

A woman with dark, curly hair and black-rimmed glasses is sitting in a large, orange, tufted leather chair. She is wearing a black and white polka-dot blouse with a black collar and a thin silver necklace. Her right hand is resting on her chin, and she is looking directly at the camera with a slight smile. In the background, a desk with a red alarm clock and a laptop is visible.

aprylbeverly

COMMUNICATIONS COACH | CELEBRITY COPYWRITER | SPEAKER



meet apryl **THE 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, The Million-Dollar Word Stylist.

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 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, Mary "Mz Skittlez" Seats, Patrice Washington, King Ashley Ann, the late-great Six Figure Chick, and DeVon Franklin.**

Like many prolific teachers, Apryl's knowledge spans mediums. She has been featured on the pages of Essence Magazine, The Huffington Post, YFS Magazine and numerous notable online and print publications.

In addition to running her agency, Apryl created the Persuasive Copywriting course, making her the first Black woman copywriter to have a course featured in more than 1,000 accredited colleges and universities worldwide.

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.



TEACHING THAT TAKES COMMUNICATIONS UP A NOTCH

Apryl loves to speak, but she is really a teacher and trainer.

Your event becomes an expert-led masterclass in money-making words and the compelling, confident communication techniques that every professional needs. She doesn't just leave audiences and teams with ideas and inspiration, but with tangible tools and strategies that they can immediately use to speak and write in a way that drives audiences to action.

Her signature speaking topics include:

PERSUASIVE COPYWRITING

For small business owners, corporate professionals and entrepreneurs who want to write intriguing, concise business communications that propel readers to take action.

COMMUNICATE WITH CONFIDENCE

For women professionals who are ready to step into their greatness and use words that shine a light versus dim their light.

W.E.R.K. ETHICS

For entrepreneurs and digital marketing professionals who want to write sales content that persuades audiences to invest in their products and services.



LET APRYL POUR INTO YOUR AUDIENCE

Apryl is available to speak at conferences, seminars and corporate events. She is happy to tailor speeches to your specific requirements. Apryl is delighted to discuss how she can educate and entertain your audience.

What you can always expect:

- Professional, prompt communication
- A personal phone consultation with Apryl prior to your event
- Planning sessions with event organizers
- Development of exciting, customized and interactive content to meet your specific event objectives
- Delivery of the keynote, workshop or panel experience

testimonials

WHAT PEOPLE ARE SAYING



ANITA CHARLOT

BUSINESS OPERATIONS SENIOR ANALYST

Apryl continues to deliver highly informative classes, tips and resources via her Copy Closet to help you craft your marketing pieces in such a way that makes your ideal clients "SMACK THE BUY BUTTON!" I recently had the pleasure to share the stage with her during the recent Race to Freedom conference hosted by the Wealthy Sisters Network. She is just as lively and full of information in person as she is online. If you're ready to write copy that speaks to your clients and moves them to grab their wallets...Apryl is the one for you.



COURTNEY BYHAM

TALENT ACQUISITION MANAGER | HYLAND SOFTWARE

Apryl is a vivacious, dedicated woman and an exceptional speaker whom I have had the pleasure of hosting at my organization. Apryl gave a tremendous presentation to our female employee resource group, HylandWIN this fall on writing like a B.O.S.S. Her enthusiastic presentation kept our audience engaged and gave key takeaway points to implement into one's life. I truly believe Apryl will shine in bringing a fun twist of professional development into your organization and/or marketing content. She has my highest recommendation and respect!



SHE'S BEEN SEEN...

Apryl has been featured in a number of well-known online and print publications. Covering the power of words and communicating with confidence, she is a reader favorite.

Apryl also is a fun and entertaining podcast guest, and frequently participates in programs to share her fresh perspective on words that are worth millions with their audiences.

THE PLAIN DEALER

IHUFFPOST

ATLANTA BLACK STAR

rollingout

HOWARD UNIVERSITY RADIO
**WHUR
96.3**

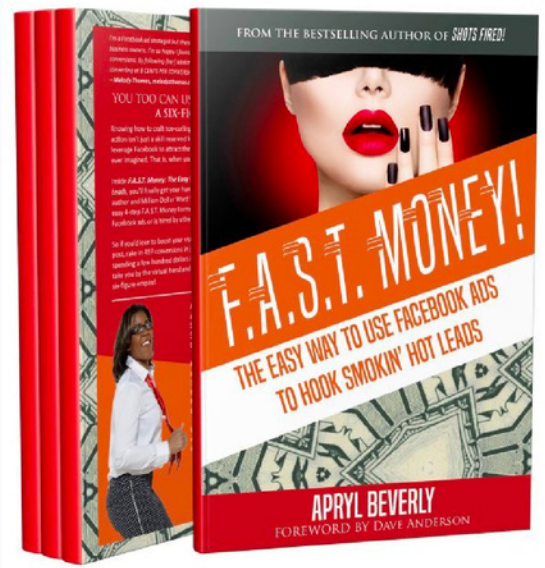
OnBase[®]
by Hyland

OHIO STATE



UNCLONED
Marketing
WITH AUDRIA RICHMOND

YFS
MAGAZINE

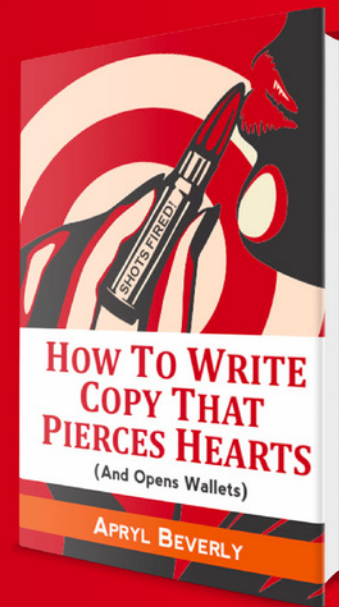


SHE'S AN AUTHOR

Apryl is a two-time bestselling author. Her books have sold thousands of copies to date, and continue to receive rave reviews.

