

# CLOSET HOURS SESSION





## CLOSET HOURS CRITIQUES - DECEMBER 17, 2020

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### [BARBARA – SALES EMAIL]

Great writing here! It's super engaging and personable. The only issue is that it doesn't paint the benefit of the pain story. For example, you talk about remembering that last networking event which is good, but you also need to address the value of the contacts and what they're missing out on by choosing not to follow up.

### ORIGINAL

Happy Monday %FIRSTNAME%! Let's get to this millions dollars shall we?

You remember that person you met at a conference 2 years ago and got their contact information and said you would email them and stay in touch.

It's been 2 years and I bet you don't even remember their last name or where you put the info.

How many times has that happened to you? You intended to reach out, but you forgot or just plain "chickened out" because you didn't know what to say and how to stay connected. Yes yes it felt all warm and connected at the conference and on the plane ride back, you told yourself I'm going to send my notes on Monday. But plenty Mondays have come and gone %FIRSTNAME%.

If this describes you, let me help you [fix your networking](#) please.

In my upcoming [Career Clinic](#), I'm going to show you not only how to build your network but how to leverage it and maintain it.

No longer will you meet people at virtual conferences and then remember the person you met works at the company you are trying to get hired with. Not happening on my watch!

What you waiting on? I'm charging you \$97 but the value is really a million dollars. 🍷 🍷 🍷

[Grab a spot now!](#) Space is limited.

**SEE YOU ON THE INSIDE!**



## REVISED

Happy Monday %FIRSTNAME%!

Quick question: Do you remember that “ooh-I’m-so-glad-we-met” person you ran into at a conference 2 years ago. You two talked for what felt like hours and vowed to stay connected. You got her business card and promised her you’d reach out the following week. BUT, that was 2 years ago and you never sent the email.

Now, just imagine the opportunities you could’ve capitalized on had you reached out. Just imagine the major moves you two could’ve made by teaming up in the industry. Just think about all of the connections you two could’ve made throughout your career circles. Heck, just imagine if she knew someone who knew the hiring manager at that company you’ve been desperately trying to get an interview with.

Seriously, I don’t mean to be the bearer of bad news, but you really messed up by not reaching back out to that powerhouse you met. Look, you can’t cry over spilled milk BUT you can get the guidance and strategies you need to make sure you never “spill” another drop of milk again.

How? Where? When?

In my upcoming [Career Clinic](#). That’s where I’ll show you not only how to build your network but how to leverage it and maintain it.

No longer will you meet people at in-person or virtual conferences, exchange contact info and do absolutely nothing with it. Nope, not happening on my watch!

Listen, your networking process needs some fixing. And inside the Career Clinic, you’ll get the career-changing networking repairs you need to make the progress you want.

Step inside here:

[\[LINK\]](#)

Space is limited.



## [TAMARA – SOCIAL MEDIA POSTS]

Personable and relatable writing. To answer your question, long-form captions are great for sales. People always say “nobody wants to read all that,” but most will either skim or enjoy what they’re reading so much that they don’t even realize they’ve just read what they thought they didn’t have time for.

So as long as the length adheres to caption guidelines and you chunk out the content in 1-2-sentence paragraphs, it’ll never be “too long.” With the posts, I do want you to have strong calls to action.

## ORIGINAL VERSION WITH COMMENTS

They say insanity is defined as “doing the same thing over and over again and expecting a different result.” Well, call me crazy because for so long during my weight loss journey I kept learning new ways to do better, but failed to actually do better, ya’ll. I was a mess until ...

One day I said, “Self, why can’t I do what I need to do to lose this weight? Like, what’s holding me back?” And the answer was ... ME.

So, I then asked myself, “Do I really not want to show up as the best version of me? Because my actions – eating unhealthy, slacking on my exercise routine and not prioritizing my wellbeing all said No.

And it was after that conversation, I knew I had to make a change because what I said I wanted was contradicted by my actions. So, where are you with your weight loss commitment? You see, you can SAY you want to do better all you want, but “wanting to” means nothing if you’re not backing it up with action.

Want some help staying on track to achieve your goals (this time)? Hit the link in my bio to download my [TITLE] and let me help you get to where you want to be.

**THIS REALLY SHOULD BE 2 POSTS. NOT BECAUSE IT’S TOO LONG, BUT BECAUSE IT DOESN’T FLOW AS ONE SEAMLESS FLOW OF INFORMATION.**

I often get asked the question, how do you hav time to workout, meal prep, work full time, and the list goes on... and my answer will consistently be the same...

