably won't

buy it because you've conditioned them to want bargain-basement prices.

On the flip side, let's say you sell moderately-priced coaching services. Your folks already know you're coming with "Target" pricing and if they're in your "tribe," they'll likely buy whatever you sell as long as it's in that top-level pricing range (and the quality is there).

Now before I wrap this up, I gotta let you in on a little secret:

It takes just as much effort to sell a \$40 thing than it does to sell a \$400 thing. Again, as long as the quality is there to validate the price.

So, make sure your price matches the type of shopper you want to attract.

Because when they do, folks will gladly gobble up all your stuff and love it.

Oh and one more thing ...

I've been pricing my ["Copy Makeover"](#) service super low for months and the time has come to raise the price. I mean with clients raking in thousands of dollars with their "styled up" words, yep, I'd say it's time.

Lucky for you, the price will be super low until 11:59 p.m. on April 1. After that, I'll sling the same spine-tingling About pages, home pages and landing pages just priced more appropriately for the value you get.

Anyway, my clients are recouping their investment in hours just by having copy that propels their audiences to smack the buy button and that makes me feel good. (More on their mind-blowing results tomorrow.)

And you can experience the same (or better) [starting here](#).

Be sure to check your inbox tomorrow to hear about my girl Torey's mind-blowing results - she is killing it with her new sales copy. :)

This is it ... we going left or right?

"Hey, which way do I turn?"

That was the question I asked my son, Alston, as we sat at the light after leaving the dentist.

Earlier today, I got the call that his replacement Invisalign trays were ready for a new fitting and pick up.

Cool.

But here's where the day got wild ...

The dentist's office called at 3:35 p.m. - 35 minutes after we're technically allowed to pick kids up from his school.

So that turned out to be an entire experience.

And by the time I picked him up, went to the dentist, asked his dad about dinner and reached that light ... my mind was blown and I literally just went blank.

"Left, Mommy ... left," Alston said.

As I turned left, it hit me ...

This is exactly how business owners feel by the time they sit down to create promotional content.

After pouring your heart and soul into offers, serving clients, talking to leads, paying vendors, handling issues, designing images and doing all the things to run your business, your mind is literally blown.

It's not that you don't know WHAT to do or how to communicate with your audience, you simply don't have the clear mind and creativity to plan it all out and write everything.

But here's the good news ... when you join The CopyCloset, we'll handle all that for you.

See, with my team by your side, you'll get a 30-day just-for-you promotional content plan (if you want one) ...

Access to a treasure chest of copywriting lessons on emails, social media, ads, sales pages, website copy and more ...

Access to unlimited content critiques so you never again panic about finding the right words ...

Access to monthly LIVE Q&A sessions with a pro copywriter ...

Discounts on writing services ...

And more.

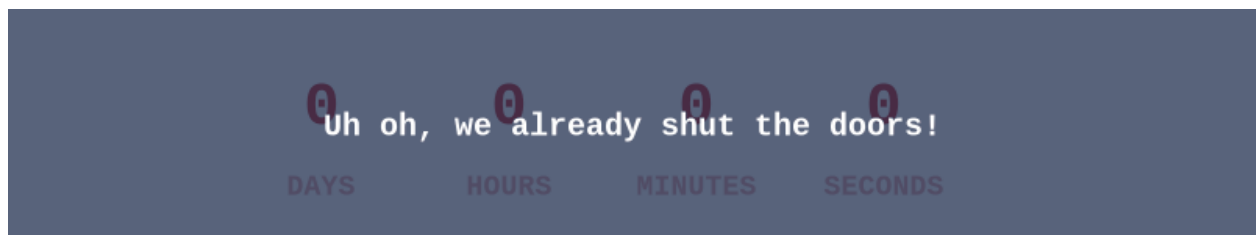
Buuuut, I've got some bad news ...

You only have 60 minutes to hop off the fence and decide whether you want to keep playing around with your content (and sales goals) OR call in the pros to carry the weight.

Totally up to you - I'm just laying out the choices.

Want in? Tap here (before that timer strikes quadruple zeros):

<https://thecopycloset.com/>



If you're springing for the quarterly option, use code **VIP50** at checkout.

Win a copywriter for a day

One of my favorite ways to market my business is Facebook ads.

I've used them to grow my email list from 0 subscribers to just over 3,000 in the past 60 days. And I don't run ads around the clock or even spend a ton of money because my ads convert like crazy for pennies on the dollar.

For example, I got 279 new subscribers in one weekend after only spending \$16.54.
#BOOM

Now, I'm no ad guru, but I know how to write copy that propels people into action.

So in celebration of my birthday (April 19 – whoop, whoop!), I want to share the love by giving away **CUSTOM FACEBOOK AD COPY** for free.

You already know the power of having the right copy in your ad. It's what gets folks racing to jump on your list. And, you also know hiring a copywriter to craft ad copy for you ain't cheap.

Heck, clients pay \$1000+ for me to write custom Facebook ad copy. But you can get me to write your Facebook ad copy for free with this giveaway.

[Enter by clicking right here.](#)