

The CopyCloset™ Style Guide - November 2018 (NEW ITEMS ARE IN RED)

<u>Closet Categories</u>	<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
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			
	The ONE Page Lead Generator					X		
Fabulous Facebook Ad Samples		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	
	Smackdown #6-Dr. Ali Griffith						X	
	Smackdown #7-D.U.I.						X	

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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							
	Nakia Gray: All Things Business Law				X			
	Tajuana Ross: Pro Tips from the LinkedIn Professor	X						
	Coach Khayr Presents: Time and Money Management				X			
	Jake McCluskey Presents: Landing Page Tech Setup					X		
	Cici "The Six Figure Chick" Presents: How to Position Your Biz for Profits on Instagram	X						
	Maleeka Hollaway - 5 Ways to Boost Media Attention				X			
	Kat The Coursebuilder: How to Launch Your First \$10K Course				X			
	Akilah Thompkins - SEO Magic						X	
	Clair Roginsky - Choosing the Right VA				X			
	Danielle Davis - 3 Simple Steps to Grow and Scale Your Business	X	X	X	X	X	X	X
Desiree Adkins - 3 Keys to Get Unstuck in Biz (and Life)				X				

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Money Moves Masterclass	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	
	Write Your Bestseller Masterclass				X			
	Money Moves Masterclass: Crafting Digital Products			X	X	X	X	
	Lunch & Money Q&A Masterclass	X	X	X	X	X	X	X
	March Masterclass: F.A.S.T. Money REMIX	X						
	4 Cold, Coin-Collecting Prospecting Emails		X					
	Money Moves Masterclass: Facebook Pimpin'	X						
	Money Moves Masterclass: 4-Figure Masterclasses							X
	Money Moves Masterclass: Money-Making Emails		X					
	Facebook Ads that Convert Like Cuh-Razy	X						
	Members Only Q&A May 2016					X	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							X
	Money Moves Masterclass: Win Big for Black Friday				X			
	#FixItJesus Writing WERKShop			X		X	X	
	Money Moves Masterclass: Product Launch Strategies + Best Practices			X		X		
	Money Moves Masterclass: Membership Success				X			
	Money Moves Masterclass: Keep Money Flowing				X			
	Money Moves Masterclass: Persuasive Writing	X	X	X	X	X	X	X
	Money Moves Masterclass: Irresistible Emails		X					
Money Moves Masterclass: Webinars That WERK								
Money Moves Masterclass: 10 Ways to Make \$5K								
Money Moves Masterclass: 7 Secrets to Getting Anyone to Buy	X	X	X	X	X	X	X	
Money Moves Masterclass: 5 Things to Watch Out for When Running Facebook Ads	X							
Money Moves Masterclass: Copywriting 101 (Back II Basics)	X	X	X	X	X	X	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					
	4 Top Prospecting Emails for Service Providers		X					
	The Always-On Email Salesperson (Two-Part Pitch Script)		X					
	How to Kindly Decline Interviews/Partnering Opportunities				X			
	54 Head-Turning Headlines					X		
How to Make Money from FREE Discovery Calls					X			

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Vivacious Vids + Webinars	How to Write a Bangin' Professional Bio				X			
	Marketing a Telesummit: Email Scripts that Sell		X					
	Everything You Need to Write for a Bangin' Product Launch				X			
	7 Steps to Crafting an OMG-Inducing OneSheet							
	Lunch & Money Q&A Masterclass	X	X	X	X	X	X	X
	How to Craft Email Subject Lines that Intrigue		X					
	7 Ways to Write Words that Make Money				X			
	60-Minute Sales Page Smackdown			X				
	The Uncut Truth About Business Writing							
	WERK Your Words Webinar	X						
	3 Core Landing Page Types					X		
	17 Reasons You're NOT Attracting Clients				X			
	12 Ways to Use Words to Serve, Promote and Sell	X	X	X	X	X	X	
	The Copy Plan - 5 Must-Have Pieces of Content for 2018			X		X	X	
	2018 Must-Know Copywriting Trends							
The Power of Frontloading	X	X	X	X	X	X	X	
6 Ways to Make Livestreaming Lucrative	X			X				