



CLOSET HOURS SESSION - 6/18



CLOSET HOURS CRITIQUES - JUNE 18, 2020

[EBONY – SALES PAGE REVIEW]

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

Excellent writing! You hit every element of AIDA here. Just a few suggestions:

I spent so much time trying to come up with email content that I didn't have time to focus on the REAL money-making activities in my business.

Change this line – we want them to see emails as a valuable thing in their business. This line takes away from that. Switch to something about focusing on serving more clients or something along those lines.

... tootsie slide ...

Fun, just make sure your audience knows this reference.

Watch the exclamation marks. They should be excited by this point, no need for too many exclamation marks.

Bonus #3

Should be “boss” vs. “boos”

Email Subject Line Bonus – numbering is off

Last paragraph of bio, switch to serving clients focus.

[CHYLA – PODCAST EMAIL]

The email was clear, it just needed more meat to make it persuasive. Always remember to tell WHY people need the info you're sharing. Always make it about them.

Subject: Get your nonprofit questions answered for free

Let me be honest, launching CNRG Accounting Advisory when I did wasn't my smartest move. [Yes, I've always been passionate](#) about helping nonprofits become more confident talking about and handling money. [But, at that time, passion was NOT enough.](#)

[You see,](#) I was starting a new business in a new city in a new state with no business network or support system of any kind. [And even though I had 10 years of experience managing the accounting needs for nonprofits, I knew nothing about running a business. So, there I was in a new city with no network trying to figure out:](#)

- Should I file my own business tax return?
- What accounting and tracking systems do I need?
- How do I lead a team and manage the people I'd need to grow the business?
- How do I stand out from the other accountants serving my audience?
- How do I get people to pay me for my services?

I mean, I had a lot of questions. [And once I figured out the answers, I realized that many of you now have those same questions. But here's what's different:](#)

[Instead of you trying to figure everything out on your own, you now have me as a resource. So, if you've been wondering:](#)

- [What am I getting into with the IRS Form 990?](#)
- [Do I need to do my accounting like X organization?](#)
- [What are some free tools to help me manage it all?](#)
- [How do I compete with all the organizations out there?](#)

Are you ready for answers to those questions and more? Tune into [my podcast](#), "Nonprofit Nuggets Podcast with Chyla Graham" for my unfiltered, straightforward strategies for building your confidence talking about and managing money.

Listen [here](#).

P.S. Don't worry about "the how do I get people to give me money?" My answer is coming.

Here's the breakdown from an AIDA perspective:

ATTENTION: The subject line is good.

INTEREST: The story is direct and flows well (but you have to choose a side – it's your story so don't ask ... tell)

DESIRE: Create an open gap between where they are and where they want to be to boost the desire for what you're offering. This is the piece that's missing now.

ACTION: Close with a strong call to action.

[SHANTELL – WEBSITE COPY]

<https://www.maneguru.com>

Overall, the writing is good. Let's take a deeper dive into what you sent us:

Hi, my name is Shantel Huggins. I'm a beautypreneur and founder of Manebox. I simplify my customers' lives by assessing their hair needs and delivering them a personalized subscription box that transforms fed up, overwhelmed Melanated Queens into Curl Poppin' Baddies that will have heads turning and friends screaming "Yass, hair goals."

During quarantine I started to offer ManeCoaching with every purchase. It's increased my sales and I'm a little bit confused on how to rebrand my new offer moving forward. Should I change my brand/web site copy to an expert offering a subscription box and mane coaching or subscription box service that offers an upsell option - hair coaching?

Overview:

Manebox delivers sample sized products to your doorstep based on your curl pattern and porosity. Unlike other subscriptions, ManeBox has a team of naturalistas from hair type 3A to 4C who personally test all products for a month before we send them to your door. You will only receive the products that are the best for your hair texture, based on your personal hair profile. All hair care products are sourced from small black owned business

Ideal Market/Product Market Fit: Black Women who are dissatisfied and frustrated with their hair routine due to overall cost, mis-education and low yielding results.

Website: www.maneguru.com

Instagram: <https://www.instagram.com/mane.guru/>

Home Page

Current 1st Page below. The first copy you see on the site. To replace "your box..."



Possible Copy- Please highlight, comment or choose a letter.

Hair Coach/Brand Authority Title Page	Product with an exclusive temporary offer
<p>A. Let's transform your curls together. Buttons: Shop Help Me Image: Me</p>	<p>A. Change Your hair. Change your life Affordable. Curl products. Picked for you. Image:</p>
<p>B. Hey, Fed Up Queen let's transform you into the Curl Poppin Baddie you know you are. Buttons: Shop Take the Test</p>	<p>B. Love Your Hair Again Affordable. Personalized Box. 1-on-1 hair coaching</p>
<p>C. coaching Your Hair Back to Health Affordable. Personalized Hair Box. 1-on-1 coaching Buttons:</p>	<p>C. A personalized and affordable approach to haircare for the Queen on-the-go. Buttons: Take the test Shop</p>
<p>D. 90 days from now you'll be everyone's hair goals . 1-on-1 hair coaching Curl Products picked for you Buttons: shop Help me Slogan: Your Curls Transformed</p>	<p>D. Curl Products Picked for you Or Hair Care picked just for you</p> <p>E. Transform your hair into a with your personalized box and 1-on-1 hair coaching</p> <p>Or</p> <p>F. Get 4 curl products and 1-on-1 hair coaching for the ultimate hair transformation.</p>

2nd Bar Replace this old copy:



MANEBOX MONTHLY

ManeBox is Philadelphia's first natural hair subscription box that caters to women with all hair types ranging from 3A to 4C. Each month sample sized products are hand selected, personally tested by our ManeGuru Influencer team, then sent out to our customers based on hair type.

