| The CopyCloset™ Style Guide - SEPTEMBER 2019 (NEW ITEMS ARE IN RED) |   |  |        |            |                         |                  |                 |          |  |  |  |
|---|---|--|--------|------------|-------------------------|------------------|-----------------|----------|--|--|--|
| <u>Closet Categories</u>  | Lessons Inside Closet Categories                | Type of Copywriting You Need Assistance With |        |            |                         |                  |                 |          |  |  |  |
|   |   | FB<br>Ads/Social<br>Media                    | Emails | Sales Page | Proposals/<br>Promotion | Landing<br>Pages | Website<br>Copy | Webinars |  |  |  |
|   | Proposal Sample (RFP Response)-Nonprofit        |  |        | 1          | Х                       |                  |                 |          |  |  |  |
|   | Sales Page Sample-Health Industry               |  |        | X          |                         |                  |                 |          |  |  |  |
|   | Sales Page Sample-Business Coaching             |  |        | X          |                         |                  |                 |          |  |  |  |
|   | Business Plan Sample-Bed & Breakfast            |  |        |            | Х                       |                  |                 |          |  |  |  |
|   | Landing Page Sample-Business Coach              |  |        |            |                         | Х                |                 |          |  |  |  |
| Densin Come Hooks   | Proposal Sample-Unsolicited                     |  |        |            | X                       |                  |                 |          |  |  |  |
| Bangin' Copy Hacks  | Product Description Sample                      |  | Х      | Х          |                         | Х                | Х               |          |  |  |  |
|   | Video Script Sample                             | Х  |        | Х          |                         |                  | Х               |          |  |  |  |
|   | Sales Proposal Sample-For-Profit Small Business |  |        |            | Х                       |                  |                 |          |  |  |  |
|   | Fabulous Facebook Ad Samples                    | Х  |        |            |                         |                  |                 |          |  |  |  |
|   | Press Release Sample - Book Awareness           |  |        |            | Х                       |                  |                 |          |  |  |  |
|   | The ONE Page Lead Generator                     |  |        |            |                         | Х                |                 |          |  |  |  |

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|   | Smackdown #1-ParentConnection    |  |        |            |                         |                  | Х               |          |  |  |
|   | Smackdown #2-Habyts              |  |        |            |                         |                  | Х               |          |  |  |
| Website   | Smackdown #3-Greenlight Voices   |  |        |            |                         |                  | Х               |          |  |  |
| Smackdowns  | Smackdown #4-Birthing Confidence |  |        |            |                         |                  | Х               |          |  |  |
| Sinackuowiis  | Smackdown #5-Xquizitely Flawed   |  |        |            |                         |                  | Х               |          |  |  |
|   | Smackdown #6-Dr. Ali Griffith    |  |        |            |                         |                  | Х               |          |  |  |
|   | Smackdown #7-D.U.I.              |  |        |            |                         |                  | X               |          |  |  |

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|   | How to Host Webinars That Don't Suck - Kate Doster   |  |        |            |                         |                  |                 | X        |  |  |
|   | How to Build Your Email List Like a BOSS - Semonna McNeil                                    |  | Х      |            |                         |                  |                 |          |  |  |
|   | How to Target FB Ads Like a Pro - Melody Thomas  | X  |        |            |                         |                  |                 |          |  |  |
|   | How to Perfect Your Photo Shoot - Audria Richmond  | X  |        | X          |                         |                  | Х               |          |  |  |
|   | How to Perfect Your Sales Pitch - Dave Anderson  | X  | Х      | Х          | Х                       | Х                | Х               | Х        |  |  |
|   | The Skinny on Periscope Producer - Audria Richmond   | X  |        |            |                         |                  |                 |          |  |  |
|   | Profit from Speaking - Ilesha Graham   |  |        |            | Х                       |                  |                 |          |  |  |
|   | Boost Influence with LinkedIn - Rachel Wilson Thibodeaux                                     | X  |        |            |                         |                  |                 |          |  |  |
|   | 7 Must-Have Wordpress Website Plugins - Vanessa Collins                                      |  |        |            |                         | Х                |                 |          |  |  |
|   | Authentic Looks Good on You - Catherine Storing  |  |        |            | Х                       |                  |                 |          |  |  |
|   | Instagram Hot Topics - Cici the Six-Figure Chick   | X  |        |            |                         |                  |                 |          |  |  |
|   | Hayley J. McKenzie Presents Overwhelmed to Overbooked  |  |        |            | Х                       |                  |                 |          |  |  |
| Guest Stylists  | Jennene Biggins: Generate More Leads with Mobile Marketing                                   |  |        |            |                         |                  |                 |          |  |  |
|   | Nakia Gray: All Things Business Law  |  |        |            | Х                       |                  |                 |          |  |  |
|   | Tajuana Ross: Pro Tips from the LinkedIn Professor   | X  |        |            |                         |                  |                 |          |  |  |
|   | Coach Khayr Presents: Time and Money Management  |  |        |            | Х                       |                  |                 |          |  |  |
