

# CLOSET HOURS SESSION - 7/30



## CLOSET HOURS CRITIQUES - JULY 30, 2020

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### [EBONY – FB AD REVIEW]

The writing is personable and conversational, and no it's not too long, just needed some tightening up to lead the reader into the action.

Well, another month has gone by and you still haven't hit your business goals. 😏 [rolling eye emoji] And, it's crazy because you KNOW you've put in the work to create a great service, but right about now your revenue is not reflecting your determination.

Meanwhile, another 7-figure social media superstar just popped up in your newsfeed and while you're happy for her, you can't help but wonder why it's not happening for you.

After all, you've followed all of the "guru advice": 😏 [rolling eye emoji]

- Hit publish on a website you spent hours perfecting
- Posted countless blogs to prove you're expert enough
- Created tons of freebie to "add value" so you can build your email list
- Doing it for the 'Gram posting multiple times a day so you stay top of mind

But yet, you don't have any 6-figure deposits to screenshot and high five about ... so, seriously what gives? 😏 [rolling eye emoji]

Here's what I want you to know:

It's not you... it's your strategy.

And when you register for my FREE masterclass, you'll finally get one proven to help you:

Attract prospective clients on repeat without you having to do it for the gram, blog until your fingers curl, or sacrifice valuable time with your family.

Systemize your sales process so you can finally hop off the hamster wheel and generate the kind of wealth you've been dreaming about.

[Anything else?]

Look, don't give up on yourself. I know you can do this because I used to be in your shoes. By the way, I'm Ebony Eyaugh, a business launch strategist. Before building my current 6-figure business, I was exactly where you are. I had no clue how to attract clients and build a successful business.

Then I realized there were 7 key mistakes that kept me from seeing results in my business. After cracking the code on those key mistakes, I've been able to build a profitable business for myself, and other ambitious service providers. And you can rely on me to do the same for you.

The business you've been dreaming of is waiting for you on the other side of this click:

<https://entherpreneuru.online/freewebinar>

Hit "Sign Up" now so I can show you how to wake up to a business you love from here on out.

## [EBONY – FB AD – EMAIL BOSS BUNDLE]

Great ad! Writing is extremely personable, relatable. Most of the edits between the 2 was to help you get to the point earlier in the copy and then end strong.

### Email Boss Bundle Ad

"I don't have enough TIME to come up with email content." 🙄 [Eye roll emoji]

"I don't even know where to start or what to write." 😵 [Confounded face emoji]

"I don't want to come off too pushy or salesy." 🙄 [Woozy face emoji]

"I don't know if people even read emails." 🙄 [Side-eye emoji]

Is this you? Talking yourself out of email marketing? [Thinking face emoji]

Look, studies show that email subscribers are 12 times more likely to buy from you than someone who follows you on social media. So, if you're not using email marketing, you're missing out on massive opportunities to grow your business. Period. [NEED A BENEFITS STATEMENT ABOUT EMAIL – WHAT'S THE VALUE OF IT]

Now, if it's taking you way too long to write just ONE email and you know you need hundreds of emails, don't worry – I got you.

You see, with my Email Boss Bundle, you can steal my proven email marketing system of plug-n-play, money-in-the-bank email sequences.

Inside, you'll get my ultimate collection of word-for-word, money-in-the-bank, plug-n-send email templates that skyrocket your sales while saving you hours of time each week.

Here's a peek at the soul-snatching email sequences you'll instant access to, so you can get well on your way to attracting more high-quality leads, boosting subscriber engagement, and increasing your sales:

- ☑️ Live Launch Email Sequence
- ☑️ Welcome Nurture Email Sequence
- ☑️ 5-Day Challenge Email Sequence
- ☑️ Webinar Sales Email Sequence
- ☑️ Upsell Email Sequence
- ☑️ Beta Launch Email Sequence
- ☑️ Weekly Engagement Email Sequence
- ☑️ High Ticket Offer Email Sequence
- ☑️ Cold Subscribers Reengagement Email Sequence

Ready to go from endless brainstorming to rolling out consistent top quality, personality-infused emails in minutes? Hit LEARN MORE now.

#### NEWSFEED DESCRIPTION

Seriously, there's an email template for every week of the year... plus, 8 email sequences for every occasion in your business! Get the Bundle now.

### **[EBONY – LANDING PAGE – MASTERCLASS]**

Great page. Be sure to present the copy so it feels more like they're getting something.

Just a few tips:

- Title is good.
- Subheading: Get the exact ... my clients are using to grow their businesses and close 4-figure clients regularly.
- Bullets: You'll walk away with the inside scoop on:
  - a. How to ...
  - b. The 7 ...
  - c. The must-follow 7 steps you need to build a profitable online business that gives you the freedom to travel the world (or work from your dream home)

### **[STEF – EMAILS]**

Great writing here, Stef. Just a few tips:

- Subject lines – always make them about the reader. Use the CoSchedule tool to test out some ideas
- Copy – don't jump in the hole with your people, stay on the outside so you can pull them out of the hole

Subject: I Hope You Are As Excited As I AM  
[SL: I READ NOW! Special announcement](#)

[OMG, I'm too excited to hold it in any longer ...](#)

I'm officially opening the launch to the Health & Fitness eBundle RIGHT NOW. That means YOU will be able to get the healthy life you've always dreamed of and make the transformation you've been waiting for.

