

The CopyCloset™ Style Guide - March 28, 2017 (NEW ITEMS ARE IN RED)

Closet Categories	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
Sneak Peeks & Steals	Facebook Ads that Convert Like Cuh-Razy Members Only Q&A May 2016	X						
	10 Pieces of Content You Need to Make \$\$ NOW		X		X	X	X	
	The Power of Storytelling	X	X	X		X	X	
	3 Reasons Your Sales Page Ain't Selling & How to Fix			X				
	#FixItJesus Writing Workshop		X	X		X	X	
	How to Get Smacked with Wallets on Facebook	X						
	Bangin' 2016 Virtual Bash Tour + Q&A		X	X	X	X	X	
	13 Ways to Write Words that Make You Money	X	X	X	X	X	X	
Bangin' Copy Hacks	Proposal Sample (RFP Response)-Nonprofit				X			
	Sales Page Sample-Health Industry			X				
	Sales Page Sample-Business Coaching			X				
	Business Plan Sample-Bed & Breakfast				X			
	Landing Page Sample-Business Coach					X		
	Proposal Sample-Unsolicited				X			
	Product Description Sample		X	X		X	X	
	Video Script Sample	X		X			X	
	Sales Proposal Sample-For-Profit Small Business				X			
Press Release Sample - Book Awareness				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	
	Smackdown #5-Xquizitely Flawed						X	

Guest Stylists	How to Host Webinars That Don't Suck - Kate Doster								X
	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		X				X	
	How to Perfect Your Sales Pitch - Dave Anderson	X	X	X	X	X	X	X	X
	The Skinny on Periscope Producer - Audria Richmond	X							
	Profit from Speaking - Ilesha Graham				X				
	Boost Influence with LinkedIn - Rachel Wilson Thibodeaux	X							
	7 Must-Have Wordpress Website Plugins - Vanessa Collins						X		
	Authentic Looks Good on You - Catherine Storing				X				
5 Ways to Grow on Instagram - Alcyone Gunn	X								

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Swag Bag O' Scripts	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					
	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. 1/2		X					
	How to Recruit Promo Squad Members with Finesse		X					
	How to Write a Yes-Inducing Email Requesting Sponsorship		X					
	How to Follow Up After a Networking Event		X					
How to Inform a Client About a Rate Increase		X						
Introduce Yourself via Social Media Messenger ...		X						

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	Fix My Landing Page Masterclass					X	
	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
	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				X		
	Money Moves Masterclass: Crafting Digital Products			X	X	X	X
	7 Steps to Crafting an OMG-Inducing One Sheet						
	Lunch & Money Q&A Masterclass	X	X	X	X	X	X
	3 Ways to Write Email Subject Lines		X				
	March Masterclass: F.A.S.T. Money REMIX	X					