The CopyCloset™ Style Guide - NOVEMBER 2019 (NEW ITEMS ARE IN RED)											
<u>Closet Categories</u>	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				Х						
	Landing Page Sample-Business Coach					Х					
Densini Comu Haaka	Proposal Sample-Unsolicited				X						
Bangin' Copy Hacks	Product Description Sample		Х	Х		Х	Х				
	Video Script Sample	Х		X			Х				
	Sales Proposal Sample-For-Profit Small Business				X						
	Fabulous Facebook Ad Samples	Х									
	Press Release Sample - Book Awareness				X						
	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							Х		
	How to Build Your Email List Like a BOSS - Semonna McNeil		Х							
	How to Target FB Ads Like a Pro - Melody Thomas	Х								
	How to Perfect Your Photo Shoot - Audria Richmond	Х		Х			Х			
	How to Perfect Your Sales Pitch - Dave Anderson	Х	Х	Х	Х	Х	Х	X		
	The Skinny on Periscope Producer - Audria Richmond	Х								
	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				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					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			T	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	Х	X	X	X	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	X		Х				
	Bodacious Bullets Masterclass	X	Х	X		Х	Х			
	Va Va Voom Video Scripts Masterclass			X		Х	Х			
	Write Your Bestseller Masterclass				X					
	Money Moves Masterclass: Crafting Digital Products			X	X	Х	Х			
	Lunch & Money Q&A Masterclass	X	Х	X	X	Х	Х	Х		
	March Masterclass: F.A.S.T. Money REMIX	X								
	4 Cold, Coin-Collecting Prospecting Emails		Х							
	Money Moves Masterclass: Facebook Pimpin'	X								
	Money Moves Masterclass: 4-Figure Masterclasses							X		
	Money Moves Masterclass: Money-Making Emails		Х							
	Facebook Ads that Convert Like Cuh-Razy	X								
	Members Only Q&A May 2016		Х			Х	X			
	10 Pieces of Content You Need to Make \$\$ NOW		Х		X	Х	Х			
Money Moves	The Power of Storytelling	X	Х	X		X	Х			
Masterclass	3 Reasons Your Sales Page Ain't Selling & How to Fix It			Х						
	How to Get Smacked with Wallets on Facebook	X								
	Bangin' 2016 Virtual Bash Tour + Q&A		Х	Х	X	Х	X			
	13 Ways to Write Words that Make You Money	X	Х	Х	X	Х	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				Х					
	Money Moves Masterclass: Keep Money Flowing				Х					
	Money Moves Masterclass: Persuasive Writing	X	Х	х	х	х	Х	Х		
	Money Moves Masterclass: I residence withing		X							
	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	х	X	Х	х	Х	Х	Х		
	Money Moves Masterclass: 5 Things to Watch Out for When Running Facebook Ads	X								
	Money Moves: Sales Funnels Simplified			1						
	Money Moves Masterclass: Copywriting 101 (Back II Basics)	X	X	Х	х	Х	Х	Х		
	Money Moves Masterclass: 6 Ways to Skyrocket Your Conversions				X					
	Money Moves Masterclass: How to Craft Captivating Instagram Captions	X		1	X					
	Money Moves Masterclass: How to Communicate with Confidence	X		1	X					
	Mission Statement Clinic	X	Х	х	X	х	X	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				X					
	The Perfect Abandoned Cart Email		Х		Х					
	How to Entice Subscribers to Book Free Sales Calls		Х							
	How to Recconect with Old Contacts		Х							

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	How to Write a Bangin' Professional Bio				X						
	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	Х	Х	Х	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									
We Stridis	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	Х	Х	Х				
	The Copy Plan - 5 Must-Have Pieces of Content for 2018			X		X	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	Х	Х			