I prioritized me by finding value in my health.

Your health is your most valued asset.

Do what you can now to protect it at all cost, before it cost you later.

What can you do today to value your health?



- Eat better
- Drink more water (if you do not have conditions that limit your water intake)
- Exercise for at least 30 minutes a day 5 days a week
- Reduce alcohol intake
- Stop smoking
- Reduce sugar, fast food, and fried foods
- Reduce stress
- Rest
- Pray

What are you going to do today to invest in your health?

Need help finding a workout that works for you or how to count and track macros? Click the link in my bio for more info.

[Picture of me smiling at 200 lbs, when I was 155-160 lbs. before my last pregnancy]

Wow, I look back at this picture and ask myself, why were you smiling, girl? I took this picture 1-2 months after my second pregnancy ... when I was about 45 lbs. heavier than I had ever been! I was right at about 200 lbs. and in the thick of battling with depression and MAJOR anxiety. I hated looking in the mirror and almost cried every time I got on the scale, because I did NOT know this girl and just couldn't get a handle on how I got to this place.

But I kept smiling through it all. See, I kept smiling because I remembered in my heart, who I was, whom I was, and what I was capable of despite my appearance or the circumstances around me. 🙏

With each day, I remember consistently meal prepping (which is what I believe saved me from gaining more weight) and just showing up daily to improve me whether that was exercising, praying, reading, or doing some self-care. And it was this that got me to what you see today.

Look, we all struggle. I know I did! But something inside of me (thank you God), kept me pushing and moving forward.

So, sis, IF this is you...

... just know that you can and you will overcome!

You just have to continue to push, pray, find motivation, and remain consistent.

Push pass that mental, physical, or emotional limitation that you're facing to see just how powerful you really are!

The happier, healthier you is on the other side. ♥ And I'm here to lead the way. Click the link in my bio to find out how I can help you reach your weight loss goals once and for all – no resolutions, just hard work and dedication.



You've been on a diet for so long that you barely remember life pre-dieting. It's the pills, teas, smoothies, 2X a day cardio workouts – but either the scale is broken or what you're doing simply isn't working. Is this your story?

If so, listen up ... 80% of the results you're looking for is dependent on what you're eating, both quality and quantity? So, getting this part right is a game changer for your weight loss journey.

Oh, and resistance training is one of the best types of exercises to reduce fat and lose weight ... NOT cardio. I know most of us think that if we do a ton of cardio that will be the key to our success, but cardio alone is not going to cut it.

So...

If you're not tracking your macros then you really don't know what you're eating and this could be your problem.

And, if you're going to the gym and spending all your time on a cardio machine, this also could be your problem.

As your macro/health coach I am here to help you learn about macros, how they will help you achieve your goals, and customize a workout that will help you burn fat.

Have no idea what macros are and what you should be tracking? Let's talk – hit the link in my bio to schedule a call to discuss a real, working plan to achieve your weight loss goals.

## [HOPE – SOCIAL MEDIA POSTS/EMAIL]

These are engaging. Use the tool I shared for spacing <https://apps4lifehost.com/Instagram/CaptionMaker.html>. You don't need to do the dots anymore. Make sure your intro pulls people in. What you have is fine, just needs to be developed a bit more.

The body is personable, again, just needs more of a connection between the intro, the info and the call to action. I'd add a P.S. for the second call to action so it doesn't overshadow that you want people to click.

## ORIGINAL



Sm

Values- what you hold as important...

.

This goes all over the place in your life. I mean there's a value placed on family, work, romantic relationships, and even yourself.

.

Do U know what U value in life? If U do, great, you're on the right path.

.

However, if U don't click the link in my bio and get your freebie This Is Me. Take a lil time to discover what values U rock with...

.

.

Oh yeah also tag a friend who could use a copy too. Let her know the links in the bio.

## REVISED

Values are defined as those things that you hold as super important. For example, one of my non-negotiable values is \_\_\_\_\_. Now, we place values on our family, career, relationships and even ourselves.

So, what is it that YOU value? I mean really and truly, what do you hold close to your heart?

Not sure? That's okay. Just download my free eBook, "This Is Me," so I can help you figure it out. Tap the link in my bio now to gain FREE access.

