

CLOSET HOURS SESSION - 11/5





CLOSET HOURS CRITIQUES - NOVEMBER 5, 2020

[LEO – GOOGLE AD]

Good copy here, be sure you add details to clarify the discount since it's a subscription.

ORIGINAL

New Automatic Filter Replacement Subscription! Start receiving your replacement filters delivered directly to you. Subscribe and Save 5%!

REVISED 1

Get new replacement air purifier filters automatically delivered to your doorstep. Subscribe today and save 5% on your first order.

REVISED 2

Get new replacement air purifier filters automatically delivered to your doorstep. Subscribe today and save 5% every month.

[TAMIKA – SALES PAGE]

<https://www.outsource4me.credit/StudentLoanInfo-3468>

Good content here. Just be sure to reverse the order of the first sentence to put the client benefit upfront. Also, make the “how it works” section easy to follow with numbered steps.

Also, not sure how familiar your clients are with the Token Program, but there's not package pricing or details on each package shared on the page – not sure if that was left off or intentional. Lastly, have a proofreader check for grammar and typos.

REVISIONS

YES, it's finally here ... a new way for you to save time and money by processing your client disputes using the Outsource4me token program.



Here's how it works:

1. Purchase the Basic, Pro or Agency Token bundles
2. After placing your order, check your inbox for a confirmation email and a count of your available tokens
3. Check for the “Use Tokens” option now available on every dispute form. Note that 1 token is valid for processing ONE round of disputes
4. Once we receive your completed dispute form, we will begin our work. Note that clients processed under the Outsource4Me Token Program will enjoy expedited services
5. And boom – that’s it, happy clients and a cost-efficient and time-saving process for you ... everybody wins!

[EBONYE – PRODUCT DESCRIPTIONS]

<https://ascensioncompletellc.com/collections/all?page=1>

<https://ascensioncompletellc.com/products/mommy-i-m-messy>

https://www.instagram.com/ascension_complete/

IG BIO

Serving up profit-boosting tips and sexy apparel for busy women entrepreneurs on the go. Shop my books and apparel now.

I can't review every product description, but in general, you want to always put the buyable features upfront (those that complement the pic) and tells the shopper HOW they can rock the apparel. So, the Blue Short Set will change to something like:



APPAREL DESCRIPTION

Whether you're running errands, dashing off to the airport or lounging around the house, this stretchy, super-soft and breathable two-piece short set will have you looking and feeling cute and comfy.

Made from 10% Spandex and 90% Rayon, this super-soft set includes:

A form-fitting, long-sleeved crop top

A pair of curve-hugging, cargo-style pocket shorts

Pre-order your set today.

Pre-orders will ship ____.

BOOK DESCRIPTION

This book description is too long and with such a huge block of text, it's hard on the eyes. For book descriptions, you want an intro sentence/lead, a description of what the reader can expect inside and a reason to buy.

For example, here are 2 book descriptions we wrote for our clients:



In this heartwarming book, Chloe goes on her first trip to the dentist and, despite how terrifying her friend Sam claims her visit would be, she discovers how fun it is to keep a healthy smile.

Written by a pediatric dentist, *Chloe's First Trip to the Dentist* journeys with parents and kids through the fear, anxiety, excitement and confusion that bubbles up during dental adventures.

This beloved story turns a seemingly terrifying trip to the dentist into a fun and entertaining outing for Chloe. And it's the perfect book to help allay any fears your toddler may have about going to the dentist.

REVIEWS

"Watching Chloe overcome her fears made my little one less apprehensive about her first visit to the dentist. I was blown away by how brave she was!" –XX

"This book is a must-read for parents who want to get their kids comfortable with going to the dentist for the first time. It details the anxiety most kids feel and demonstrates how they can overcome their fears and actually have FUN at the dentist!" –XX



“Now I know my ABCs and I’m proud to just be me ...”

That’s the new song we want children of color to sing after learning their ABCs alongside the diverse characters tucked inside this bookshelf must-have.

More than an ABC book, every page reveals illustrations of tiny faces and parents colored in beautiful shades of brown that will marvel your little ones and make learning fun and exciting!

