

CLOSET HOURS SESSION





CLOSET HOURS CRITIQUES - NOVEMBER 19, 2020

[BARBARA – SALES PAGE]

Great writing here! You want to make sure all headlines are audience-facing unless you're starting it with a quote. So instead of "I Need a ..." it's something like

The In-Your-Pocket Career Coach
Get the Career Guidance You Need to Level Up
(Without Spending Thousands on Career Coaching Services)

If the career coaching you've been receiving from Google College isn't getting you where you want to be, it's time to try something new.

After all, don't you finally want to:

[DREAM #1]

[DREAM #2]

[DREAM #3]

Listen, I hear you and I'm here to help you make all that a reality with the information I share inside the all-new Career Coach in a Pocket Pack.

Inside, you'll get:

[BULLETS]

This Career Coach in a Pocket Pack has everything you need for any career situation you encounter on your career journey. It's like having me right there telling you what to do, when to respond, and how to respond.

Now, with everything I've tucked inside the Career Coach in a Pocket Pack, I could easily price this at \$500+, but I've decided not to because I want you to win without breaking the bank.



So, for this weekend only, you can get lifetime access to the entire Career Coach in a Pocket Pack for only \$67.

[STREET CRED SECTION]

[PRECIOUS – LANDING PAGE]

https://www.helpmewithmyhair.com/5daygreenschallenge?r_done=1

You do a great job listing the what, but you don't tell them the why. For example, you say they're going to learn new ways to get a daily intake of veggies, but you don't say the benefit of doing that. Bullets as mentioned before should be structured as:

The feature/the action + so you can + the benefit of the feature or action.

With this structure, your first bullet changes to:

Discover new ways to get your daily intake of veggies so you can finally _____.

Anchor the headline with a subheading – Get the Expert Guidance You Need to XYZ

Did you know that eating foods rich in nutrients is scientifically proven to support healthy hair growth? So, if you've been struggling with hair loss, _____, then my Greens for Beauty 5-Day Challenge is what you need to end your struggles once and for all.

During our time together, you'll:

[BULLETS –A CERTIFIED TRICHOLOGIST IS A BENEFIT IF YOUR AUDIENCE HAS NO IDEA WHAT THAT IS]



[TAMIKA – SALES PAGE]

QUESTION

I would like to know what are my best options to get people that land on my consultation page to convert over to clients or at least schedule an appointment.

ANSWER

Sell them on the value of booking the call. This will be either page language or a verbal discussion that leads them to the page. I get consultation requests via ads from a short info video and from this page on my site:

<https://baab.biz/hire-us-copywriting-services/>

On this page, I highlight the services my audience wants and adds a testimonial showing our skills in those areas and then invites them to complete a questionnaire where a call can be offered.

The other way is to set up the page like an actual landing page.

The headline should be audience-focusing, something like:

Discover the Endless Possibilities that Come with Having a Good Credit Score

THIS PAGE SHOULD SELL THE VALUE OF BOOK A CONSULTATION. I SEE AN ABOUT SECTION AND A LOT ABOUT THE COMPANY, BUT NOTHING ABOUT WHERE THE AUDIENCE IS NOW AND WHY THEY NEED THIS CALL.

Here's an example of a consultation landing page:



[CONSULTATION LANDING PAGE]

Schedule Your FREE Money Moves Consultation

**Get Custom “Just-For-You” Strategic Guidance So You Can Launch,
Grow and Build a Profitable Business You Love Waking Up To**

Congratulations on your decision to leap into this wonderful world of entrepreneurship! This is an exciting time for you ...

If you haven't already, you'll soon begin to jump on the attendee list of local networking events, research your competitors, establish your brand and ultimately transform all those “brain dumps” and scattered, late-night sticky notes of genius into an efficient, cash-generating business.

Now, while you've been hanging on every word that falls from the lips of industry gurus, Google and social media have quickly went from being your go-to resources to a rabbit hole of “best practices” you can't seem to escape.

And what's worse is even after flipping through countless pages of notes and hitting the play button to watch yet another “expert” [share](#) a mind-blowing million-dollar business tip, you realize you're still wading in the waters of confusion.

You see, truth be told ... you have no idea where to start or even how to get your business back to the yellow brick road of revenue after being redirected down the “Not-So-Profitable” Avenue.

