

CLOSET HOURS SESSION - 8/28



CLOSET HOURS CRITIQUES - AUGUST 28, 2020

[SARAH – EMAIL SUBJECT LINE REVIEW]

https://docs.google.com/document/d/19W9REf-XHJyko-BugxIhJxCpWtJFCMKb0q4fH_-8wjU/edit

Great job on using the CoSchedule tool. That's going to help you get better over time. Overall, your subject lines, while well written are too long and giving too much of the good stuff away.

The key to a great subject line is making it enticing enough to do its job – encourage the subscriber to open the email. You're adding too much detail which is making your subject lines work too hard.

We did a few in CoSchedule so you could see the difference in our results versus yours. Shoot for a score 50 or above.

Subj #1: Scored 60 with yours – this one is good because it's the freebie your audience requested

Subj #2: Scored 56 with yours – how is the audience responding?

Subj #3: Scored 44 with yours – this one is long. Try something like:

These 2 Foods Are Killing Your Immune System (score 55)

Subj #4: Scored 44 with yours – gave away too much detail. Try something like:

My ex left me with this (score 60)

Subj #5: It took him 2 years to tell me 😞 (score 66)

Subj #6: You can get \$10 off today, not tomorrow (score 70)

Subj #7: Scored 53 on yours – try this:

3 easy meals that will heal your body (score 58)

Be sure to proofread.

[VICKY – HOME PAGE]

https://www.calixtesmith.co/?r_done=1

Great job on the page layout and flow! Just a few suggestions:

HEADLINE – Use words more powerful than “helping” to showcase the depth of how you serve. Something like:

Eliminating tech overwhelm so coaches can launch with success

The main sentence needs to match up with the bulleted points. So, think about rewording it to something like:

You know you have the skills and passion to grow your coaching business, but instead you’re swirling in a Tsunami of questions that have you feeling:

This next section should tie directly from the previous ones ...

But the Reality Is You CAN Grow Your Business Without Swirling in Frustration, Tech Overload, Overwhelm or Anxiety

That is, when you have The Calixte Smith Agency on your side. You see, ambitious coaches call on us to develop hard-working automated sales systems so they can pull in more leads, attract more clients and generate more revenue – all while working less.

And we’re here to do the same for you. Trust us to dig deep into your business and implement a system proven to:

Level up your sales process so you collect fresh, new leads consistently

Prevent prospects from falling through the cracks

Deliver a quality client experience every time

Slash the time you spend on busy, admin work

Position you to grow your business fast

And the best part is, we’ll do ALL the work while you focus on spending more time operating in your zone of genius and serving more of the people who need you most.

In this next section, while it’s informative, you’ll want to make it more personable, punchier so it stamps a pic in the minds of your browsers. You’ll also want to “chunk” it out so it’s not so heavy on the eyes. Something like this:

Look, we know you're the kind of coach who wants to serve your audience, all without compromising the six-figure lifestyle you want (and deserve). BUT before you can achieve that monumental goal, you first need to implement a system that pulls the right people into your business. And that's where we come in.

You see, the systems and technology required to rake in 5- and even 6-figures during a launch can leave your head spinning – especially when you have no idea where to start.

That's why we stand in the learning gap for our coaching clients by implementing an automated lead generation and sales system that works for their specific business needs.

And we're ready to do it for you too.

Here's How We Do It

Book Your Free Strategy Session

For 30 incredible minutes, we'll dig inside the back-end of your system and discuss how we can automate your lead generation and sales processes, so you save more time and make more money.

In the bio section, you need to help the reader connect the dots. Throughout the page, you refer to the Agency, but then you plop down a bio with no explanation. Change the title to Meet the Founder of _____ or similar so we know why we should care about Vicky.

[PRECIOUS – LANDING PAGE]

<https://preciousrutlin.kartra.com/page/growyourhairnaturallymasterclass>

Headline: This is good – tighten it up:

New Masterclass: Discover 8 Simple Steps to Growing Your Hair Naturally So You Can Finally Ditch the Wigs and Weaves

In the body, you want to personalize it with words your clients use. Do they want to “retain” their hair? Also, the headline doesn't fit the bullets. How does gut and hormones relate here? You have to connect the dots for the reader.

