The CopyCloset™ Style Guide - JULY 2019 (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		
	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					Χ				
Bangin' Copy Hacks	Proposal Sample-Unsolicited				X					
ballgill Copy Hacks	Product Description Sample		Χ	X		Χ	X			
	Video Script Sample	X		X			X			
	Sales Proposal Sample-For-Profit Small Business				X					
	Fabulous Facebook Ad Samples	X								
	Press Release Sample - Book Awareness				X					
	The ONE Page Lead Generator					X				

	The CopyCloset™ Style Guide -	JULY 201	L9 (NE	W ITEM	S ARE IN	l RED)		
		Type of Copywriting You Need Assistance With						
Closet Categories	<u>Lessons Inside Closet Categories</u>	FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars
	Smackdown #1-ParentConnection						X	
	Smackdown #2-Habyts						Χ	
Website	Smackdown #3-Greenlight Voices						Χ	
Smackdowns	Smackdown #4-Birthing Confidence						Χ	
Smackdowns	Smackdown #5-Xquizitely Flawed						Χ	
	Smackdown #6-Dr. Ali Griffith						X	
	Smackdown #7-D.U.I.						X	

	The CopyCloset™ Style Guide - JU	JLY 201	9 (NEV	V ITEMS	ARE IN	RED)				
	Lessons Inside Closet Categories	Type of Copywriting You Need Assistance With								
Closet Categories		FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars		
	How to Host Webinars That Don't Suck - Kate Doster							X		
	How to Build Your Email List Like a BOSS - Semonna McNeil		Χ							
	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	Χ	X	X	Χ	Χ	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					Χ				
	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					
Guest Stylists	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					Χ				
	Cici "The Six Figure Chick" Presents: How to Position Your Biz	X								
	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			
	Desiree Adkins - 3 Keys to Get Unstuck in Biz (and Life)				X					
	Danielle Davis - 3 Simple Steps to Grow and Scale Your Business	X	X	X	X	X	X	X		
	Rachel Wilson Thibodeaux - It Goes Down in the DM				X					

	The CopyCloset™ Style Guide - JULY	2019 (NE	W ITEI	MS ARE	IN RED)					
	<u>Lessons Inside Closet Categories</u>	Type of Copywriting You Need Assistance With								
Closet Categories		FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars		
	Fix My Landing Page Masterclass					X				
	Slay Your Sales Page Masterclass			X						
	5-Day F.A.S.T Money Challenge Masterclass	X	Χ	X		X				
	Bodacious Bullets Masterclass	X	Χ	X		X	X			
	Va Va Voom Video Scripts Masterclass			X		X	X			
	Write Your Bestseller Masterclass				X					
	Money Moves Masterclass: Crafting Digital Products			X	Х	Χ	Χ			
	Lunch & Money Q&A Masterclass	X	Х	X	Х	Χ	Χ	X		
	March Masterclass: F.A.S.T. Money REMIX	X								
	4 Cold, Coin-Collecting Prospecting Emails		Χ							
	Money Moves Masterclass: Facebook Pimpin'	X								
	Money Moves Masterclass: 4-Figure Masterclasses							X		
	Money Moves Masterclass: Money-Making Emails		Χ							
	Facebook Ads that Convert Like Cuh-Razy	X								
	Members Only Q&A May 2016		Χ			X	Χ			
	10 Pieces of Content You Need to Make \$\$ NOW		Χ		X	X	X			
Money Moves	The Power of Storytelling	X	Χ	X		X	X			
Masterclass	3 Reasons Your Sales Page Ain't Selling & How to Fix It			X						
	How to Get Smacked with Wallets on Facebook	X								
	Bangin' 2016 Virtual Bash Tour + Q&A		Χ	X	X	X	Χ			
	13 Ways to Write Words that Make You Money	X	Χ	X	X	X	Χ			
	Purpose Chat with Michael Tatonetti							X		
	Money Moves Masterclass: Win Big for Black Friday				X					
	#FixItJesus Writing WERKShop			X	-	Χ	Χ			
	Money Moves Masterclass: Product Launch Strategies + Best Practices			X		X				
	Money Moves Masterclass: Membership Success				Х					
	Money Moves Masterclass: Membership Success Money Moves Masterclass: Keep Money Flowing				X					
		X		V	X	V	V	V		
	Money Moves Masterclass: Persuasive Writing	X	X	Х	X	X	X	X		
	Money Moves Masterclass: Irresistible Emails		X	<u> </u>	-		-			
	Money Moves Masterclass: Webinars That WERK			<u> </u>	-		-			
	Money Moves Masterclass: 10 Ways to Make \$5K	V		V		V	V			
	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		<u> </u>	-		-			
	Money Moves: Sales Funnels Simplified Money Moves Masterplass Compariting 101 (Page II Paging)	V		V		V	V			
	Money Moves Masterclass: Copywriting 101 (Back II Basics)	X	X	X	X	X	X	X		
	Money Moves Masterclass: 6 Ways to Skyrocket Your Conversions	V			X					
	Money Moves Masterclass: How to Craft Captivating Instagram Captions	X			X					
	Money Moves Masterclass: How to Communicate with Confidence	X	V	V	X	V	V	V		
	Mission Statement Clinic	X	X	X	X	X	X	X		