“I WISH I had an ABC book like this growing up! Flipping through the pages and seeing all of the beautiful melanin-infused faces warmed my heart!” – XX

“This book is a MUST-HAVE for everyone raising children of color! The illustrations are incredible and my daughter loves seeing kids who look like her.” – XX

“The world is full of people of different skin tones and I’m glad we finally have an ABCs book that celebrates that.” – XX

[ALICIA – EMAILS + POSTS]

QUESTION

What level of email engagement is required for persons who sign up to join a VIP List?

You want to engage them on the first email and then drop behind-the-scenes tidbits and check ins at least every couple of weeks leading up to your sale.



SOCIAL MEDIA POSTS

These were good, just be sure to add a lead in to capture the attention of your audience ... something like OK, I see you ... (for post 1) and I have a quick question for you ... (for post 2).

You also might want to explain what a “career dash” is because in reading it I had no clue, but I’ve also been out of job searching for over 10 years so that could be why.

EMAIL – ORIGINAL

EMAIL #1: FROM VIP LIST SIGN UP

Subject: Ways to find your CALLING

Hi Alicia,
Boss moves! (High 5 emoji).

Thanks for joining the VIP Insiders and even if we’ve met through some other channel, thanks for allowing me to be part of your career success.

First things first: you’re not alone in trying to find a fulfilling career and I’m fully committed to supporting your career success with actionable tips, advice and lessons.

I have broken down and pre-packaged over 20 years of HR and strategic career development experience working with clients just like you. I’m ready to hold your hand and take you on the journey to achieve career success.

Stay tuned for a Big Announcement coming soon on the *I Want In Now [IWIN] Sale to Land your Dream Job*



EMAIL – REVISED

Subject: Congrats, you did it!

Hi Alicia,

Yay, you did it! I applaud you for making the boss move to claim your exclusive spot on my VIP Insiders list. Now, that you've stepped behind the velvet rope, please allow me to say this:

From here on out, you are NOT alone in your search for a fulfilling career.

Look, I know you might have been doing some things on your own in the past, but starting today, you've got me as your cheerleader, tough love provider, coach and all of that.

The bottom line is I'm here to share my more than 20 years of HR and strategic career development experience ... so I encourage you to take full advantage of everything inside my brain.

Can you commit to doing that?

Awesome! Hit me back with a reply to let me know what type of career you're in and how long you've been searching for your dream job.

I'm working on an incredible program for Black Friday and I'd love to get your input to ensure it's the perfect fit for you.

Talk soon,



[BARBARA – SALES PAGE]

<https://yourhrinsider.com/how-to-make-a-career-shift/>

Love the attention-grabbing headline. Drop the exclamation mark so it feels less hypey. Add a lead in for the copy.

Now that I have your attention, I have a few questions for you:

ADD 3 QUESTIONS

Answer YES to any of those? Then it's time for a career shift and when you register for my FREE Webinar, I'll give the insight, strategies and guidance to do precisely that.

IMAGE

During our X time together, you'll learn:

BULLETS

Now, this webinar is NOT for everybody. So please only reserve a spot IF you're:

Afraid ...

Unhappy ...

Ready for a career change BUT scared you're too old and too vested to jump into a completely new career.

Switch the perspective of the bio to match the perspective used throughout the page. You say I will but then your bio is in the third person.



Meet Your HR Insider and Career Coach

Hey, I'm Barbara Mason and from here on out, you can rely on me as your HR Insider. I've been a HR professional for the past 20 years and I know ...

And during this webinar, I'll show you how to get into a career that makes you LOVE going to work. Click the button below to register now (space is limited).

[EVELYN – PRODUCT DESCRIPTIONS]

The lead for the descriptions should be tied to the outcome, not necessarily the work. The work is part of the course and your expertise, but you want to hook with the outcome.

Also, don't spend so much time trying to "teach" in the descriptions. Focus on the benefits to the reader and remove yourself from the struggle. You should only be a part of the solution. Second and third were better than the first one – good job!

