

CLOSET HOURS SESSION - 5/21



CLOSET HOURS CRITIQUES - MAY 21, 2020

[KERRY]

connect.graceinseason.com

Overall, the sales page is great! Here are our suggestions:

1. Drop “Beta” from the title.
2. Drop the dots from the subheading and just use commas. Ellipsis is 3 periods.
3. Update the pricing – says \$14.99 but the link is showing \$9.99.
4. Switch out the button text. The audience doesn’t know enough to want to “choose a plan.” Something like, “Yes, I Want to Grow in Grace.”
5. The pricing section needs more clarity and refinement. You have a lot of words there and while we know you want to be clear, you’ve actually added more confusion there. Refine it to something like this:

Become a founding member and enjoy 30% off your annual membership rate FOREVER. That’s right, your rate will never increase for as long as you choose to remain a GirlTime Connect member.

Join us today for only \$14.99 (price will double on June 2).

[STEPHANIE – SALES PAGE]

Great job on the sales page writing! We’ve included some revisions to smooth out the messaging and increase persuasion. Love the personality and conversational tone. When writing, I want you to always think about the RESULT your audience wants and not the “right now” step.

That will make your writing more persuasive. Many of our changes involved reworking things like “your detox challenge is waiting ...” because the reader doesn’t really want to participate in yet another detox challenge, they want the results that come along with detoxing.

Here are our suggested edits:

Headline: Your detox challenge is waiting for you

REV: Say Hello to a Healthier You Just in Time for Summer

2020 is not at all what we thought it was going to be...

If you're anything like me, you started out this year on the path to living your best life, getting ready for Hot Girl Summer 2020 edition and BOOM all this mess happens.

Yep, you know what I'm talking about.

Zoom meetings, kids, and your boo all in one location. All those New Year's gains that were made are long gone, because quarantine snacks are on heavy rotation.

Now, you're not sure if you'll ever be ready for that healthy body you were working so hard for this January.

I know all about it, girl. You see, I've been there.

By the way, I'm Stephanie, the founder of Vegan, What? and the Dope Meal Planner.

I battled with my weight for years, thought I found the solution with going vegan, but I still struggled with emotional eating and cravings, until I realized this:

I was missing the main key component: a plan.

Listen, a plan will help you get your whole life together and take the guesswork out of where to start and how to stay focused on your healthy journey.

And if you're looking to do that, then you're in luck, because I'm here to help you say hello to a healthier YOU when you join me for the Dope Meal Planner 21 Day Detox Challenge!

It's your detox guide to leveling up your health by providing you with delicious whole food plant-based recipes and a workout plan to strengthen your body from the inside out.

Don't let the pandemic put your health goals on the backburner. Join me for the 21-Day Detox Challenge so, together, we'll mark your goals as ACHIEVED (and look good doing it).

[STEPHANIE – EMAIL]

Great job on the writing! The transition into the offer is abrupt. When checking in, you want to connect, bridge a gap between what the eBook will do and why they need to make the investment. And this needs to flow seamlessly.

Here are our suggested edits:

“First name,”

Thank you again for grabbing my free e-book, “6 Healthy & Quick Recipes You Can Try This Week.” That alone tells me you’re serious about getting your health together and transitioning to a plant-based lifestyle.

Deleted: Yesterday you requested my free ebook,

And to reward you for being an action taker, I have something that will ...

Help you adopt the plant-based lifestyle with ease.

Deleted: ,

Help you never again have to worry about what to eat.

And help you eat healthy without having to binge on salads day in and day out.

You see, you can eat healthy, delicious and satisfying meals even while living the plant-based lifestyle. And with my Vegan eBook Starter Pack, you’ll have everything you need to do so.

Here’s a sneak peek of what you’ll receive when you get in on this special deal:

- Vegan recipes for any occasion
- The very best advice and info on how to get started on your own vegan journey
- The secret to turning your breakfast from bland to fabulous
- How to boost your immune system with juices and smoothies
- A 10-day guide to learning more about B12, protein, and more!

Deleted: and I just wanted to check back in to see if you had a chance to look over it yet.¶
¶
More importantly, I wanted to make sure you saw that I’m officially serving up all my best recipes and tips on a delicious platinum platter RIGHT NOW.¶
¶
That means YOU will be able to transition into a plant-based lifestyle with ease.¶
¶

Deleted:

PLUS, the sweet cherry on top is you get the entire Starter Pack for 50% off – as your reward for being an action taker.