	The CopyCloset™ Style Guide	JULY 201	l9 (NE	W ITEM	S ARE II	N RED)					
		Type of Copywriting You Need Assistance With									
Closet Categories	<u>Lessons Inside Closet Categories</u>	FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars			
	When You Want to Decline a Project		X								
	When You Must Ask a Follower to Respond to a Survey		Χ								
	When Nobody Books Your FREE Discovery Calls		Χ								
	When You Want to Rake in Raving Reviews		Χ								
	When You Need to Inquire About an Invoice		Χ								
	When You Need to Send a CASH Generating Quote		Χ								
	The Email That Snagged me a \$4,500 Client		Χ								
Swag Bag O' Scripts	2 Scripts to Power Up Your Periscope Intro			X							
Swag bag O Scripts	The Perfect Follow Up Email After Sending A Proposal		Χ								
	A Welcome Email That Makes a Great Impression		Χ								
	How to Get Existing Email Subscribers to Sign Up Pt. 1/2		Χ								
	How to Recruit Promo Squad Members with Finesse		Χ								
	How to Write a Yes-Inducing Email Requesting Sponsorship		Χ								
	How to Follow Up After a Networking Event		Χ								
	How to Inform a Client About a Rate Increase		Χ								
	Introduce Yourself via Social Media Messenger		Χ								
	4 Top Prospecting Emails for Service Providers		Χ								
	The Always-On Email Salesperson (Two-Part Pitch Script)										
	How to Kindly Decline Interviews/Partnering Opportunities			X							
	54 Head-Turning Headlines				X						
	How to Make Money from FREE Discovery Calls				X						
	The Perfect Abandoned Cart Email		Χ		X						
	How to Entice Subscribers to Book Free Sales Calls		Χ								

Closet Categories	<u>Lessons Inside Closet Categories</u>	Type of Copywriting You Need Assistance With								
		FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars		
	How to Write a Bangin' Professional Bio				Χ			1		
	Marketing a Telesummit: Email Scripts that Sell		Χ							
	Everything You Need to Write for a Bangin' Product Launch				X					
	7 Steps to Crafting an OMG-Inducing One Sheet									
	Lunch & Money Q&A Masterclass	X	Χ	X	X	Χ	Χ	X		
	How to Craft Email Subject Lines that Intrigue		Χ							
	7 Ways to Write Words that Make Money				X					
	60-Minute Sales Page Smackdown			X						
Vivacious Vids +	The Uncut Truth About Business Writing									
Webinars	WERK Your Words Webinar	X								
Webillars	3 Core Landing Page Types					Χ				
	17 Reasons You're NOT Attracting Clients				X					
	12 Ways to Use Words to Serve, Promote and Sell	X	Χ	X	X	Χ	Χ			
	The Copy Plan - 5 Must-Have Pieces of Content for 2018			Х		Х	Х			
	2018 Must-Know Copywriting Trends									
	4 Steps to Crafting Product Descriptions That Sell		X	X	X	X	X	X		
	The Power of Frontloading	X	X	X	X	X	X	X		