TAKE THE CURL TEST

Possible new copy

Why Us/Mini Paragraph /

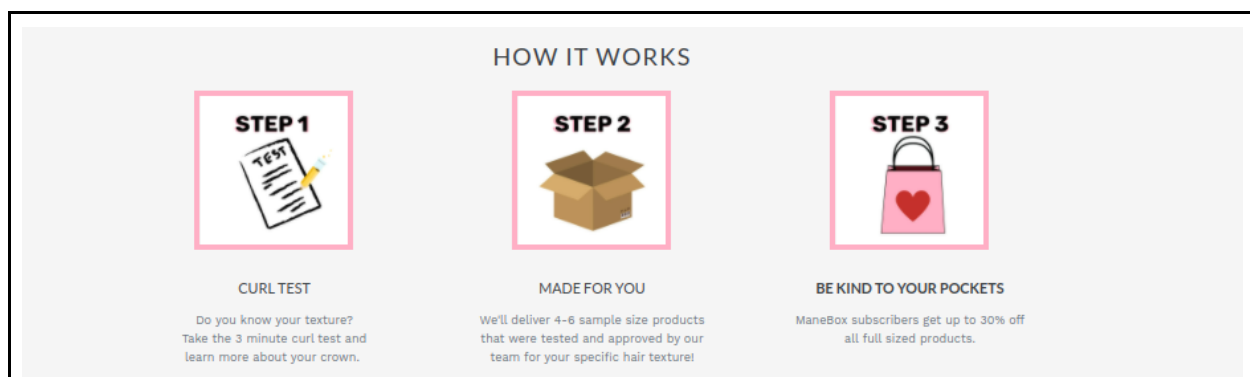
Our goal is to help the little girl who lives inside of us...to love her hair even when no one told or taught her how.

My team and I assess our customer's hair and deliver high-quality curl products for all their needs. No more love-hate relationship with your hair. It's All love and Every Curl Matters. (Deep thoughtful)

OR

We're here to simplify your natural hair journey by assessing your haircare needs and delivering your hair TLC straight to your doorstep every month. Ready to turn your dry, frizzy, lifeless hair into straight-up #hairgoals? Take the Curl Test now and let's get started.

Old "How It Works" copy



Possible New Copy “How it works” Table

1. Take the Curl Test

2. Get Some Hair TLC

3. Talk to a Hair Coach

You’ve watched the YouTube videos and spent countless hours in the haircare line but NOTHING seems to be right for your hair. Listen, we get it and we’re here to help. Get 4 coaching sessions, a personalized hair routine, how-to videos + a supportive sister circle so you never again have to sit with a lapful of haircare questions. Ready to go from confused naturalista to curl poppin’ baddie? Start here.

This Season’s Boxes

ManeBox Subscriptions



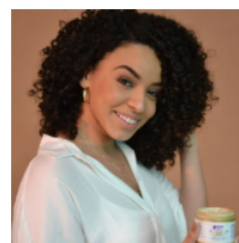
Kinky Box | 4A-4C Hair
\$26.99

PRE-ORDER



Coily Box | 3C-4A Hair
\$26.99

PRE-ORDER



Curly Box | 3A-3C Hair
\$26.99

PRE-ORDER

Take ManeTest or Take Curl Test

Mane Baddies:(features customers/ influencers)

Shop Page :

Image: Girl with box or split screen of before and after

Possible New Copy:

- A. Love Your Hair Again OR Give Your Hair Some Much-Needed TLC
- B. ManeBox will transform you into a Curl Poppin Baddie
- C. Poppin' Curls, Cleaner Scalp, Longer Mane All in your box! (Don't like juicy...maybe poppin instead?)
- D. Become your hair goals
- E. ManeBox will transform you into a Curl Poppin Baddie
- F. Become your hair goals. Juicy Curls, Healthy Scalp, Longer Mane (still don't like juicy tho)
- G. Having healthier hair in 30 days is a box away.

Reviews Transformations Tab:

Image: Past customers reviews and transformation

Possible New Copy:

- A. Being Fed up with your hair is a choice. Watch how customers made their choice.
- B. Being fed up with your hair is a choice. Check out how customers like you chose to be Curl Poppin' Baddies instead...
- C. Check out how customers like you chose to be Curl Poppin' Baddies with ManeBox
- D. Transforming the Everyday woman into a Curl Poppin' Baddie. Get ready to turn heads...
- E. Check out how these women went from plain and lame to flaunting their poppin' mane!
- F. Transform your hair from plain and lame to a curl poppin' mane!
- G. Not sure if ManeBox is right for you? See what a few of our Curl Poppin' Baddies have to say ...

Mane Academy

- A. Don't ever feel frustrated or overwhelmed about your hair again! All you need to know to care and style your hair one click away.
- B. What your momma and auntie forgot to teach you... Watch and learn HairCare advice that makes sense.

[HOPE – BOOK PAGE REVIEW]

<https://damp-dawn-5585.ck.page/79eeb9ea64>

We need you to check out the either the landing page framework or product description framework. What you have here doesn't flow like a page and it should have content that connects and builds up to enticing the reader to want the free book.

What types of things are they experiencing that this book will help them overcome? What's the benefit of the book (that should be front and center versus "FREE." Your testimonial is about you as a life coach but the book seems to be about relationships. Do you have anyone who has read the book or who can speak to more to your strategies ...?