Deleted: EVERYTHING

Deleted: – and I mean everything for the outrageous discount of 50% OFF!

Now, I must tell you:

Deleted: here’s the thing

A deal like this can’t last forever. So now is the time to hop off the fence and jump into the healthy life you’ve been waiting for.

Just imagine how much you could change your life using my one-stop shop eBook bundle that not only holds your hand through your plant-based/vegan journey, but also provides you with the tools that you need to succeed. without ever having to feel lost or confused on this journey called vegan.

So, if you're serious about doing that, THIS is your chance to get the guidance you need to receive without emptying your bank account.

Get instant access for 50% off here. [\[HYPERLINK RED TEXT\]](#)

WARNING: This deal is exclusively for action takers and is set to expire on DATE.

Peace and Love,

Stephanie
Vegan, What?

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Deleted: I'll be back tomorrow to tell you more about the Vegan eBook Starter Pack and to introduce you to some of the people who started out just like you, and are now living healthier lives by incorporating more vegan meals into their diet without skipping out on taste or missing out on the treats that their families love.

Trust me, hearing their testimonies is going to change everything you thought you knew about a plant-based lifestyle.

Get Instant Access to my Vegan eBook Starter Pack! 50% off for a Limited Time

[EBONY – AD]

Great job on the writing! Always remember that your readers want the result not the thing you're offering. Be sure to connect the dots between the offer and what the readers want. Showcase your offer as the bridge that takes them from where they are to where they want to be.

Here are our suggested edits:

#PromoteYourBiz Challenge Ad

Tired of cuddling up with Google trying to figure out how to promote your online business on the 'Gram for the fifty-eleven-hundredth time?

It's exhausting, isn't it? 😩 [Tired face emoji]

That's why I created the FREE 7-day #PromoteYourBiz Challenge so you never have to struggle with what to post on social media to spark engagement, boost visibility, and increase your sales.

Are you up for the challenge? 💪 [flexed arm emoji] or 👁️ [looking eyes emoji]

The proven strategies you'll get during the challenge have helped 100+ other coaches, consultants, bloggers, creative hustlers, and service-based entrepreneurs use social media to promote their businesses. And I'm certain it will work for you too.

Finally ready to stop spending hour wondering what to post to pull in more followers, more leads, and more sales? Meet us here:

<https://entherpreneuru.online/promoteyourbiz>

When you register, you'll get a FREE challenge guide, 7 days of click-worthy Instagram posts, a promotional calendar template to stay on track, and access to a private community to give you the motivation (and tough love) you need to level up.

[EBONY – LANDING PAGE]

<https://www.soulstruckrep.com/pybtest>

Excellent! The name of the challenge in the beginning is different from what's on the ad so this could throw some people off.

Just make sure you're consistent with whatever you choose so there's a seamless flow and undeniable connection between the ad and the landing page.

[RADIAH – SALES PAGE REVIEW]

<https://evoklife.com/the-inner-game-plan>

Great writing and sales page flow! Here are a few suggestions:

1. Add a verb to your subheading so your audience immediately knows they're about to receive something. As simple as "Get 30 Days of Guidance ..."
2. And then what will they use the guidance for ... is it to develop and execute a game plan so it now reads Get 30 Days of Guidance to Create (and Execute) a Divine Game Plan for Your Soul and Your Goals
3. Change the button text. At this point, many won't know quite what they're enrolling into so use the button text to have them mentally buy in to the idea of creating a divine game plan. The text becomes something like: Yes, I'm Ready for My Divine Game Plan!
4. I like the play on words with the opener but it made me pause. If the pause is so "great," why would I want to press the play button. Change to something like:

Mother Nature Hit the Pause Button on the World

And while you might want to press play, the reality is you're not ready to face the music.

You see, you had a plan. You were on pace to win this year. But the pandemic brought all of your goals, dreams and to-do's to a screeching halt.

So, going back to normal ...

5. After "So How Are You ...? I would remove the question and flow into the rules.
6. That's Because the Rules Have Changed ...
7. You Have the Power to Create Your New Reality
8. Balance out the bullets so they all start with verbs, "Experience Guilt Free ..."
9. The spirit-led, science-backed ... are missing a noun are these strategies, methods?
10. Over the last 7 years ... And we're here to do the same for you. Delete the breadth of our work ...

11. The Inner ... Accelerator where you'll get the answers to your deepest personal questions – answers that will help you define who you are, what you want and why. And you'll gain access to a divine game plan to finally press play and live out your dreams and goals. Our spirit-led, science-backed and reality-driven process is proven to help ambitious individuals like you get off the sidelines and develop (and execute) an inner game plan that positions you to reach your most meaningful outer goals.