P.S. This is one of those resources that you'll want to share, so go ahead and tag your besties so they can get in on this whole "This Is Me" vibe, too.

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I like the story in the email, but what's the goal? Why are you asking people about their anticipations? Is the question leading to an offer? You use "light" a lot. I'd sub in the darkness depresses me or some other way to describe that you prefer more hours of daylight.



## ORIGINAL

Email

Hey Hey Hey.

I know Christmas is right around the corner, but I'm excited about the Winter Solstice. I absolutely dread daylight savings time. I ~~don't~~ know about you, but the lighter it is, the happier I am.

So I get excited every December 21st because that means each day will stay lighter one minute more until its dark after 8pm again.

I anticipate this every November and get on pins and needles all through December, because ~~it's~~ a turning point towards something better for me.

In this case, its light, and this light will always brighten my day.

How about you? What are you anticipating to make your days brighter? It doesn't have to be light like me, but you must always have something that you're anticipating, you know looking forward too.

This anticipation will carry you through when it may get a little rough.

Marching Towards Solstice  
~~Hope. ynette'~~

## REVISED

In the end, you can connect the dots with something like:

Why am I asking you about your anticipations? Because I want you always to remember it's your anticipation for better days that will cuddle you through the storms as you await the return of rainbows and sunshine.

P.S. Have you checked out my YouTube channel yet? I have a valuable video up now talking about **RELATED TOPIC**.

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For the second post, I'm not sure what "Days to the New Year" means – it feels incomplete. Maybe "Just a few more days till the New Year hits"? One of the things that I'm noticing with your copy is you're not starting with the end in mind first.





So, I want you to write down the goal of each piece of copy BEFORE you write the actual content. What do you want people to get from the content? Why are you sharing the content? What do you want people to do while reading? Remember for sales, we write with a purpose.

## ORIGINAL

Social Media Post

Days to the New Year!!!!

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Everyone makes resolutions but most people fail at them. Why U may ask?

.

Because there's no strategy with it. The resolutions just become wishful thinking if there is no plan to go along with guy.

.

But don't worry, I got U. Click the link in the bio and schedule your discovery call now. Let's start putting the steps in place to make you victorious in your new year.

## REVISED

FACT: The failure rate for New Year's resolutions is about 80%. Listen, don't shoot the messenger ... that's according to the U.S. News and World Report. So how can you end up in that 20% out here crushing it with your 2021 resolutions?

Hop on a call with me to develop a strategic plan to turn your resolutions into realities. Message me the phrase "2021 Success" now to reserve a spot on my calendar (it's filling up fast, so don't wait). Look, you've got all the pieces, now let me help you put it all together to make you victorious.

**[PRECIOUS – HEADLINE/BULLETS]**

**<https://www.helpmewithmyhair.com/hairconfidencewebinar>**

The subheading is good, the title is confusing – what's the connection with Being Optional?

Bullet #2 – 2 main influences – not sure I understand the phrase.



## [ALICIA – SALES PAGE]

Great job here hitting all of the elements of the framework. Remember to always build in benefits in the headline/subheadline. We can add back in the title of the offer and use what I have here as the subhead – your choice.

### Map Out Your Entire 90-Day Dream Job Career Plan in Just X Hours

Ready to land your 7 Figure Dream Job with a 90-day Career Plan?  
We help ambitious corporate professionals create a 90-day Career Plan to their dream job without filling up their schedules and worrying if they are in line for a promotion.

[Apply Now for a VIP Day with Me](#)

Pay attention star performer...  
You're ready for the next level and the decision makers aren't keeping it a secret anymore

I'm guessing...  
You've finally realized that you've taken the wrong bus – the bus of hard knocks  
And sometimes it feels like you're mechanically moving from job to job with indifference

You've been feeling frustrated and unappreciated after being overlooked for several positions at the next level that you're more than qualified for,

You've been promoted before but no longer enjoy the work you do nor do you find it challenging. And the comments from family and friends that you should be grateful you have a job, has now gotten on your nerves.

Or perhaps it's just you overthinking your career and life but need to move past that big question mark around where to start to land that 7-figure dream job,

Well I'm with you on that one. And it's high time you get that promotion with the 7 figures package that you've dreamed of while leveraging your skills to deliver exceptional business results.