DESCRIPTION #1 – REVISED

Reconnect and Re-Parent Your Inner Child Mini-Course (\$55)

Have you ever wondered why you seem to repeat the same patterns that lead to unfavourable outcomes? You just keep finding yourself attracting the same situations in your life. And right about now, you're stuck swirling in negative thoughts and beliefs, but you have no idea why.

If this sounds like you, you're experiencing the effects of childhood wounds. And inside the "Reconnect With and Re-Parent Your Inner Child" mini-course, you'll gain the step-by-step strategies, support, tools and resources you need to heal from those wounds and quiet all the things causing your "self-sabotaging tendencies." ***Click to learn more (links to longer landing page)***

What's included:

- 3 Training Modules
 - How to Find and Acknowledge Your Joyful Self and Inner Being/Inner Child
 - How to Listen, Communicate, and Nurture Your Creative Nature/Inner Child
 - How to Fill the Gap and Use Your Findings to Attract Abundance and Prosperity
- 21-Page Workbook
- Inner Child Meditation
- Letting Go of The Past Hypnosis



DESCRIPTION #2 – REVISED

Your All-in-One Plug & Play Budget and Finance Tracker (\$49)

Have you ever fallen into the trap of mixing your business and personal finances together? #TaxTimeHell. Maybe you're one of those people who struggle with spending just as much as they're making and wondering where all that money goes. If you want to improve your relationship with your finances, create more awareness of your spending habits, and get an easy way to track your monthly personal and/or business expenses* to make money management easier, then the Evolutionary Finance Tracker is for you!

Inside the Evolutionary Finance Tracker, you'll get everything you need to:

- Track your monthly expenses
- Know exactly how much to set aside for taxes, savings, etc based on the income you document month-to-month
- Maximize your profits by having a clear view of your month profits and losses

What's included:

- Downloadable spreadsheet with pre-populated fields
- How-to video training
- **Add-on: Attract Abundance Hypnosis (\$89)**

DESCRIPTION #3 – REVISED

Reclaim Control of Your Body in the Next 32 Days (\$129)

ADD A PAIN QUESTION LIKE THE OTHERS. Over the next 8 weeks, you'll gain the know-how and confidence to lose fat, boost your strength, increase your metabolism AND silence the negative self-talk going on in your head. Just imagine looking in the mirror and seeing your body in a whole new light in the next 2 months. You'll feel good from the inside out and heal the relationship between your mind and body.

The mental, emotional and physical transformation will be remarkable. At least, that's what my clients have said after many of them started seeing results the first week. And if you commit to the program, I know you'll hit your goals too.

Oh, and while this is already a bomb training program, it's explosive with the added nutrition plan. Look, I always say... abs are made in the gym and shown in the kitchen... which is why I am so excited to include an 8-week nutrition plan for you with this program.



Here's what else is waiting for you inside:

- Downloadable PDF Guide
- Downloadable Exercise Tracker
- Downloadable Weekly Check-In Form
- Downloadable Daily Journaling Prompts
- Access to Exercise Video Library
- Training Guidelines
- Nutrition Guidelines
- Weight Reduction Meditation
- Improve Your Health Hypnosis

[LINDSAY – SALES PAGE]

<https://identityimpact.academy/offer/>

Good writing! I want to see you anchor the course title so your audience knows what they're getting into. Something like:

Discover How to ...

OR

Get the Strategies, Support and Guidance You Need to Go From X to Y.

And then set the tone for the conversation just as you would in person. You wouldn't just jump in and start asking folks about their relationships, so set the tone so your intro is relatable and engaging.

Listen, relationships can be exhausting and when you add in that day-to-day, "nothing-seems-to-be-going-right" drama ... they can be downright unbearable.

So, trust me, I can completely understand if you're feeling:

Scared about opening your heart (because you refuse to be hurt or disappointed again).

Reluctant yet excited about a possible new boo, buuut you're still not sure if you can trust again.



Ready for love, but you need some guidance because you don't want to find yourself back in the same drama-filled situation ever again.

Now, if any of this sounds like what you're going through right now, I want you to put down the white flag, turn off the sad songs and put away the break-up ice cream because TODAY is the start of a new you when it comes to relationships.

TODAY, you'll package up all that hurt you've experienced and set it in a lessons-learned box.

