

CLOSET HOURS SESSION - 6/4



CLOSET HOURS CRITIQUES - JUNE 4, 2020

[KERRY – REVIEW #1 – BOOK LANDING PAGE]

<https://graceinseason.com>

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

1. Be consistent with your text, seven vs. 7, road map vs. roadmap.
2. The buttons at the top are confusing. If I order the book, don't I also want the free bonuses?
3. You need quotes around Hello My Name is Grace so the wording is not confusing.
4. What is the timer counting down?
5. You need a subheading to intro you, something like Meet the Author.

[KERRY – REVIEW #2 – PROFILE]

<https://graceinseason.com>

The writing is good, but it's not clear. Never start a profile with hello. Every framework mentions the importance of headlines/subheadings.

Try writing in everyday language exactly what you do for your audience. Use their language – what do they say they struggle with. I'm guessing no one has ever said, "I struggle with structuring for perpetual growth."

Why do they need this clear path, what's the results and solutions you create? Why do they care about the things you say you can do? What's the desired outcome?

[KERRY – REVIEW #3 – BIO]

<https://graceinseason.com>

Excellent job on your bios. They're clear and direct. Use this same style of direct writing to rework your profile. The only thing missing are links – the calls to action.

SHORT BIO

Kerry Burke, international Bible preacher-teacher, believes in the transforming power of the Holy Spirit to meet us right where we are. Whether it's a sermon in Africa or a conference in North Carolina, Kerry's messages always echo the belief that "God is in every moment of our lives, even when it doesn't look or feel like it."

Known as "the grace girl," Kerry spends her days at [Grace In Season](#) where she equips women with strategies to walk in purpose, live in freedom and grow in God's abundant grace. You'll also find her coordinating the next game night, chowing down at the local taco truck and laughing A LOT in sunny South Florida.

LONGER BIO

Kerry Burke is an anointed millennial whose voice spans generations. At the invitation of neighbors, Kerry started attending church at 8 years old, and not long after she accepted Jesus Christ as Lord of her life. At this time, Kerry started serving in her local church, and as her relationship with the Lord grew, her unique giftings became unquestionably apparent.

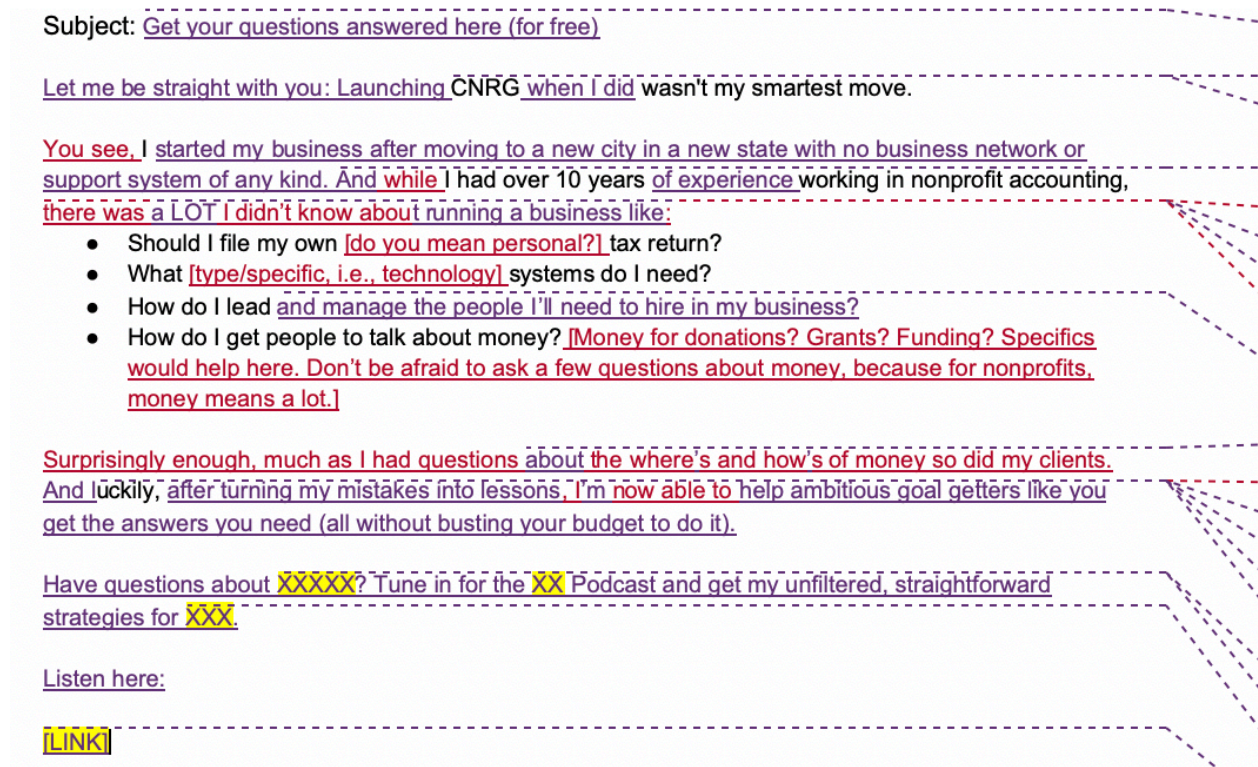
While her Pentecostal roots bring a lively tone to her messages and workshops, it is her love for Jesus and the truth of God's Word that rings loud and clear. Kerry doesn't just preach the Word, she passionately teaches the Word. She also has the gift of turning complex themes into messages that encourage people to tap into God's grace, using practical, easy-to-apply tools and strategies. Kerry considers it an honor to minister messages of hope in churches, and at conferences and conventions – within the United States and internationally – to people of all ages, genders and ethnicities.

Her motivations are driven solely by her ability to accomplish her purpose through Christ alone. She is the founder of [Grace In Season](#), a ministry that equips women with the necessary tools and strategies to tap into God's sustaining power.

Kerry is the author of *Hello, My Name is Grace* and co-author of the 21-day prayer devotionals, *If You Love Him, Pray For Him* and *If You Love Her, Pray For Her*. The publications are available wherever books are sold. [Don't say wherever, tell me where to get the book now.]

[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.



Here's the breakdown from an AIDA perspective:

ATTENTION: The subject line needs to be more about the reader. Everybody gives away free advice, but why do I want yours?

INTEREST: Boost interest by tying your info to your audience's specific need or quest for knowledge.

DESIRE: Create an open gap between where they are and where they want to be to boost the desire for what you're offering.

ACTION: Close with a strong call to action.