

CLOSET HOURS SESSION - 8/13



CLOSET HOURS CRITIQUES - AUGUST 13, 2020

[EBONY – EMAIL REVIEW]

<https://docs.google.com/document/d/1xHxXE5d-wUunC995ArG35Lhid0mnW3uAfoTZYvnrjY/edit>

The writing is personable and conversational – GREAT JOB! When you have longer emails like this, be sure to keep the paragraphs short and to insert transitions throughout to keep the reader engaged. My edits reflect those suggestions.

Be sure to proofread.

[BRIT – LANDING PAGE]

<https://www.goalgetherfitness.com/snatchedwaistchallenge>

Great page! Just a few suggestions:

1. Take yourself out of the opening statement. Change Let’s ... to How to Get Back to Loving the Way You Look and Feel in the Next 21 Days (Even if You Hate Dieting and Struggle with Sticking to Meal Plans)
2. Move the opening statement to the body of the page: Ready to drop that “Quarantine 15” and get back to those bangin’ body goals you set when 2020 hit?

You can (and you will), but first let’s keep it real ...

I know you stepped into 2020 feeling like it would be YOUR year. And it was ... until the entire world got turned upside down and your bangin’ body goals had to take a backseat to masks, toilet paper, economic turmoil and daily media updates on just how terrible things are going.

And the more Netflix and Chill days you had, the more quarantine snacks you ate and before you realized it, you ended up in a full-blown entanglement with carbs.

Does that sound about right?

Oh, and on top of all of that, you’ve been ...

Avoiding ...

Feeling ...

Telling ...

Listen, I know that ...

Everything else was good – just make sure you proofread the entire page.

[YOLANDA – HOME PAGE]

https://docs.google.com/document/d/14T4Zqn0aVsKHF6if0-ppo8mvMQcQmmiCII_Yylhsbf4/edit

Excellent writing! I suggest shortening the title and turning it into an action statement for the reader. Something like:

Get the No-Hold-Barred Guidance You Need to Finally Build the Profitable Business of Your Dreams (and Design a Life You Love)

[EMERALD – SALES PAGE]

<https://www.4diversedining.com/sgexperience>

Love the updates! The one pager looks great. Five senses should NOT be hyphenated. In the “Real Solution” section, let’s break up that section into smaller paragraphs so the reader can easily scan. Something like:

Our proven approach is proactive vs. reactive. What that means is, we model and encourage long-term behavioral change and relationship accountability, preparing you to address challenges head on instead of reacting in the moment.

At Diverse Dining, we believe real change starts inside the heart. That’s why we work to prioritize humanity to support racial equity.

And with the Elephant Expedition’s 5-part framework, you’ll gain the tools and guidance to tackle personal rejection, build confidence and become a more impactful leader so you too can become a real solution to a longstanding problem.

[PRECIOUS – AD + LEAD MAGNET HOOK]

Facebook Ad Copy:

Hey ladies,

Are you tired of spending money on wigs and extensions?

Have you always wanted to grow your natural hair but none the things you have used in the past have worked? Like biotin; hair, skin, & nails vitamins; hair magic drops etc?

It's time to learn protective hair styles that are safe and create the environment for healthy hair growth.

When I lost my hair, I wore protective styles to help my natural hair grow back.

If you are tired of spending lots of money wigs and sew-in back to back I'm sure you will appreciate my case study on how to use the right protective styles to grow your naturally.

I'm Precious Rutlin and I help professional women who have experienced hair thinning create an environment for healthy hair growth so that wearing a wig is optional and not a must.

I want to share my FREE gift with you to show you How To Grow Naturally Beautiful Healthy Hair Through Protective Styling Without Wearing Wigs & Extensions.

Click the below or go to <https://helpmewithmyhair.com>, enter your best email then check your inbox.

!

REVISION

You had a good start. Some of the transitions didn't flow well and always remember you have to be careful calling out people in Facebook ads and insinuating any type of unsubstantiated claims in your ads. Here's a sample revision I want you to play around with:

Tired of wasting money on wigs and sew-in hair extensions? I was too. That's until I found out how to rock protective styles that kept me cute, even after losing my hair. Oh, and they helped my natural hair grow back fast.

Now, I know it can be hard to find a protective style that works for you. But no worries – I'm here to help you out. By the way, I'm Precious Rutlin and I help professional women who are struggling with thinning hair (and tired of wigs and sew-ins) grow back their naturally beautiful hair.

And inside my FREE case study, I'll show you how to do the same. Tap [LEARN MORE] now to claim instant access to my best tips on how to rock cute protective styles that can accelerate the growth of natural hair.

How To Grow Naturally Beautiful Healthy Hair So You Stop Spending Hundreds of Dollars Hair Products, Hair Vitamins, Wigs and Extensions.