12. Experience a lifetime of change by spending just 30 minutes a day.

13. Change, we have bought into the lie to “The truth is, they’ve been lying to you.

They’ve been telling you that well-being and success are mutually exclusive. They also want you to believe the price of ambition ... And that it’s normal ...

[YONIQUE – SOCIAL MEDIA POSTS]

The writing is okay, but you’re not following the social media post framework inside the CopyCloset. Just saying, I know it’s been a while indicates that you’re only showing up to get a sale.

Your posts need to be more relatable and personable. And if you haven’t been around in a while, going straight to the sales pitch is going to be tough because you’ve likely allowed your engagement to dwindle away by not posting regularly.

Get rid of all of the exclamation points. They’re not adding value to the message.

Here are our suggested edits:

#1: Public Service Announcement: Your battle with dry, flaky skin, dark spots, stretch marks and eczema ends here. DM me the word HOW to find out what we’re been working on to give our customer’s skin a beautiful, natural glow.

1. Hello Beauties,

I know it has been awhile! We are ready to help you dominate your skincare routine! Having issues with dry flaky skin, dark marks, stretch marks or eczema? No worries we have you covered!

Our all-in-One Butter covers your stretch marks, dry skin and eczema

Dark marks are no match for our turmeric face mask

SEE soon at yosheanaturals.com

#2: Raise your hand if your skincare routine takes wayyyy too long? I get it and that's why I have something incredible for you today. Just click the link in my bio IF you want an easier skincare regimen you'll LOVE doing daily. Your battle with dry, flaky skin, dark spots, stretch marks and eczema ends here.

2. Hello my Shea's,
Skincare can be time consuming! Let's take this journey together!!

Here is a quick video on how to make your skincare routine a little easier.

#3: You want glowing, gorgeous skin. And we have chemical-free skincare products known to give our clients the glowing, gorgeous skin they want. Sounds like a match made in heaven? Click the link in our bio to find out for yourself.

3. Let's break this down!

You want skincare products without harsh chemicals!

Here our GOAL is to provide you with skincare products with no chemicals!

[LAWRESE – PRODUCT DESCRIPTION]

<https://www.ctracktraining.com>

The writing is good. Be sure to always link back to the ultimate goal of WHY your reader is searching for information. They don't want the "info," they want what will come after they apply the info.

Here are our suggested edits:

Differentiator: You can rely on us to provide strategies and solutions that address real workplace issues and experiences. Every e-book and product we create serves as a blueprint for overcoming common challenges to climbing the corporate ladder.

Think of us as your workplace advocate – motivating and empowering you with relatable, contextual guidance with zero judgment. Please see below for details about our existing e-books and digital products available to help you boost your confidence, hone your skills and navigate tricky workplace situations.

- **A Guide To Self-Advocacy & Managing Up: How To Be Assertive (Without being offensive...), Seek Feedback and Get What You Need From Your Manager**

- **Description:** Do you struggle to openly express your expectations and needs for fear of pushback from your manager? Are you tired of shutting down instead of sharing the ideas circling in your head?

Inside this e-book, you'll gain valuable insight on how to voice your needs, address areas of improvement in your performance and have clear and concise conversations with your manager where you walk away feeling like you actually said everything you wanted to say.

You'll also get guidance on how to effectively manage up so that you stop waiting to be tapped on the shoulder for the next big projects, and start asking for the opportunities you want. We'll give you frameworks for what to say and tips for when to say it so that you can apply the information in your workplace immediately.

Pre-order this e-book today. We'll deliver it straight to your inbox on June 5.

- **Does That Make Sense? How To Communicate With Confidence, Build Buy-In Around Your Ideas & Acknowledge When You've Lost The Room**

- **Short Description:** Ever feel like when it's your turn to talk everyone is waiting for you to shut up? Do you know what makes your communication ineffective from the listeners perspective?

Inside this e-book, you'll gain step-by-step guidance on how to strengthen the most critical workplace skill – communication. We'll show you how to identify and own your communication style, what it means to "read the room" and how to get others to see things your way.

You'll also find out what makes a good communicator, what makes people listen and how unclear communication impacts your career progression. We'll share the research and the real-world tips so that you can apply the information in your workplace immediately and move closer to achieving your career goals.

Pre-order this e-book today. We'll deliver it straight to your inbox on June 5.