|   | Jake McCluskey Presents: Landing Page Tech Setup   |  |        |            |                         | Х                |                 |          |  |  |
|   | Cici "The Six Figure Chick" Presents: How to Position Your Biz                               | x  |        |            |                         |                  |                 |          |  |  |
|   | for Profits on Instagram   |  |        |            | ×                       |                  |                 |          |  |  |
|   | Maleeka Hollaway - 5 Ways to Boost Media Attention   |  |        |            | X                       |                  |                 | ┨        |  |  |
|   | Kat The Coursebuilder: How to Launch Your First \$10K Course<br>Akilah Thompkins - SEO Magic |  |        |            | Х                       |                  | V               | 4        |  |  |
|   | Desiree Adkins - 3 Keys to Get Unstuck in Biz (and Life)                                     |  |        |            | X                       |                  | X               | +        |  |  |
|   | Danielle Davis - 3 Simple Steps to Grow and Scale Your Business                              | X  | Х      | х          | X                       | Х                | X               | X        |  |  |
|   | Rachel Wilson Thibodeaux - It Goes Down in the DM  | ~  | ~      |            | X                       |                  |                 |          |  |  |

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|   | Fix My Landing Page Masterclass  |  |        |            |                         | Х                |                 |          |  |  |
|   | Slay Your Sales Page Masterclass   |  |        | Х          |                         |                  |                 |          |  |  |
|   | 5-Day F.A.S.T Money Challenge Masterclass                                    | X  | Х      | Х          |                         | Х                |                 |          |  |  |
|   | Bodacious Bullets Masterclass  | X  | Х      | Х          |                         | Х                | Х               |          |  |  |
|   | Va Va Voom Video Scripts Masterclass   |  |        | Х          |                         | Х                | Х               |          |  |  |
|   | Write Your Bestseller Masterclass  |  |        |            | X                       |                  |                 |          |  |  |
|   | Money Moves Masterclass: Crafting Digital Products                           |  |        | X          | Х                       | X                | Х               |          |  |  |
|   | Lunch & Money Q&A Masterclass  | X  | Х      | X          | Х                       | X                | Х               | 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                | X               |          |  |  |
|   | 10 Pieces of Content You Need to Make \$\$ NOW                               |  | Х      |            | X                       | Х                | Х               |          |  |  |
| Money Moves   | The Power of Storytelling  | X  | Х      | 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   |  | Х      | X          | X                       | Х                | X               |          |  |  |
|   | 13 Ways to Write Words that Make You Money                                   | X  | Х      | X          | X                       | Х                | X               |          |  |  |
|   | Purpose Chat with Michael Tatonetti  |  |        |            |                         |                  |                 | Х        |  |  |
|   | Money Moves Masterclass: Win Big for Black Friday                            |  |        |            | X                       |                  |                 |          |  |  |
|   | #FixItJesus Writing WERKShop   |  |        | X          |                         | Х                | X               |          |  |  |
|   | Money Moves Masterclass: Product Launch Strategies + Best Practices          |  |        | X          |                         | Х                |                 |          |  |  |
|   | Money Moves Masterclass: Membership Success                                  |  |        |            | Х                       |                  |                 |          |  |  |
|   | Money Moves Masterclass: Keep Money Flowing                                  |  |        |            | X                       |                  |                 |          |  |  |
|   | Money Moves Masterclass: Persuasive Writing                                  | Х  | Х      | X          | Х                       | Х                | Х               | X        |  |  |
|   | Money Moves Masterclass: Irresistible Emails                                 |  | Х      |            |                         |                  |                 |          |  |  |
|   | Money Moves Masterclass: Webinars That WERK                                  |  |        | 1          |                         |                  |                 |          |  |  |
|   | Money Moves Masterclass: 10 Ways to Make \$5K                                |  |        | 1          |                         |                  |                 |          |  |  |
|   | Money Moves Masterclass: 7 Secrets to Getting Anyone to Buy                  | X  | Х      | X          | X                       | Х                | Х               | X        |  |  |
|   | Money Moves Masterclass: 5 Things to Watch Out for When Running Facebook Ads | X  |        | 1          |                         |                  |                 |          |  |  |
|   | Money Moves: Sales Funnels Simplified  |  |        | 1          |                         |                  |                 |          |  |  |
|   | Money Moves Masterclass: Copywriting 101 (Back II Basics)                    | X  | Х      | X          | X                       | Х                | Х               | X        |  |  |
|   | Money Moves Masterclass: 6 Ways to Skyrocket Your Conversions                |  |        | 1          | Х                       |                  |                 |          |  |  |
|   | Money Moves Masterclass: How to Craft Captivating Instagram Captions         | X  |        | Ì          | X                       |                  |                 |          |  |  |
|   | Money Moves Masterclass: How to Communicate with Confidence                  | Х  |        | 1          | Х                       |                  |                 |          |  |  |