Discover How to Rock Cute Protective Styles So You Can Ditch the Pricey Wigs and Sew-Ins and Grow Your Naturally Beautiful Hair Fast

[JESSICA – AD]

https://docs.google.com/document/d/18VGmTADIUoWbMBwlq_Lu3k4scsNBSsSQZ6fsBiD5Sd0/edit

The second ad is more conversational and engaging and it draws the readers eyes down the page. The ad was a bit long – not from a word count perspective but from the perspective of holding the reader’s attention long enough to get them to click. Your copy is working too hard to sell, when it should be focused on getting them to click to the page where you “sell” the offer.

I have a few suggestions for that one:

Any of this sound familiar?

Shifting from happy to sad in record speed.

Hating the reflection in the mirror.

Skipping out on friends and fun stuff to do absolutely nothing.

If you can relate to any of these things, you’re not alone.

You see, it’s common to feel overwhelmed, moody and unfulfilled during challenging times like what we see right now.

And while you may not feel like you can recover and get back to a happy place, we want you to know you can with Flux by your side.

We’re a virtual wellness community offering classes to provide overwhelmed individuals with the mental, physical support and safe space they need to feel good again.

They say when you change your habits, you change your life. And we're here to show you how to develop the healthy habits that will get you (and your life) back on track.

No excuses ... just action. Tap [LEARN MORE] now to get started.

[EVELYN – LANDING PAGE]

<https://docs.google.com/document/d/1yqzSL35j7kPUjRYmKwtjmyDNLNe3rHWY0OWWRF9y2VA/edit>

SAMPLE PAGE: <https://join.creationnation.co/inventions-from-scratch/?fbclid=IwAR0sQTweQltDhDI0jcEpMUV9Gx3wMaMy4r9x39nInela9yZuY866lCcYY6g>

You did a great job here. I used your content to show how easily you can fill in the framework sections and turn the content into a full-blown sales page.

To do that, we just need to move some things around for the published version of the page.

So, we put the pain story first. From there, we added the offer. The pain reliever comes after the offer to seal the deal. And even though, we still need an intriguing headline, MOST of the sales page is now done. With these changes, your page turns out to something like this:

What is UPPP, you beautiful soul? Now, before you give us that general, "I'm cool," response, we want you to really think about "what's up" in your life (and business) today ...

Are things going as planned?

Are you crushing your business goals?

Do you even know what your goals are now that the world has been turned upside down?

You see, the fact that you clicked to this page and are still here tells us that you're likely feeling lost, perhaps overwhelmed, and aren't all-the-way clear on the direction your coaching business is going (or if it's going to go anywhere at all).

But your lack of clarity and direction isn't reflective of your level of passion, love and light or deep desire to transform the lives of others.

In fact, your passion, love and light and deep desire to transform other people's lives is exactly why you're swimming in a sea of confusion and overwhelm.

The thing is, you want to help everybody and you know you can do that if only you knew where and how to start.

Now, how do we know soooo much about "what's really up with you right now?"

Because we're also beautiful souls who have where you are.

We know what it feels like to have the best intentions and still find yourself stuck in the same place time after time.

We know what it feels like to have sooo much to offer the world, but can't do so because you lack structure, stability, and confidence when it comes to showing up.

And we know what it feels like to have a clear vision of what you want, but no real strategy to make that vision a real, successful and thriving business.

We get it – no, correction, we get YOU – and we realize the thing that's truly stopping you from turning your dream business into a reality is the inner critic who's constantly telling you that you're not good enough or that no one cares about your journey, passion or work.

And that's the "critic" you can count on the Evolved Coach Accelerator to help you silence once and for all.

Scaling Your Coaching Business to Make a Bigger Impact with Ease

The Evolved Coach Accelerator (ECA) is the only life coaching program that helps coaches in the online space create and scale their business to make a bigger impact **with ease** by showing you how to recognize your purpose while activating your voice, creating your vision, and increasing your abundance.

It's time to master your business communications (listening and responding) skills, sales skills, and enhance your client experience.

It's time to...

- Create more impact and income
- Make business and coaching more fun!! The marketing, the sales, the launches... **e v e r y t h i n g**.
- Get your clients better results than EVER before.
- Learn how to become an EXCEPTIONAL coach and leader.

It's the time to evolve and continue thriving online.

And that's what ECA is here to help you do.

Trust us when we (Evelyn + Sarina) say that we have a gift when it comes to understanding how our clients work (mentally and emotionally), we mean it.

In many ways, we know you better than you know yourself, because we remember exactly what it was like to be where you are right now. We don't have to imagine, we are literally in your mind.

This is exactly what makes the Evolved Coach Accelerator SO life changing, because we were YOU.

We'll be the first to call you out on yoooo shit (in a loving way) when we see you holding yourself back and we will be supporting you not just in business but in all areas of life. Guiding you toward becoming your higher self and we promise to hold you to it.