Here's a whiff of what you'll get when you get in on this special deal:

- 60 ebooks from some of your favorite influencers
- vegan recipes
- meal plans
- fitness routines
- vegan grocery guides
- meditation
- yoga programs
- and more!

PLUS, the sweet cherry on top is you get EVERYTHING – and I mean everything for the insanely low price of **\$50** when you go here [\[insert link\]](#).

Now, here's the thing:

A deal like this can't last forever. So you have until Monday, August 10th to hop off the fence and into a healthful life you'll love.

Just imagine how much you could change your life using a plan that removes the guesswork and shows you exactly what you need to live the healthy plant-based life you've always wanted.

If you're serious about doing that, THIS is your chance to get the guidance you need – all without emptying your bank account.

Peace and Love,  
Stephanie  
Vegan, What?

Subject: [I'm doing this for you](#)

[Look, I know it's](#) hard trying to start your healthy journey on your own.

You either feel lost trying to find a solution [OR you choose to](#) keep doing the same thing and expecting different results.

[Now,](#) I'm sure you don't like either of these options...neither [do I.](#)

[On the one hand, you have no idea where to even begin to look for reliable and trustworthy solutions to kickstart your health journey AND you already know doing what you've been doing is simply not going to cut it.](#)

[Soooo, what's left to do?](#)

[Get our](#) Health and Fitness [eBundle](#). With it, you will be able to try a variety of delicious plant based recipes, start a fun new fitness routine, and feel better than you have in a long time with the click of a button.

Unlike other things you've tried, the Health & Fitness [eBundle](#) has:

- A variety of recipe [ebooks](#) so you can make delicious plant based food
- Meal plans which will enable you to help you stay on track and take the guess work out of what's to eat for dinner
- workout programs, which allow you find you next favorite exercise to help you get in the best shape of your life
- And lots of other exciting features that ultimately help you live your best life and level up your health

[Get all the healthy solutions you've been searching for right](#) here: (link)

With Health and Fitness [eBundle](#), you can gain instant access to your recipes, grocery guide, meal plans, workout programs and so much more!

Go here to get your access to the [eBundle](#), at the launch discounted price.

Remember, the discount is expiring in a few days. [So](#) don't delay, go now to avoid missing out!

All the best,  
Stephanie  
Vegan, What?

Subject: [You got this](#)

[Listen, you have a voice inside of you that's desperately trying to convince you that you can't do it ...](#)

That you won't succeed ...

That health is something that belongs to others more deserving ...

Or you're too late to make real change in your life.

The timing isn't right.

Or you just aren't strong enough.

But today – right here, right now, I'm challenging you to tell that voice to SHUT UP.

[You see, when you're trapped inside a negative mindset](#)

our inner critic tends to come in like a drill sergeant trying to push us through force, discipline, and self-hatred in order to make a change in our lives. The only way real change happens is through self-compassion and patience with the process.

[Now, look, I know you need a plan to silence your inner hater and overcome years of self-doubt. And that's precisely you'll get inside the Health & Fitness eBundle.](#)

[It's a carefully curated collection of ebooks](#) from an amazing group of health and wellness influencers. It's your guide to leveling up your health by providing you with delicious whole food plant-based recipes and workout plans to strengthen your body from the inside out.

[Thousands have already purchased and now it's time for you to step up and prove to yourself how bad you genuinely want to live your best, healthiest life.](#)

[I know you can do it. And deep down, YOU know you can do it. Now, all you gotta do is PROVE it.](#)

[Get the eBundle here \(before time runs out on the discount\):](#)

{link}

Peace and Love,  
Stephanie  
Vegan, What?

### [SHANEL – LANDING PAGE]

<https://www.lightningspeedtraining.com/>

You'll want to put together a parent-athlete focused story that recognizes their fears and reassures them you've got their backs. Something like:

A recent survey conducted by the NCAA found that the majority of the 37,000 student-athletes surveyed are experiencing high rates of mental distress since the pandemic hit. As parents, we know you're struggling with the idea of choosing between your kids' mental health and preventing them from COVID-19 exposure.



With so many athletic and training facilities locked down indefinitely or unable to put your mind at ease about the safety precautions they're taking to protect you and your kids, we can certainly understand.

And that's why we're proud to announce outdoor training sessions – a way for you to get your kids back to the sports they love – without having to choose between their mental and physical health.

We've been back in action with outdoor training since July 1, and the parents and our young athletes are thrilled about the safety measures we've put in place to keep everyone safe.

We're social distancing with intimate class sizes. We're wiping down equipment and we're getting your athlete ready to compete when sports return (hopefully this fall).

Let's work together to protect our young athletes' mental wellbeing and preserve their ability to compete on a higher level in the sports they love.

Register today to secure a spot in our upcoming outdoor sessions. Sessions fill up fast – so don't delay.

