## The CopyCloset™ Style Guide - September 30, 2016 (NEW ITEMS ARE IN RED)

	<u>Lessons Inside Closet Categories</u>	Type of Copywriting You Need Assistance With							
Closet Categories		FB Ads	Emails	Sales Page	Business Plans & Proposals	Landing Pages	Website Copy	Webinars	
	Facebook Ads that Convert Like Cuh-Razy	X							
Sneak Peeks &	Members Only Q&A May 2016		X			X	X		
	10 Pieces of Content You Need to Make \$\$ NOW		X		Χ	X	X		
	The Power of Storytelling	Χ	X	Χ		Χ	Χ		
	3 Reasons Your Sales Page Ain't Selling & How to Fix It			Χ					
	#FixItJesus Writing Workshop		X	Χ		X	X		
Steals									
	Proposal Sample (RFP Response)-Nonprofit				Χ				
	Sales Page Sample-Health Industry			Χ					
Bangin' Copy Hacks	Sales Page Sample-Business Coaching			Χ					
	Business Plan Sample-Bed & Breakfast				Χ				
	Landing Page Sample-Business Coach					X			
	Proposal Sample-Unsolicited				Χ				
	Product Description Sample		X	X		X	X		
	Video Script Sample	X		X			X		

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Website Smackdowns	Smackdown #1-ParentConnection						X		
	Smackdown #2-Habyts						X		
	Smackdown #3-Greenlight Voices						X		
	Smackdown #4-Birthing Confidence						X		
	How to Host Webinars That Don't Suck - Kate Doster							X	
Guest Stylists	How to Build Your Email List Like a BOSS - Semonna McNeil		X						
	How to Target FB Ads Like a Pro - Melody Thomas	X		.,			.,		
	How to Perfect Your Photo Shoot - Audria Richmond	X	V	X	V	V	X	V	
	How to Perfect Your Sales Pitch - Dave Anderson	X	X	X	X	X	X	X	
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	When You Want to Decline a Project		X						
	When You Must Ask a Follower to Respond to a Survey		X						
	When Nobody Books Your FREE Discovery Calls		X						
	When You Want to Rake in Raving Reviews		X						
	When You Need to Inquire About an Invoice		X						
	When You Need to Send a CASH Generating Quote		X						
	The Email That Snagged me a \$4,500 Client		X						
Swag Bag O' Scripts	2 Scripts to Power Up Your Periscope Intro			X					
	The Perfect Follow Up Email After Sending A Proposal		X						
	A Welcome Email That Makes a Great Impression		X						
	How to Get Existing Email Subscribers to Sign Up (Pt. 1)		X						
	How to Get Existing Email Subscribers to Sign Up (Pt. 2)		X						
	Emails That ROCK		X						
	Essential Elements Your ABOUT Page Needs						X		
	My Top-Performing Autoresponder Email Scripts		X						
	Writing To SELL	X	X	X	X	X	X	X	
	Copywriting 101	X	X	X	X	X	X	X	
	Fix My Landing Page Masterclass					X			
Vivacious Vids & Webinars	Slay Your Sales Page Masterclass			X					
	5-Day F.A.S.T Money Challenge Masterclass	X	X	X		X			
	Bodacious Bullets Masterclass	X	X	X		X	X		
	Va Va Voom Video Scripts Masterclass			X		X	X		