



# W.E.R.K.

YOUR WEBSITE



# WERKWEEK #3 – SENTENCE-SLINGIN' SOIREE

WERKWEEK EXPECTATIONS + SPECIAL GUEST

SENTENCE-SLINGIN' SOIREE

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TRANSITION TUNE-UP

CONVERSATIONAL CHECKUP

WRITING RESOURCES

**VIBE CHECK #1**

TESTIMONIAL TAKEOVER + TUNE-UP

Q&A TIME

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# SENTENCE-SLINGIN' SOIREE

JUST HAVE A CONVERSATION



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TWO UNRELATED FIELDS OF STUDY  
BOTH IMPORTANT FOR BUSINESS





# TRANSITION TUNE-UP

GOLDMINE OF TRANSITION PHRASES



# CONVERSATIONAL CHECKUP

THREE WAYS TO OWN YOUR VOICE  
AND DELIVER YOUR BEST



# WRITING RESOURCES

THE COPYCLOSET

BOOKS

COPYWRITING SHOP

EXTERNAL RESOURCES



**VIBE CHECK,  
BOO!**





# TESTIMONIAL TAKEOVER

BEST WAY TO GET GREAT TESTIMONIALS

WHERE TO COLLECT FEEDBACK

WHO CAN YOU RUN TO?

5 QUESTIONS TO ASK

WRITING GUIDANCE



# TESTIMONIAL TUNE-UP

PERMISSION OR NOT?

WIN TASK #8



# Q&A TIME ...