

PITCH · RESPOND · OFFER



Blending the Power of AI with Human
Expertise to Yield **Remarkable Results** for
Small Businesses

Democratizing Access to Wealth

Studies show AI is projected to create \$500 billion in annual wealth in the United States, but without intentional implementation, AI wealth creation could widen racial wealth gaps by \$43 billion annually by 2045. PRO Pitch. Respond. Offer.® (PRO) addresses this challenge by democratizing access to professional-quality sales and marketing copy for all businesses.

PRO represents a groundbreaking innovation in the content creation space - a true partnership between human expertise and AI. Unlike standard AI tools that provide generic outputs with minimal oversight, our approach combines the strategic thinking of seasoned copywriters with the efficiency and scalability of advanced AI.

This human-in-the-loop model ensures every piece of content maintains the authentic voice, strategic intent and persuasive power that only experienced marketers can provide, while leveraging AI to handle the production at scale.

And critically, our system is built with privacy as a foundational principle - your data never trains other companies' models, your competitive information remains confidential and robust encryption protects your intellectual property at every step.



Why Culturally Smart AI Matters

Generic AI tools often miss crucial cultural nuances and conversational patterns that build authentic connections with diverse, global audiences. PRO's content creator, AiPRO, stands out as the first culturally smart AI copywriter designed to develop sales and marketing copy that boost sales, visibility and profits.

It speaks seven languages to help facilitate international engagement, with built-in conversational content creation that eliminates the need for extensive prompting - simply talk naturally.

Plus, robust privacy protections ensure that everything you share stays between you and PRO. Premium subscribers also receive unlimited support from human content editors who review and refine your AI-generated content for maximum impact.



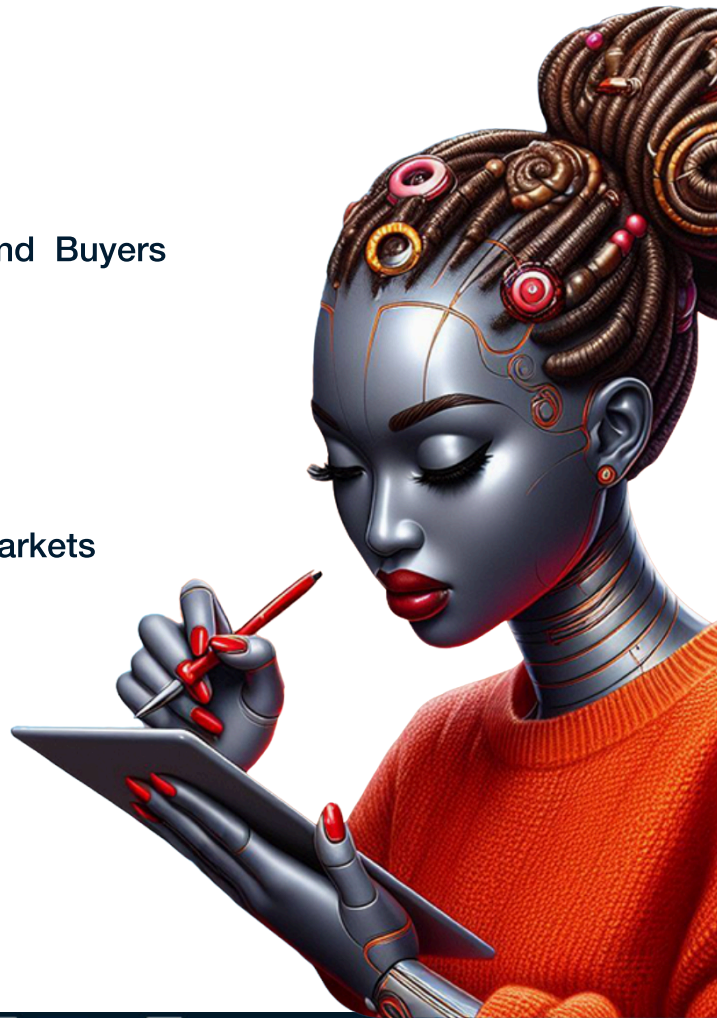
The Power of PRO for Small Business Growth

Small businesses are the backbone of our economy, yet they often lack access to the high-quality marketing resources that larger corporations take for granted.

PRO levels this playing field by providing enterprise-grade copywriting capabilities at a fraction of the cost. Our culturally smart AI solution helps small businesses effectively compete in crowded marketplaces by creating persuasive content that connects authentically with customers and drives real business growth.

With access to PRO, small businesses tap into the power to:

- 01** Transform Everyday Language into Sales-Driving Content
- 02** Save Valuable Time and Resources
- 03** Build Deeper Connections with Your Leads and Buyers
- 04** Gain Comprehensive Content Support
- 05** Break Language Barriers to Access Global Markets
- 06** Navigate Cultural Contexts with Confidence
- 07** Respond Faster to Business Opportunities



Real Results from Real Clients

“As a wardrobe consultant, finding the right words to describe my services is just as important as finding the right clothes for my clients. Apryl’s AI Accelerator has been nothing short of remarkable in capturing my brand voice in such a genuinely human way. I’m saving at least five hours every week on content creation.” — Jasmene Bowdry

“I just had to reach out and give you a massive shoutout for the AI workshop. Your training on crafting compelling marketing and sales content with AI-powered persuasion was pure gold. You had us all captivated with your AI secrets and your strategies left us in awe!” — Gemma Bonham

“PRO has been instrumental in helping me generate more than half of what I invested in it in just one day. It did this by replicating my brand's unique voice, asking the right questions to understand my target audience, which led to a surge in sales from just one email.” — Davonne Reaves



