

The CopyCloset™ Style Guide - May 30, 2017 (NEW ITEMS ARE IN RED)

Closet Categories	<u>Lessons Inside Closet Categories</u>	<u>Type of Copywriting You Need Assistance With</u>						
		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 It			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	
	Purpose Chat with Michael Tatonetti							
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							
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
	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			
	Instagram Hot Topics - Cici the Six-Figure Chick	X						
	Hayley J. McKenzie Presents Overwhelmed to Overbooked				X			
Jennene Biggins: Generate More Leads with Mobile Marketing								

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Vivacious Vids + Webinars	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	X
	How to Craft Email Subject Lines that Intrigue		X					
	March Masterclass: F.A.S.T. Money REMIX	X						
	7 Ways to Write Words that Make Money				X			
	60-Minute Sales Page Smackdown			X				
	The Uncut Truth About Business Writing							
#FixItJesus Workshop								