**Commented [SS1]:** Great way to grab the reader's attention right off the bat!

**Commented [SS2]:** Fantastic job of playing up the emotions of the reader and discussing the pain point in detail.

**Commented [SS3]:** I would make this part a little more playful. Perhaps something like, "And listen, let's not even get started on the people who tell you that you should be grateful."

**Commented [SS4]:** Use an ellipsis (...) here instead of a comma. It creates a little more mystery for the reader.

**Commented [SS5]:** Note: Should this be "7-figure?" There are a few times above that it's used as "7 figure" but I know what we typically put a dash in.



The issue is you've relied on your qualifications, good work and advice from trusted HR friends because you've recognized that you need to do things differently to get the career you desire. But now, there is the feeling of overwhelm as you think about where to start. So now your biggest struggle is to shift from sending out random job applications to using a structured plan.

You already know that you're qualified, armed with a few degrees, certifications and professional courses under your belt but at the risk of sounding like a career student, it's really time to get that job you've always seen yourself in.

**Apply now**

## TESTMONIALS

WHAT WOULD LIFE LOOK LIKE AFTER OUR **X-HOUR** VIP DAY? LET'S LOOK AT THE PARADIGM SHIFTS

### YOUR LIFE BEFORE MY DREAM JOB CAREER PLAN

1. Unclear about your aspirations and purpose
2. You can list a few goals here and there
3. Googling job search strategies and getting free advice that takes you nowhere
4. Sending out random job applications for every job sometimes for jobs you're not even interested in

### YOUR LIFE AFTER MY DREAM JOB CAREER PLAN

1. Crystal clear about your 10-year vision and mission
2. You have a goal plan that will help you achieve your vision
3. Confidently use career strategies to land your dream job
4. Sending out targeted applications for jobs that are aligned with

**Commented [SS6]:** This sentence is a little redundant. The paragraph sounds stronger when you leave it at the previous sentence.

**Commented [SS7]:** This sentence gets lost in the paragraph. Since this is basically what the whole program is about, this should be stated more poignantly and emphasized.



- 5. Recognizing that hard work alone is a myth that will get you nowhere
- 6. You're not earning what you're worth, haven't for a minute now.
- 7. Continue to work 15 hours a day with no time for health, family or self-care
- 5. Ready to use the power of networking and personal branding to boost your job search
- 6. Clear career plan to leverage your strengths and weaknesses to achieve career success
- Healthy work-life balance where health, family, self-care is way of life

So, you see why you need this VIP day like yesterday...

Introducing  
*Frame* ▶ *Formulate* ▶ *Fuel* ▶ *Focus*

A 6 hour Virtual Intensive

This is a 1:1 facilitated session designed to help you create your strategic career plan and a 90-day roadmap towards achieving career success and living a fulfilled life

The VIP Day is customized to each ambitious corporate professional to ensure its authentic and gets the results.

**Apply now**

During our time together, we'll cover my signature 4-step career planning system that our ambitious goal seekers have relied on to land their dream jobs:

4 step system career plan that delivers results

**Commented [SS8]:** Great job going through the program.

1 Frame	2 Formulate	3 Fuel	4 Focus
This is where you get your mindset right and develop your vision and mission	This is where we clarify your goals and determine the strategic career choice	This is where we identify the enablers and hindrances that you need to leverage to achieve career success	This is where we execute on the core and develop 90 Day Strategic Career Action Plan  As we review the enablers and



<p>We will discuss how a vision and a mission can be used as a catalyst to your success</p> <p>We will review and strengthen your vision and mission</p> <p>We will go through mindset exercises to identify what has been holding you back</p> <p>We will go over how to avoid the common mistakes that you've been making in pursuing your dream job</p>	<p>So, we'll continue the process by creating your 3-year goal plan that will help you to achieve your vision</p> <p>Then we will identify the gaps you need to close between current and future state</p> <p>Based on this gap, you will then determine your strategic career choice</p>	<p>We go through your list of enablers and hindrances</p> <p>Then determine how to leverage each of them to achieve success in your career</p>	<p>hindrances we use these to determine the initiatives and actions that you must take over the next 90 days to achieve success.</p>
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The Investment of \$1000 is worth your while  
 Payment plan available [if this is an application situation, you may rethink adding the price]

Plus, these Bonuses

- 2 weeks of text support via WhatsApp
- Lifetime replay access
- My Career Strategy Workbook
- Milestone Roadmap

Access to career templates and swipe files to support career success

**Commented [SS9]:** Make sure to include a spot in the Sales Page that talks about your credentials. People will pay money for experts, what qualifies you as an expert? Be sure to discuss your experience or schooling in here to add credibility.