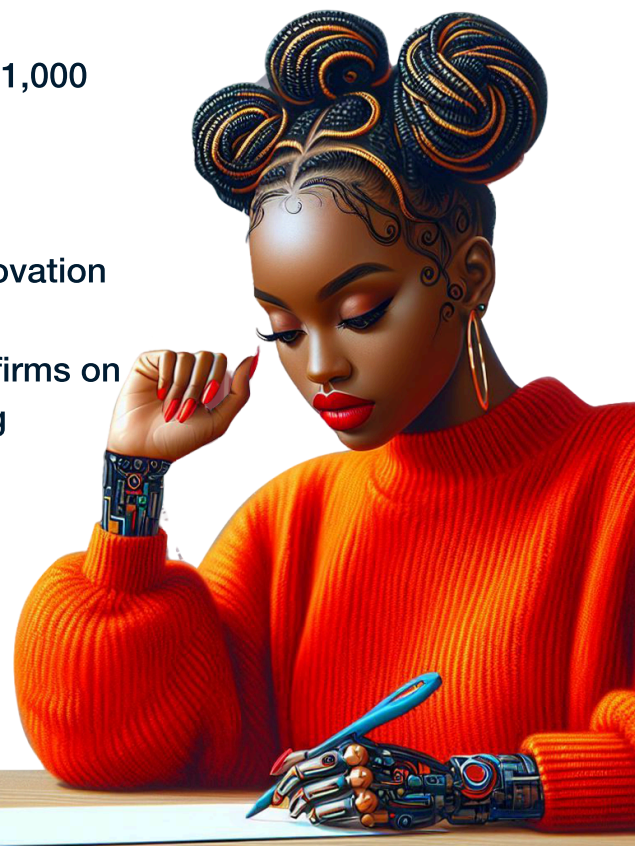
Recognition + Industry Leadership

PRO is the flagship offering from BAAB Writing and Marketing Services, founded by Apryl Beverly. With over 20 years of copywriting expertise and a pioneering approach to AI implementation, Apryl has established herself as the go-to authority at the intersection of persuasive marketing and artificial intelligence.

Her unique blend of traditional copywriting and AI innovation has positioned BAAB to help businesses leverage culturally smart marketing technology for authentic growth.

As a sought-after, award-winning AI consultant and copywriter, Apryl has:

- 01** Delivered keynote presentations at FutureLAND (Cleveland), Traffic Sales & Profit (Atlanta), and the World's First-Ever AI Conference (Austin)
- 02** Been recognized with the 2024 AI Innovator Award and the 2022 Women in Business Game Changer Award
- 03** Licensed a proprietary copywriting course to over 1,000 accredited colleges and universities nationwide
- 04** Received both the Comcast RISE Grant and Goldman Sachs Black in Business grant for AI innovation
- 05** Trained marketing teams at professional services firms on leveraging AI for ethical, culturally smart marketing
- 06** Led workshops for major organizations including Urban League chapters in Ohio
- 07** Contributed AI marketing expertise to leading business publications and podcasts



More About Apryl Beverly

Apryl Beverly, president of BAAB, is an award-winning AI consultant and copywriter with more than 20 years of experience and the founder of Word Stylistz®, the world's first online woman-owned, flat-rate sales writing agency. Since launching her 7-figure writing and marketing firm in 2011, she and her team have crafted compelling copy for small business owners and global brands - worldwide.

Her clients have generated more than \$3 billion in revenue from the content her agency has produced. She's also the author of two books, founder of the world's first culturally smart AI-powered copywriter and is frequently called on to facilitate training events on vital AI marketing and copywriting communications principles.

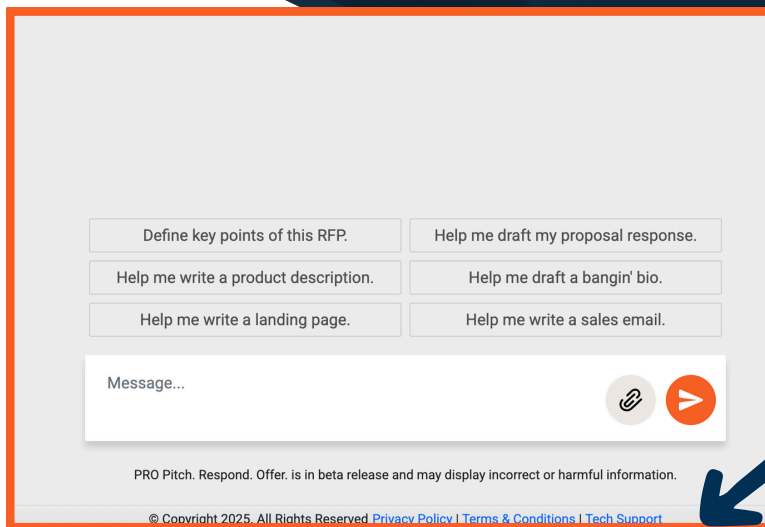
Her work includes facilitating writing workshops for the Urban League of Greater Cleveland and crafting a proposal that helped the Akron Urban League secure \$600,000 in funding.

She is a graduate of The Ohio State University with a bachelor's degree in Journalism and the University of Phoenix, where she earned a Master of Business Administration degree.



PRO Pitch. Respond. Offer.

TECH + CONTENT SUPPORT



Define key points of this RFP. Help me draft my proposal response.

Help me write a product description. Help me draft a bangin' bio.

Help me write a landing page. Help me write a sales email.

Message...

PRO Pitch. Respond. Offer. is in beta release and may display incorrect or harmful information.

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