WWW.FASTMONEYBOOK.CO

WWW.SHOTSFIREDCO





HOW TO WRITE
A COPY THAT
PIERCES HEARTS
(And Gets Results)
APRIL BEVERLY

SHE RUNS TWO AGENCIES

Those millions aren't going to make themselves. Having generated over \$100 million dollars (and counting) in revenue for our clients through content that converts clicks to cash, we are ideal partners for companies of all sizes and industries who need to increase engagement on and offline, excite diverse audiences and drive sales.

Proposal Writing

Let us help you to eliminate proposals full of feel-good words and fluff. We are masters at strategic storytelling and positioning your capabilities as a win-win for your potential client. Our words will seal the deal on your next opportunity.

Communications Training

Whether you are communicating to an audience of one or one thousand, words and presence matter. Successfully selling services is a result of confidently conveying ideas that inspire people to want to be a part of your mission and vision. Speaking and writing in a way that commands authority is the key.

Premium Copywriting and Content Marketing Services for Corporations and Influencers

Place your sales and marketing content in the hands of bona fide experts. Our small but mighty team of strategists and writers are here to do the heavy lifting when it comes to the words that fuel your business. From ad campaigns to sales pages and everything in between, our deadline-driven team can help.

1

WORD STYLISTZ – QUALITY CONTENT FOR EVERY BUDGET

Created with the solopreneur, startup and small business in mind, our affordable copywriting service is perfect for companies who have big ad agency needs, but are still leveling up to the big marketing budget.

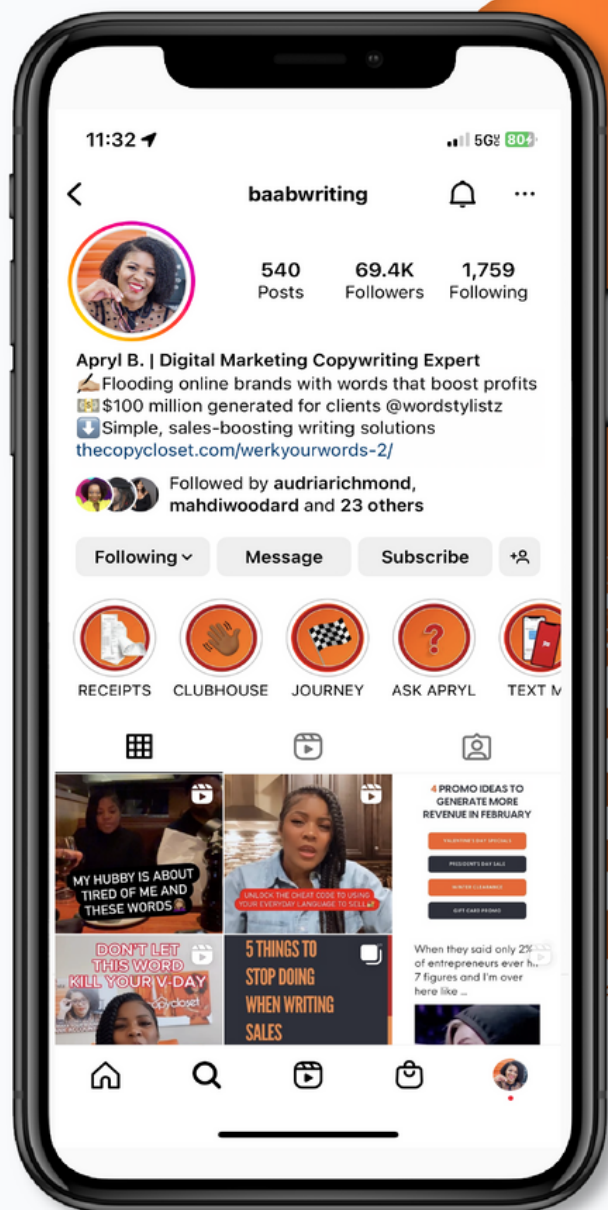
As the first woman-owned flat rate copywriting service agency, we are your lens (and pens) into the hearts (and wallets) of diverse and multicultural audiences.

2

BAAB WRITING AND MARKETING SERVICES

Small Business Consulting

The perfect fit for the small staff that wears far too many hats, our coaching is the strategic insight needed to solve your company's biggest sales and marketing challenges. We'll spend side-by-side time with your team to identify the clogs in your cash flow, implement automated lead generation systems to increase profits and set you free from the stress of figuring how to get coveted prospects to convert.



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