## [MARIA – SALES PAGE]

<https://thetemplatebar.samcart.com/products/top-shelf-lead-magnet-and-ebook-bundle>

The writing is good. Watch your punctuation and be sure to be clear about what you're selling and the benefits of the offer throughout.

### HEADLINE

While your headline tells us the what, it misses the why I need it and what it's going to do for me.

### BODY COPY

Leading from the suggestion for the headline, you ask if we're ready to create ... but what's the ultimate outcome? Nobody wants to create products just because so what's the benefit for me to do all this work.

The "first" sentence should be turned into a subheading:

**Discover How to Create Branded, Money-Making Digital Products in Minutes**

### STREET CRED

Missing (it's optional for a landing page, but you always want to include it on a sales page).

### ORIGINAL VERSION WITH COMMENTS

Maria

*Are you ready to create all your digital marketing products, client worksheets, freebies????*

**Commented [SS10]:** Be sure to watch punctuation here. No need to add a bunch of question marks.



What If There Was a SUPER SIMPLE Way for You to Create and Brand Your **Lead Magnets & Freebies, eBooks, Resource Guides, & Cheat Sheets** so that you ...

- Will NOT waste your precious time sitting at a computer for hours trying to figure everything out by yourself (all the tech, the design, and the dreaded learning curve)
- Will NOT have to worry about learning ~~Photoshop~~ **(TEAM CANVA)**
- Will know how to confidently use free tools like Canva & get the finished product you want every single time

Freeing up more time for the things in your life that are most important....

Frustrated? Super stressed out? You just want to get your brand going and keep it going?

We get it :)

STOP wondering.....

- Are **ALL** your designs Desktop AND Mobile size compatible?  
#youmeantheyaredifferentsizes
- Are you on the right social media platforms? #icantkeepup
- How much time are you gonna waste trying to get that design perfect in Canva?  
#igiveup
- There has got to be more options to fit my brand, but I am stuck?  
#idontknowwhattodone
- Where happened to all my great ideas that I had? #amtiredofthinking

**Commented [SS11]:** Great job setting this up and creating an intrigue for the reader. Once again, be mindful of the punctuation here. A sales page can be fun and playful but over-punctuation can become a bit much for the reader.

**Commented [SS12]:** So, this is a great sentence but it kind of gets lost since it's a stand-alone. Try to tie the heading in with this sentence: So that you [can] free up more time for the things in your life ...

**Commented [SS13]:** These are all great points but the hashtags aren't necessary for all bullet-points. The first hashtag makes sense but the other ones make this section cluttered.



You **NEED** Stunning & Crafted Lead Magnet & E-Book Templates...

**Commented [SS14]:** Great job here.

That will definitely capture your tribe's attention and quickly bring you the leads and sales you deserve!

## Craft. Your. Brand

Over 500 templates ready for you to quickly use and deliver to your clients

Get back your time.

Save money.

Get Results.

**I WANT MY BUNDLE**





### The Top Shelf Lead Magnet & E-Book Bundle

Over **500** Designer Canva Templates For Lead Magnets, E-books, Resource Guides, Cheat Sheets,

Check-lists, Client Intake Forms, Recipe Layouts, Magazine, Editorial Pages & so much more!

This bundle is a huge collection of over 500 drag & drop style of designer Canva templates for entrepreneurs, bloggers, coaches, service providers and online marketers that want to quickly start their brand, re-brand and make customized social media cover images across all their social media platforms. These templates will definitely take your brand to the next level.

This bundle is jam-packed with Canva swipe file templates that are pre-designed and luxurious -- **The Top Shelf Lead Magnet & E-Book Bundle** helps you to have more time to tackle the rest of your to-do lists, be strategic about the content you are creating and allow your brand to shine against any competitor.

**I WANT MY BUNDLE**

# What You Get:

90 Cover Page Ebook & Lead Magnet Templates

60 Editorial Magazine Style Templates

30 Checklist & Cheatsheet Templates

30 Resource Page Templates

Commented [SS15]: I would start a new paragraph here.