|   | Mission Statement Clinic   | Х  | Х      | Х          | Х                       | Х                | Х               | Х        |  |  |

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|   | When You Want to Decline a Project                        |  | Х      |            |                         |                  |                 |          |  |  |
|   | When You Must Ask a Follower to Respond to a Survey       |  | Х      |            |                         |                  |                 |          |  |  |
|   | When Nobody Books Your FREE Discovery Calls               |  | Х      |            |                         |                  |                 |          |  |  |
|   | When You Want to Rake in Raving Reviews                   |  | Х      |            |                         |                  |                 |          |  |  |
|   | When You Need to Inquire About an Invoice                 |  | Х      |            |                         |                  |                 |          |  |  |
|   | When You Need to Send a CASH Generating Quote             |  | Х      |            |                         |                  |                 |          |  |  |
|   | The Email That Snagged me a \$4,500 Client                |  | Х      |            |                         |                  |                 |          |  |  |
| 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      |  | Х      |            |                         |                  |                 |          |  |  |
|   | A Welcome Email That Makes a Great Impression             |  | Х      |            |                         |                  |                 |          |  |  |
|   | How to Get Existing Email Subscribers to Sign Up Pt. 1/2  |  | Х      |            |                         |                  |                 |          |  |  |
|   | How to Recruit Promo Squad Members with Finesse           |  | Х      |            |                         |                  |                 |          |  |  |
|   | How to Write a Yes-Inducing Email Requesting Sponsorship  |  | Х      |            |                         |                  |                 |          |  |  |
|   | How to Follow Up After a Networking Event                 |  | Х      |            |                         |                  |                 |          |  |  |
|   | How to Inform a Client About a Rate Increase              |  | Х      |            |                         |                  |                 |          |  |  |
|   | Introduce Yourself via Social Media Messenger             |  | Х      |            |                         |                  |                 |          |  |  |
|   | 4 Top Prospecting Emails for Service Providers            |  | Х      |            |                         |                  |                 |          |  |  |
|   | 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               |  |        |            | Х                       |                  |                 |          |  |  |
|   | The Perfect Abandoned Cart Email                          |  | Х      |            | ×                       |                  |                 |          |  |  |
|   | How to Entice Subscribers to Book Free Sales Calls        |  | Х      |            |                         |                  |                 |          |  |  |
|   |   |  |        |            |                         |                  |                 |          |  |  |
|   |   |  |        |            |                         |                  |                 |          |  |  |
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|   | How to Write a Bangin' Professional Bio                   |  |        |            | Х                       |                  |                 |          |  |  |  |
|   | Marketing a Telesummit: Email Scripts that Sell           |  | Х      |            |                         |                  |                 |          |  |  |  |
|   | Everything You Need to Write for a Bangin' Product Launch |  |        |            | Х                       |                  |                 |          |  |  |  |
|   | 7 Steps to Crafting an OMG-Inducing One Sheet             |  |        |            |                         |                  |                 |          |  |  |  |
|   | Lunch & Money Q&A Masterclass                             | X  | Х      | X          | X                       | Х                | X               | X        |  |  |  |
|   | How to Craft Email Subject Lines that Intrigue            |  | Х      |            |                         |                  |                 |          |  |  |  |
|   | 7 Ways to Write Words that Make Money                     |  |        |            | Х                       |                  |                 |          |  |  |  |
|   | 60-Minute Sales Page Smackdown                            |  |        | X          |                         |                  |                 |          |  |  |  |
| Vivacious Vids +  | The Uncut Truth About Business Writing                    |  |        |            |                         |                  |                 |          |  |  |  |
| Webinars  | WERK Your Words Webinar                                   | X  |        |            |                         |                  |                 |          |  |  |  |
|   | 3 Core Landing Page Types                                 |  |        |            |                         | Х                |                 |          |  |  |  |
|   | 17 Reasons You're NOT Attracting Clients                  |  |        |            | Х                       |                  |                 |          |  |  |  |
|   | 12 Ways to Use Words to Serve, Promote and Sell           | X  | Х      | X          | X                       | Х                | X               |          |  |  |  |
|   | The Copy Plan - 5 Must-Have Pieces of Content for 2018    |  |        | X          |                         | Х                | X               |          |  |  |  |
|   | 2018 Must-Know Copywriting Trends                         |  |        |            |                         |                  |                 |          |  |  |  |
|   | 4 Steps to Crafting Product Descriptions That Sell        |  | Х      | X          | Х                       | Х                | Х               | X        |  |  |  |
|   | The Power of Frontloading                                 | X  | Х      | X          | Х                       | Х                | X               | X        |  |  |  |