



Dawn Apuan's

CASHFLOW COPY TRAINING

HOW TO QUICKLY & PAINLESSLY
WRITE COPY THAT SELLS WITHOUT
SOUNDING SALESY

Welcome to the training!

I'm SO excited that you're joining us and SUPER stoked to share my strategies with you.

During the Training I'll be going over a lot of content...

The 6-part framework that ALL your sales copy needs (and why step 4 is so vital)

The one SINGLE sentence that gets more potential buyers off the fence and handing you the moolah.

The BIGGEST mistake you're making with you copy (and what you should do instead)

Get excited and invite a friend!

See you in the training!

Dawn

LIVE TRAINING

Hosted by Dawn Apuan

PRE-CLASS HOMEWORK

I have a feeling that you're a go-getter and you want to make the most of your time...so I created this pre-training worksheet for you to set your intention for the training & also have a place to take notes.



What do you want?

Why did you sign up for the training? What are you hoping to get out of it? _____



What are your goals?

What would you like to achieve in your business in the next 12 mos? The sky is the limit. What would be crazy freakin' cool if it happened? _____



How will it FEEL when it happens?

WHEN (not if) you achieve these goals, how will you feel? How will your life change? _____

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COPY THESIS/BIG IDEA

Any [your _____] can [solve their _____] by using [your _____], because [how it solves the _____]

6-PART FRAMEWORK

P _____

A _____

S _____

T _____

O _____

R _____

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THE "ONE" SENTENCE

THE BIGGEST MISTAKE

OTHER NOTES
