

Contact

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www.apptcontent.net/ (Company)

Top Skills

Sales Funnels
Funnel Optimization
Conversion Optimization

Abi Prendergast

Day #1 Evergreen for Course Creators | Funnel Strategist & Conversion Copywriter
Cambridge, England, United Kingdom

Summary

I plan and write evergreen webinar funnels that are strategically engineered to convert better every month -- so you can flood your new million-dollar sales page with toasty warm leads that convert into happy buyers all year round.

You can expect conversion copy that:

- Positions your offer as the no-brainer solution to your reader's most urgent problem
- Strategically moves readers towards the "yes!" (not the "maybe")
- Gets readers nodding their heads as they read down the page because they feel like you just GET them
- Keeps leads taking enthusiastic action as they slip 'n' slide through your webinar funnel
- Gets readers snapping up those upsells and order bumps

My results speak for themselves:

- \$600k with an email list of <10,000
- 83% webinar opt-in rates
- Thousands of leads per day
- 300% increase in sales page conversion rates
- 600% increase in webinar conversion rates

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"What do you get when you combine a world-class conversion copywriter (with a track record on getting top results for the best of the best), with a skillful evergreen launch strategist who's re-invigorating a tired "just go evergreen" mantra with her unique frameworks and methodologies that result in BETTER conversions month-after-month? You get Abi. She's one in a million, and if you're a course creator "going evergreen" you'd be lucky AF to lean

into her material and her attention on your soon-to-be evergreen masterpiece"

Ry Schwartz
Founder of Empire Engineering

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"I hired Abi because my sales page had a very low conversion rate. She researched my course and was able to clarify, in words, and bring to life all the value in the course. Her copywriting immediately gave me a better feeling about the course. In around 3 weeks my conversion rate tripled. The extra sales paid for Abi's work. She threw in some emails for my funnel and a Facebook ad. She's great to work with, super professional, deadlines met and the copywriting was flawless. Definitely using next time."

Eric Petrus
Creator of Guitar Repair Business Starter

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"APT Content reworked the copy on my sales page to clarify the value of the offer. The way Abi positioned it was spot on. I just closed cart and I am SO happy with the results. Sales are up by 240% from my last launch! Abi gave lots of helpful suggestions for optimizing the page for conversions and the results speak for themselves. Thanks again Abi. You are awesome!!"

Javeriya Sid
Founder of SVG Business Boss

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Hop off the live launch roller coaster and evergreen your sales in 30 days. Now taking bookings for summer 2024.

Experience

APT Content

Conversion Copywriter & Funnel Strategist

June 2017 - Present (7 years 2 months)

I strategize and write conversion copy and evergreen funnels for course creators who want to turn their best offer into cash on-demand.

Amy Porterfield, Inc.

Conversion Copywriter

October 2022 - July 2023 (10 months)

PenguinCat Creative

Creative Copywriter

June 2021 - January 2023 (1 year 8 months)

I write creative copy for course creators so they can get more conversions and increase their revenue.

San Jiao Ling

Senior Copywriter

July 2017 - June 2022 (5 years)

Zhuhai, Guangdong, China

I write press releases and marketing content for international clients including Ascott, Sofitel, Mandarin Oriental, and Hong Kong Chinese Orchestra.

Wingfire Media

Facebook Ads Copywriter

August 2020 - July 2021 (1 year)

I write conversion-focused Facebook ad copy for course creators so they can scale their business to 7-figures and beyond.

Mindful Chess UK

Digital Marketing Consultant

March 2019 - March 2020 (1 year 1 month)

I specialize in marketing strategy that enables expansion. I provide marketing consultation for events, lead campaigns, and branding.

Education

University of Sussex

Bachelor of Arts - BA, Philosophy and English Literature · (2015 - 2018)