[PRECIOUS – FACEBOOK AD]

Ad looks good. I'd suggest making the headline changes above. Be sure to proofread the ad.

[LEO – GOOGLE AD]

You have the ad structure down – great job. Make sure your language is not too technical for the audience. Would they already know what RAP 204 is? If yes, keep it. If not, change it. For the next sentences, follow the framework we showed you for the other ads with the free shipping and so on.

[EBONY – LANDING PAGE + SOCIAL MEDIA POST]

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

<https://docs.google.com/document/d/1NVKUUpbZg4aZ3MJX8FQXaqlXLtyPr8CPzhSubfd4ux-0/edit>

Love the writing! I would modify the heading a bit so the people who don't need any more info know the benefits of joining upfront without the extra sentence. Something like:

#SocialSells

A FREE 5-Day Challenge Exclusively for Coaches, Consultants and Online
Service Providers Who Want Proven Strategies to
Market and Monetize Their Businesses on Social Media

With this change, you can delete the “welcome” sentence.

The lead question doesn't match up with the next section. Make more of a declaration here and then use the next section to back up/explain that statement. Something like:

You've been watching so many entrepreneurs like you crush it on social media ...

Yet, you're spinning in confusion and frustration still trying to figure out how to crack the code and pull in clients from social media.

You've cuddled up with Google, read a million how-to blog posts and articles and have even tried all the guru “tricks” ...

[bullets]

But NOTHING seems to be working ...

Your DMs are NOT blowing up with inquiries.

Your bio links are NOT being clicked.

Your email list is NOT growing.

Your FREE webinar has zero to a few registrations.

Your FREE discovery call calendar is empty.

And NOBODY is investing in your services.

Now before you wave the white flag and throw the whole business away, I want you to know I get it.

You see, just a few years ago, I sat right where you are today. I kept trying and doing everything all the while nothing was working. But all that changed when I _____.

And because I refuse to keep all this revenue-generating knowledge to myself, I've decided to host the #SocialSells Challenge so we all can win on social media.

During our 5 days together, you'll get the inside scoop and proven strategies you need to:

[bullets]

One more thing: This Challenge is NOT for everybody. So please only register if ...

You're struggling ...

Accept the Challenge Versus Sign Up Now

POST

The post is good. I'd suggest making the intro more social media related. Like FACTS: You CAN make money on social media. And you don't need to be a

celebrity, “influencer” with a million+ followers or an Instagram model to do it.
....

[KASANDRA – GRANT APP]

This is outside the scope of the type of content we review (we focus on the areas we discuss in the frameworks. I will, however, give you some guidance:

Great writing! When applying for grants, you want to highlight how and who you serve. Yes, they want you to provide a description of your business but what they’re looking for upfront is who and how you serve and how your passion and skills back that up.

Your response to question #1 does the reverse by talking about your business first. Start with an emotional, heart-tugging statement about who you serve.

In question #2 – you need to answer the question and then back it up. You start out by talking about what you’ve learned from the pandemic versus HOW your business has been affected by COVID-19. They’re looking for specific data – we lost 60% in sales but we’re committed to serving _____ and we won’t stop at anything to ensure _____.

In question #3: you’re taking too long to answer the question. Tell how you’ll use the money and use the other stuff to back up your answer.

You want to make sure you’re appealing to the app reviewers by answering the questions asked in a direct manner.

[LASHANTAH– LANDING PAGE]

<https://mailchi.mp/3f1e1f6d85fa/kidslovetolearnhere>

The informational PDF is well written and fine to provide the details about the program. I suggest adding a link or place for parents to go to register or contact you for more details.

For the sales page, you’ll want to add more emotion. Follow the sales page framework and add the pain the parents/kids are experiencing right now and then present the program as the solution. Just one or two intro sentences is all you need.

You have the content here, but it needs to be moved around so readers can connect the dots easily. Start out with:

The pain
Intro the program as the solution to the pain
Explain what it is and what they get
Give benefits/reasons for investing
Call to action
Testimonials from families if you have them
Call to action

A few notes for the existing content:

In some parts the word “camper” was used while talking about the afterschool program so just make sure the correct verbiage is used, as it looks like its two separate programs.

I would also say something like, there are two ways we can support you ... and then go into each program separately. In reading it, it's somewhat confusing on which program is which.