40 Questionnaire & Workbook Templates

35 Contract & Proposal Templates

30 Thank You & Call to Action Templates

90 Recipe Templates

20 About Author Template

100 Table of Contents Templates

**Here's Everything You Get...**

**Restate what's included or remove – this shouldn't jump right into the pricing section.**

**Commented [SS16]:** Note: This is included as the heading already.

Since this includes 500 templates, she should put something about how much something like this costs versus what she's selling for.

While reading this my first question was "what makes her qualified?" I think adding a blip or something about her qualifications will allow the readers to be a little more trusting?



## **[EVELYN – SALES PAGE]**

<https://thetemplatebar.samcart.com/products/top-shelf-lead-magnet-and-ebook-bundle>

The writing is personable and emotion-inducing. The flow is good, I'd just like to see a stronger reason to invest.

### **HEADLINE**

Great! The subhead needs some work – what am I getting out of this journey. We don't want to embark on the journey, we want what comes on the other side of the journey.

### **BODY COPY**

Good emotion. Make sure when you write this out that you add intriguing subheads to lead the reader through the copy. What I didn't get from here is how to invest – is it application, a buy now button – how are you pulling people in?

You'll need to highlight the benefits of the program, the transformative expectations of the program. In the header, you mention overcoming business blocks but, in the body, you talk about mental, emotional and life stuff.

Be sure to proofread and keep an eye on punctuation.

### **STREET CRED**

Good work – added some revisions below.

By the way, I'm Evelyn Huynh, a Spiritual Evolution Coach known for helping beautiful souls like you to evolve in your branding and business journey by prioritizing yourself. You have so many more incredible dreams to achieve and talent to share with others. And you can count on me to give you the tools, guidance and support you need to unleash it all so you can evolve into the best version of yourself.

As a first generation Asian-Canadian, my upbringing was extremely different than that of my colleagues. I struggled to fit in with society due to a number of factors such as cultural differences and familial ideals. After the Vietnam War, my family fled to Canada, where I got a



firsthand taste of entrepreneurship when I spearheaded opening a family spa business out of the basement in 2008 that is now one of the highest rated spas in Ottawa.

...

This led to my brand evolving into **Spiritual Evolution Coaching** where I now **support ambitious, spirit-driven women** with:

- Mental + Mindset Health
- Feelings + Emotional Health
- Embodiment + Physical Health
- Spiritual + Soul Path Health
- Wealth + Prosperity Health

## ORIGINAL VERSION WITH COMMENTS

### Wounds to Wealth 8-Week Mastermind

Embark on a journey of inner emotional healing and overcome all your business blocks

Commented [SS17]: Great choice of title. It's very emotive

#### Pain Story - Is this you?

Your heart races, breaths shorten, and anxious feelings start flooding your body after checking your phone and social media accounts upon waking up in the morning

You're starting your work days feeling frantic and trying to get all the things done, but #procrastinationstation takes over and once your day's done, you're left disappointed in how little you've actually accomplished

You're tired of feeling like you're not "good enough" and like you're lacking true self-love

You're overly sensitive to criticism and feedback, and tend to hold onto those bad feelings and allow them to fester

You often feel imposter syndrome... like you're a fraud who can be exposed at anytime

You're OVERLY independent and always try to do everything yourself #superwomancomplex because it's hard for you to trust others

You struggle to create a safe space in your business and coaching containers for people of all races, religions, cultures, and backgrounds.

Finding it difficult to resonate with your audience and clients on a deeper level because you're afraid to go deeper with your emotions... especially with those of us in the **BIPOC community**

#### You're also...

Wanting to connect and communicate deeper with yourself in life and in business by healing your wounds from childhood and generational trauma



Craving to heal so that you can bring more passion, confidence, courage, and authenticity into your business and the way you show up

Wanting to tap into your inner creativity and to trust your intuition and inner guidance

Excited to help your clients create life-changing transformations that keep them coming back and telling everyone about how you've changed their life

Wanting to learn how to listen and understand the needs of your clients and audience on a deeper level

Looking to finally balance and honor BOTH the masculine (logic, strategies, and 'doing') and the feminine energy (emotions, intuition, and 'flow') within you.

**You want to master your mental, emotional, physical, spiritual, and financial health**

**Pain Reliever**

What I need you to know is that although this is a mastermind to help you EVOLVE your business... what actually DRIVES branding, business, and financial success is the human being and soul behind it.