Now, before I reveal how I'm going to pull you from the abyss of “all-fluff-and-no-action” business conferences, ever-changing social media algorithms, shiny, new digital marketing tactics and other “here-today-gone-tomorrow” money-making trends, let me tell you this:

Success requires strategy AND execution.



And when you schedule your **FREE Money Moves Consultation**, I'll show you how to turn your brilliant business idea into a strategic process, that once executed, will make you money and position you to serve the people who need you most.

Here's what you can expect:

- You'll give me a **backstage pass inside your brain** by completing a brief pre-consultation questionnaire.
- I'll review your responses and come to the call ready to reveal the No. 1 thing that has you unintentionally **hiding from efficiency, revenue and sustainable success**.

You'll experience **biz-changing ah-ha moments** as I lay down the data right in front of you.

- I'll deliver a strategic answer to the **soul-sucking question** that's been haunting you for months: "What should I do now?"
- You'll **gain clarity and direction** on the money moves that will take you straight to your business' treasure chest of successes.

And best of all, you'll get a real strategy (not some cookie-cutter, so-called-one-size-fits-all tactic) that tells you exactly how to go from operating an inefficient, expensive hobby to owning a six- to seven-figure empire that runs like an Olympic gold track star.

Oh, and because I'm a straight-talking strategy specialist, I can't promise to always tell you what you **want to hear**. However, I will guarantee you'll get the guidance you **need to hear** to launch, grow and build the business of your dreams.

[YES, I WANT A PROFITABLE BUSINESS!]



[SARA – SALES PAGE]

<https://gumroad.com/l/DkgLA>

Good writing. Watch your use of exclamation points as they make copy come across hypey and less impactful.

If you're ready to make your first **\$1,000** with YouTube and Instagram, I have a spot inside my course with your name on it. During our time together, you'll gain access to proven strategies for selling digital products to monetize your Instagram platform and YouTube channel.

Oh, and if you think you need 1,000 subscribers, 4,000 watch hours or thousands of Instagram followers to make your first \$1,000 online, trust me ... you do NOT.

But you do need a proven strategy – and that's what you'll get inside this course.

Here's a rundown on everything waiting for you inside this pre-recorded 7-session cash-generating course:

[HERE, YOU'LL LIST 7 BULLETS TO COVER THE MAIN TOPIC OF THE SEVEN SECTIONS. USE THE 2 BULLETS BELOW AS GUIDES]

- Little-known secrets to developing the positive mindset you need to trust in your skills and sell your digital products with confidence.
- Step-by-step guidance on creating intriguing and compelling branded images that entice and excite the right people to engage with your Instagram and YouTube content.

PLUS, you'll get a bonus session where I walk you through the ins and outs of setting up a profit-boosting automated email marketing system you can use to pull in sales 24/7.



Now, with everything I've packed inside this course, I could easily price it at \$XX, but because I want to see you win, I've decided to set the price at only \$97 for the next 3 days.

[SHANTELL – ONE LINERS AND IG BIO]

The writing here is good, so what I have here are purely suggestions. Be mindful of character counts – I didn't check those. The one thing that stood out is that “convenient” doesn't feel like the right modifier for haircare products.

It could be fuss-free + fast haircare routines for Type 4 Hair ... and is it routines or products.

ONE LINERS

Get fuss-free, easy-to manage haircare routines exclusively for beauties with Type 4 Hair

No-fuss haircare products for on-the-go baddies with Type 4 Hair

IG BIO

Your suggestions are good. My recommendation is adding an action word like:

Serving up fuss-free haircare routines for Type 4 Hair

Become a Curl-Poppin' Baddie here 



BEAUTY COACHING

- 1) Growth Strategies for Black-Owned Beauty + Wellness Brands
- 2) Online Coaching for Beauty + Wellness Brands

- 1) Growth Expert for Beauty + Wellness Brands
- 2) Profit Coach for Beauty + Wellness Brands

Turning #blackowned beauty and wellness brands into household names

Become the beast of the beauty industry

Get the gems to build a 6-figure beauty/wellness brand



[TAKENYA – LANDING PAGE]

Great job with the writing! We love that it's written in a way that is totally relatable for a parent (think: pre-school teacher).

Great job with the softness in this tone

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.

Right now, the page is framed as a blog post but if you want to make it an offer you're going to need to add buttons and reformat the content to more of a landing page. You mention the offer at the end of the blog post but there's no button and the link should be more visible.