The CopyCloset™ Style Guide - February 28, 2017 (NEW ITEMS ARE IN RED)										
<u>Closet Categories</u>	Lessons Inside Closet Categories	Type of Copywriting You Need Assistance With								
		FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars		
	Facebook Ads that Convert Like Cuh-Razy	Х								
	Members Only Q&A May 2016		Х			Х	Х			
	10 Pieces of Content You Need to Make \$\$ NOW		Х		Х	Х	Х			
	The Power of Storytelling	Х	Х	X		Х	Х			
	3 Reasons Your Sales Page Ain't Selling & How to Fix It			X						
	#FixItJesus Writing Workshop		Х	X		Х	Х			
Creak Deaks 9	How to Get Smacked with Wallets on Facebook	Х								
Sneak Peeks & Steals	Bangin' 2016 Virtual Bash Tour + Q&A		Х	X	Х	Х	Х			
	Proposal Sample (RFP Response)-Nonprofit				Х					
Bangin' Copy Hacks	Sales Page Sample-Health Industry			X						
	Sales Page Sample-Business Coaching			Х						
	Business Plan Sample-Bed & Breakfast				Х					
	Landing Page Sample-Business Coach				V	X				
	Proposal Sample-Unsolicited Product Description Sample		X	X	Х	X	X			
		X	^	X		^	X			
	Sales Proposal Sample-For-Profit Small Business	^		^	X		^			
	Press Release Sample - Book Awareness				X					
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Smackdown #1-ParentConnection						Х			
Smackdown #2-Habyts						Х			
Smackdown #3-Greenlight Voices						Х			
Smackdown #4-Birthing Confidence						X			
Smackdown #5-Xquizitely Flawed									
How to Host Webinars That Don't Suck - Kate Doster							X		
How to Build Your Email List Like a BOSS - Semonna McNeil		Х							
How to Target FB Ads Like a Pro - Melody Thomas	X								
How to Perfect Your Photo Shoot - Audria Richmond	X		Х			Х			
How to Perfect Your Sales Pitch - Dave Anderson	Х	Х	Х	Х	X	X	Х		
	X								
				Х					
	X								
					X				
Authentic Looks Good on You - Catherine Storing				Х					
	Lessons Inside Closet Categories Smackdown #1-ParentConnection Smackdown #2-Habyts Smackdown #3-Greenlight Voices Smackdown #4-Birthing Confidence Smackdown #5-Xquizitely Flawed	Lessons Inside Closet Categories FB Ads/Social Media Smackdown #1-ParentConnection Smackdown #2-Habyts Smackdown #3-Greenlight Voices Smackdown #4-Birthing Confidence Smackdown #5-Xquizitely Flawed Smackdown #5-Xquizitely Flawed Media Media Media Smackdown #5-Xquizitely Flawed Media Media Media Media Media Smackdown #5-Xquizitely Flawed Media Media	Lessons Inside Closet Categories FB Ads/Social Media Emails Smackdown #1-ParentConnection	Lessons Inside Closet Categories Type of Copywriti Bads/Social Media Emails Sales Page Smackdown #1-ParentConnection Imails Sales Page Smackdown #2-Habyts Imails Sales Page Smackdown #3-Greenlight Voices Imails Imails Sales Page Smackdown #4-Birthing Confidence Imails Im	Lessons Inside Closet Categories Type of Copywriting You Need A FB Ads/Social Media Emails Sales Page Proposals/ Promotion Smackdown #1-ParentConnection Smackdown #2-Habyts Smackdown #3-Greenlight Voices Smackdown #4-Birthing Confidence Smackdown #5-Xquizitely Flawed Smackdown #5-Xquizitely Flawed	Lessons Inside Closet Categories Type of Copywriting You Need Assistance W Reside Closet Categories FB Ads/Social Emails Sales Page Proposals/ Promotion Landing Pages Smackdown #1-ParentConnection <t< td=""><td>Lessons Inside Closet Categories Type of Copywriting You Need Assistance With FB Ads/Social Media Emails Sales Page Proposals/ Promotion Landing Pages Website Copy Smackdown #1-ParentConnection X Smackdown #2-Haptyts X X Smackdown #3-Greenight Voices X X Smackdown #5-Xquizitely Flawed X X Smackdown #5-Xquizitely Flawed X X X X X</td></t<>	Lessons Inside Closet Categories Type of Copywriting You Need Assistance With FB Ads/Social Media Emails Sales Page Proposals/ Promotion Landing Pages Website Copy Smackdown #1-ParentConnection X Smackdown #2-Haptyts X X Smackdown #3-Greenight Voices X X Smackdown #5-Xquizitely Flawed X X Smackdown #5-Xquizitely Flawed X X X X X		

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		FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars	
	When You Want to Decline a Project		Х						
	When You Must Ask a Follower to Respond to a Survey		Х						
	When Nobody Books Your FREE Discovery Calls		Х						
	When You Want to Rake in Raving Reviews		Х						
	When You Need to Inquire About an Invoice		Х						
	When You Need to Send a CASH Generating Quote		Х						
	The Email That Snagged me a \$4,500 Client		Х						
Swag Bag O' Scripts	2 Scripts to Power Up Your Periscope Intro			X					
	The Perfect Follow Up Email After Sending A Proposal		Х						
	A Welcome Email That Makes a Great Impression		Х						
	How to Get Existing Email Subscribers to Sign Up Part 1 and 2		Х						
	How to Recruit Promo Squad Members with Finesse		Х						
	How to Write a Yes-Inducing Email Requesting Sponsorship		Х						
	How to Follow Up After a Networking Event		Х						
	How to Inform a Client About a Rate Increase								
	Introduce Yourself via Social Media Messenger		Х						
Vivacious Vids & Webinars	Emails That ROCK		Х						
	Essential Elements Your ABOUT Page Needs						Х		
	My Top-Performing Autoresponder Email Scripts		X						
	Writing To SELL	X	X	Х	Х	Х	X	Х	
	Copywriting 101	Х	X	Х	Х	Х	X	Х	
	Fix My Landing Page Masterclass					Х			
	Slay Your Sales Page Masterclass			Х					
	5-Day F.A.S.T Money Challenge Masterclass	X	X	Х		Х			
	Bodacious Bullets Masterclass	X	X	Х		Х	Х		
	Va Va Voom Video Scripts Masterclass			Х		Х	Х		
	How to Write a Bangin' Professional Bio				X				
	Write Your Bestseller Masterclass				X				
	Marketing a Telesummit: Email Scripts that Sell		X						
	Everything You Need to Write for a Bangin' Product Launch				Х				
	Money Moves Masterclass Part 1 and 2: Crafting Digital Products			Х	X	Х	X		
	7 Steps to Crafting an OMG-Inducing Author/Speaker One Sheet								

Lunch & Money Q&A Masterclass	X	Х	X	Х	Х	Х	Х
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