(wheel of life graphic)

Here's a breakdown of what you can expect to discover during our time together:

Week 1 // MODULE 1 - Energy + Vision

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Week 2 // MODULE 2 - Non-Negotiables in Business

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Week 3 // MODULE 3 - Business Communication & Positioning

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Ev's additional *Breakthrough Sessions + Brand Story (Branding vision worksheet)*

Week 4 // MODULE 4 - Learning How to Read Your Ideal Clients Mind (Market Research + Beta client (if need) pitch)

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Lead Generation Strategies (Content Calendar)

Week 5 // MODULE 5 - Selling with Authenticity

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Week 6 // MODULE 6 - Client Magnetism

Launching your offer

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Week 7 // MODULE 7 - Becoming an Exceptional Coach (CTFAR)

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Week 8 // MODULE 8 - Managing Your Business

Client Management + Back-End Systems

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Week 9 // MODULE 9 - Streamlining and Organizing Your Business

(Evolutionary Finance Tracker)

Learning how to manage your finances in your business, preparing for your finances for your taxes.

[ADD A SENTENCE OR TWO HIGHLIGHTING THE TAKEAWAYS OF THIS TOPIC]

Week 10-12 - Live Coaching

PLUS, you'll get 2 weeks of LIVE Coaching so you can leave the program with the XXX

What You Get

- 9 x easy-to-digest life changing business training modules
- 12 x weekly group life coaching calls with Coach Sarina (1/week)
- 12 x weekly support calls (optional) with Coach Sarina (1/week)
- 3 x monthly individualized life coaching calls with Coach Sarina (1/month)
- 3 x monthly Q+A with Coach Evelyn (1/month)
- 3 x monthly expert guest trainers (1/month)
- 1 x individualized breakthrough call with Coach Evelyn

Duration: 12 weeks

Monday, August 24th → Sunday, November 15th

OPT-IN BUTTON/CALL TO ACTION

Try things like, "YASS! Sign me up!".

The key is to make clicking the button feel exciting.

TESTIMONIALS

Marie, Lauren, Mikhaila

Choose 3 of your best testimonials that speak to a specific result your clients have been able to achieve by working with you. The testimonials do not have to be specific to the program, but they should showcase a result.

STREET CRED (OPTIONAL)

Showcase your street cred so the reader trusts you as the expert. Make sure you write this in first person and speak directly to your reader. If the audience is unfamiliar with your business, you may want to include a bit of street cred to showcase your skills.

[LEO – GOOGLE ADS]

We shared the ad framework to follow inside the Member Lounge. The underlying issues with your original content are that it's too technical. Focus on the benefits and high-level features to sell the "click." They can get all the scientific data from the landing page.

Here are our revisions:

AD #1

This one was good, just needed to move that intriguing line upfront and get rid of the tech talk.

Allerair AirMedic Pro 6 Air Purifier A6AS21223110

<https://www.airpurifiersystems.com/products/airmedic-pro-6-air-purifier>

Get FREE Shipping + 10% off now with code AROMA10 ***NOT IN STOCK--PRE-ORDER NOW TO LOCK IN DISCOUNTS AND SHIPMENT IN 4-5 WEEKS FROM ORDER DATE*** Afraid the air in your home, office or classroom is full of harmful viruses? The AllerAir AirMedic Pro 6 Air Purifier provides more filtration capacity than the Pro 5 and ha...

Afraid the air in your home, office or classroom is full of harmful viruses? The Allerair AirMedic Pro 6 Air Purifier can clean your air and eliminate your fears. Pre-Order today and get FREE shipping and 10% off with code AROMA10. *Product will ship in up to 5 weeks from the order date.*

AD #2

This one was good, just needed to move that intriguing line upfront and get rid of the tech talk.

Search engine listing preview

[Edit website SEO](#)

The Oxynova Hyperbaric Chamber for Athletes Series 5

<https://www.airpurifiersystems.com/products/the-oxynova-series-5-for-athletes>

Free Shipping, a Lifetime Warranty and Free Hyperbaric Chamber Certification Training with your order - \$1500 in savings!! Lifetime Warranty and The Highest Clean Air Supply, the ingenious Oxynova compressor provides the highest clean air and hyperbaric therapy at its finest! Say Goodbye to Irritating Noises Our silent...

Suffering from pre-existing conditions or have an elite athlete at home who could use some oxygen therapy? Give your body the oxygen it needs to heal with our

Oxynova Hyperbaric Chamber for Athletes Series 5. For a limited time, get FREE shipping, a LIFETIME warranty and step-by-step guidance on how to get the most from your new hyperbaric chamber. Hyperbaric therapy can reduce illness and injury recovery time tremendously and get you back to your normal activities fast. Get the Oxynova Hyperbaric Chamber for Athletes Series 5 today and reclaim your health.