### **[EMERALD – SALES PAGE]**

The writing is good. Right now, it's more informational, than emotionally persuasive. A few tips:

1. Write down a clear statement about the ultimate outcome of the program. What exactly will people walk away with. I see the 3 points but the question is WHY do I need to examine the misinformation and unconscious bias, understand the role identity plays, identity harmful effects of oppression – how will doing all of this benefit me as the participant and how does it tie into the transformation you're promising in the headline. That needs to be clear above all else. Play off of the testimonial to craft the statement.
2. How is the group/content organized, how will people access the content/guidance?
3. You have a good outline, work on #1 and then use the sales page framework to flesh out the parts.
4. Your pain story is a great start. Use that to pick more at the emotion of it all and the urgency to transform one's behavior.

(Headline)

Experience personal transformation through our new 6-week small group intensive

(Pain Point)

People are raging with emotion around the recent Death of George Floyd. Post on social media demand immediate action and response. Companies have released statements, created funding and made vows to hire black creatives yet none of these actions seem like enough.

Pain Reliever

6 week intensive

Exclusive Offer \$497 (Benefits)

Valued at \$1997

Workbook

6 small group zoom sessions

Signed Copy of Rejection Uprooted

Interactive activities & exercises

Exclusive discounts on products and services

Participates will learn how to examine the misinformation and unconscious bias that impacts their behavior towards others.

Participates will begin to understand the role identity plays in their personal leadership

Participates will learn hows to Identify harmful effects of oppression on one's self and own group.

( RESERVE MY SEAT) – Buy Button

Real change requires real relationship

Testimonials

This group has helped me to be more authentic and open with people I may not know or have just met.

As a result of this group, I now show up in the world Authentic and bold!  
My business and decision-making process have improved greatly

Street Credibility  
News stories, articles and photos

### [SHANTELL – BOX INSERT]

We love the first one – super personable! Just a few suggestions on the copy:

#### 1st Side Option 1 :

If no one called you “beautiful” today, then please allow me to say, “Heyyyy, Beautiful, hey!”

Thank you for supporting a Black woman-owned business. We can't wait for your transformation into a Curl Poppin' Baddie!

Your ManeGuru family appreciates you more than you know. Now, because we know you won't be able to get enough of the incredible products we have waiting for you inside this box, we're giving you 30% off our featured brand – Natural Roots.

Check your email for the discount code and even more goodies!

Stay Beautiful (kiss emoji), Queen!

XOXO,

[NAME]

#### 1st Side Option 2:

Your ManeBox was just a taste of the real thing!

Here's 30 % off Natural Roots' entire line of full-sized products.  
As a Black woman-owned business, I love to share the love.

Stay Beautiful (kiss emoji)XOXO  
Discount Code: Classy  
Website: [Naturalroots.com](http://Naturalroots.com)

Which is the best product/package insert?

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Deleted: said you look beautiful

Deleted: let it be from me!

Deleted: and I know

Deleted: you'll love these products, so here's 30% off our featured brand- Natural Roots

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Remember, to take us out of your spam folder. 📧

## [YOLANDA – PODCAST INTRO]

We'd like more details on where you plan to share this. In the meantime, here are a few copy suggestions:

Welcome to the Birth Your Business Podcast, I'm your host Yolanda Renee, CEO, and Founder of the Society of Millionaires, [place where new](#) and aspiring entrepreneurs [discover how to eliminate confusion, fear and self-doubt and finally build a profitable business that positions them to build wealth, reclaim their time and create a life they love.](#)

[The topics I discuss focus on helping ambitious goal getters find the inner strength to get out of their own way and achieve sustainable business success. Over the past X years, I've built several 6-figure businesses and every week on the Birth Your Business Podcast, I'll reveal the lessons I've learned along the way.](#)

[Whether you're looking for guidance on how to start your business, advance your skills, uncover profitable business niches and everything in between, tune in X day at X time to get the REAL advice, strategies and techniques to make the progress you want.](#)

[Everybody in business starts at square 1, but you don't have to stay there. Subscribe to the Birth Your Business Podcast today.](#)

### ORIGINAL

Welcome to the Birth Your Business Podcast, I'm your host Yolanda Renee, CEO, and Founder of the Society of Millionaires, the Education platform that teaches New and aspiring entrepreneurs how to eliminate, confusion, fear, and self-doubt to finally start and build a profitable business that allows you reclaim your time, and financial freedom to live the life you love.

This podcast was created to help the ambitious entrepreneur inside of you finally get out of your own way and get started. I myself have built several six-figure businesses, but in the beginning, it was a struggle. If you're confused about how or where to start, fearful failing, not sure how to attract clients, or market your business to get consistent sales, then you're in the right place. On the Birth Your Business Podcast You'll learn the foundations of starting your business, from what types of business you can start, honing in on, and sharpening your skillset, Profitable market niches, how to discover your ideal client, marketing tips, tricks and strategies, how to scale and so much more. And most importantly you will hear the good, the bad, and the ugly side of the business that is rarely shared, from entrepreneurs who started right where you are, that have gone on to scale wildly profitable businesses.

So put on your headphones, turn the volume up, and let's get started on your journey to success.

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