And TODAY, you'll take the first step to becoming Relationship Ready!

What's Relationship Ready? Glad you asked ...

It's a 3-phase program where you'll get the guidance, strategies, support, mentorship and insight you need to identify which relationships to hold onto (and which to release) so you save your soul from heartache and build real, healthy and sustainable relationships.

After the intro, you'll want to include what you'll learn. Don't jump to who it's for so early because they still don't know WHAT it is yet. Also, at this price point, it would be good to see the duration of the course – is it self-paced, drip content, how often will you be live, do you have testimonials ...what's the ultimate outcome of the course. I know to be relationship ready, but explain what that looks like for the reader.

Include another button at the bottom of the page, never put people in a position to have to scroll – or work – to buy.



[SHANTELL – EMAILS]

*Hi, Haven't sent out emails in months but preparing for a Black Friday Sale and want to reintroduce our focus to kinkier textures and get ready for sales!
I purchased the Black Friday Email templates and can't wait. I'd like to send these two emails before Black Friday email templates to re-introduce the brand and create excitement.*

EMAIL #1

Subject: Going Natural is Overrated *rolling eye emoji**

Hey _____,

Ummm raise your hand if you've been "going natural" for a few years now, BUT you still don't have a reliable hair routine down yet.

Okay, I see your hand in the air, sis and that's one of the reasons you're here, right?

Look, whether you found us through Instagram or stumbled upon our website, I want you to know that you're officially a Mane Baddie now and we're here to give you the tips and support you need to get your hair all the way together.

So unenroll from YouTube University and skip the TikTok videos because you have a team of real experts in your corner.

Now that we're on the same page, let's talk about that hair ...

The key to managing natural hair is developing a no-fuss routine that's curated specifically for you:

1. Hair Type
2. Porosity
3. Pattern
4. Goals



Not sure about your hair type, porosity, pattern or goals? [Take this short quiz \(watch this video\)](#) to find out more. After that, I want you to stay tuned for more insight on how we can get those curls of yours poppin' and fuss-free.

EMAIL #2

2nd Email

Video Testimonial

Subject: Your hair is talking crazy.

Hi _____

Whewww, this weather change is killing your hair's vibe. You've got:

- Dryness
- Scalp irritation
- Breakage /stunted growth

Listen, I understand and so does our ManeBaddie Marj. You see, Marj has 4B hair and she was struggling with it ... until we put together a customized, no-fuss hair routine to get her hair back under control.

Now, I could go on and on writing about what we did for Marj, but you probably wanna hear it straight from her.

[Watch now.](#)

Insert: IG VIDEO

Now, Marj is just one of many naturalistas we've helped, so if you want to become our next Mane Baddie, go here to join our VIP List. [HYPERLINK TEXT](#)

We have an incredible box of goodies we're putting together (at a crazy-low price) that you do NOT want to miss out on (if you want poppin' curls all year long).

Step behind the velvet rope here: [\[LINK\]](#)



[KASANDRA – EMAILS]

Abandoned cart emails have to grab attention from the subject line. While your subject lines are personable, they need to be more eyeball-catching for an abandoned cart sequence.

The writing is good, but it needs to persuade people to click.

EMAIL #1

Subj: Oops, there's a problem with your order

Hey [firstname], we noticed that you didn't complete your order.

Now, we're guessing something came up because you seemed so excited about putting this in your cart. Listen, we understand – life happens and we got you.

We've reserved your fabulous Bougie product for you.

[Go here to return your cart.](#)

EMAIL #2

Subj: Aww, should we just restock this?

Hey [firstname], we reached out to you earlier about that incredible Bougie product you added to your cart – you know the one you loved when you were browsing our store. Yep ... that one.

Well. We're contacting you with some bad news ...

You still haven't claimed it yet and we're going to have to restock this soon. And with it being such a popular item, we're not sure if you're going to be able to purchase it later.

But we have fabulous news ...

IF you allow us to teleport you back to your cart today, it's all yours.

[Teleport back to your cart here.](#)



EMAIL #3

Last chance email is fine. Refine it so it matches the flow of these if you use them.