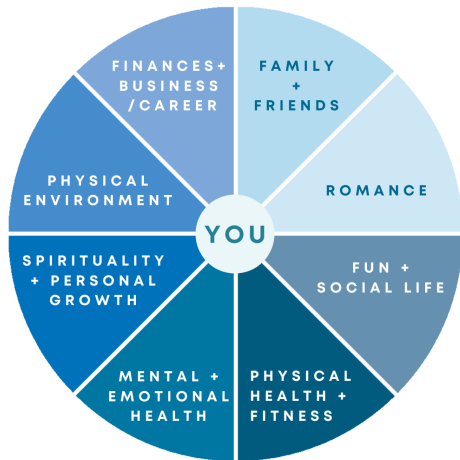
And that's YOU.

This 8-week inner child and emotional healing mastermind is designed to help you become a more calm, confident, and emotionally intelligent CEO, leader, coach, speaker... and overall human being.

This program gives you all the support, guidance, coaching, and trainings to raise your vibration and frequency in order to experience \*true\* freedom and flexibility in all areas of your life and business, and to attract the wealth, freedom, clients, and opportunities you desire into your life and business.

There are no topics, challenges, pains, or struggles that are off-limits in this mastermind. We will be touching on all areas in the [Wheel of Life](#):

**Commented [SS18]:** Oh, I like this addition. Very unique.



With all the changes in 2020, one thing is for sure... the old ways of thinking, believing, operating, and doing business no longer works in this new paradigm we've shifted into.

One of the biggest problems I see in the online (coaching) space is the lack of understanding and safe space that's held for those of us in the BIPOC community.

I am proud to say that this mastermind teaches you EXACTLY how to cultivate judgement-free and safe spaces/coaching containers for people of all races, religions, cultures, and backgrounds to feel safe getting vulnerable and express themselves freely... which ultimately creates bigger and long-lasting transformations.

It's time for you to finally get excited and have FUN doing the deep inner work you've been dreading so that you can begin to heal your relationship with your mind, body, and soul in order to EVOLVE your business to the next-level.

#### Call to Action

**I'm ready to master my mind and body to EVOLVE my brand and business or I'm ready to EVOLVE my brand and business – I'd say, <<I'm Ready to EVOLVE!>>**

#### Street Cred

By the way, I'm Evelyn Huynh, a Spiritual Evolution Coach known for helping beautiful souls like you evolve in your branding and business journey by prioritizing YOU.

So why trust me?



Well... I am a first generation Asian-Canadian, and my upbringing was extremely different than that of my colleagues. I struggled to fit in with society due to a number of factors such as cultural differences and familial ideals. After the Vietnam War, my family fled to Canada, where I got a firsthand taste of entrepreneurship when I spearheaded opening a family spa business out of the basement in 2008 that is now one of the highest rated spas in Ottawa.

In my youth I could not see the light at the end of the tunnel due to bullying and suffered severe depression. I replaced toxic habits with fitness as a means to relieve stress anxiety. The fitness lifestyle changed and ultimately saved my life, as a result, I became a personal trainer and coach.

Since then, I have been a coach for over 6 years, initially starting in health and fitness, and then transitioning into life and business coaching. In that time,

- ⚡ I contracted with over 50 companies as a marketing and branding consultant.
- ⚡ I served over 100 fitness and health clients.
- ⚡ Supported over 100 businesses.
- ⚡ In business coaching, I helped scale clients to 6 figures in 3 months.

I realized that in order for my clients to maximize their fullest potential in their business and personal life, their spiritual needs needed to be addressed.

This led to my brand evolving into **Spiritual Evolution Coaching** where I now support my clients with:

- Mental + Mindset Health
- Feelings + Emotional Health
- Embodiment + Physical Health
- Spiritual + Soul Path Health
- Wealth + Prosperity Health

#### ⚡ **CREDENTIALS**

- Bachelors in Linguistics
- Minor in Sociology
- Personal Trainer, fitness coach, and pole fitness instructor
- Neuro-Linguistic Programming Practitioner
- Clinical Hypnotherapist
- Life and Success Coach
- TIME Techniques Practitioner
- Emotional Freedom Techniques Practitioner

I love you, and can't wait to see you inside.

Coach Ev

**Commented [SS19]:** Yay!!! I like that this is included. I thought she did a great job explaining her mastermind all while also discussing the pain points. My only critique would be to move forward in discussing the mastermind itself. Are there modules or accompanying worksheets that the buyer can use after the fact?

Also, this is titled as a landing page but the length has me thinking it's more of a sales page.