

CLOSET HOURS



WHITNEY.....

KASANDRA.....

TAMARA

EVELYN.....

STEPHANIE

[Whitney – Sales Email]

Add a captivating subject line to make sure your email gets opened by prospects. (Similarly, if you want to use this text for ad copy, you'll need a great headline to capture attention). I would suggest something like:

Money-Making Mamas: Earn a Legit Income without Sacrificing Family Time

Personalized emails have greater open rates vs. mass emails so your salutation would look like this:

Hey [NAME],

[Body Copy]

Overall, you do a good job with email flow, pain points and the details of the offer. Your text is conversational but I suggest shifting the emphasis a little more toward the prospect with language that encourages and supports. Also, the community aspect of your course is a big deal for women at home so I recommend playing up that point as well. I would suggest something like this:

Tired of having to choose between bringing money into your household and spending time with your children? Frustrated by the endless search for a legit job where you can work from home AND get paid?

Look, I get it. Not too long ago, I was exactly where you are now.

Burned out at my 9-5, I was completely overworked and missing precious time with my then 5-month-old. After suffering a miscarriage, I quit my job and began the long search for a way to earn a sustainable income from home. It took a lot of trial and error and plenty of dead-ends before I was finally able to secure a work-from-home opportunity that paid the bills.

I took my lessons learned and created a powerful course that shows you step-by-step how to make working from home a reality. And the best part? You don't have to do it alone!

With my QuickStart Guide to Working from Home Bundle, you get all of the resources and support you need to start earning a real income from home including access to a community of like-minded Moms to ensure your success. The bundle includes:

- The QuickStart Guide to Working from Home Course – Five full chapters that cover the ins and outs of remote working
- List of 100 Legit Remote Work Companies
- Resume Template and Guide
- List of 101 Income-Producing Side-Hustle Ideas
- Private Members-Only Group for Q&A
- One LIVE Group Q&A Session

[CTA]

Good job with the CTA and mentioning limited availability to drive enrollment. I tightened it up here and made it more compelling. Here is my suggestion:

Ready to create the life you deserve with more time, freedom and money? Then don't miss this course! Availability is limited and this course WILL sell out. Enroll today and get a special \$200 discount. Register here: [\[LINK\]](#)

I look forward to seeing you!

[\[Your Sign Off Goes Here\]](#)

[Kasandra – Product Description]

Your existing text is pretty good. It can be difficult to express exactly what you want to convey in such a short format. That said, I suggest something that amplifies the authentic, unapologetic vibe that your company has created. Here's what I suggest:

Don't ever let anybody forget: You. Are. Worth. It.
Pick up an extra for a friend who needs a little confidence-booster.

[Tamara – Email Sequence]

[Email #1]

[Subject line]

Your prospects are bombarded with emails so you want to make sure that your subject line doesn't get lost in the shuffle. I suggest using something like this:

Are you ignoring the #1 thing that will ensure your weight-loss success?

[Body Copy]

I suggest tightening up the text here and getting to the heart of your content a little faster. A warm prospect is going to know why she wants to lose weight, she just doesn't know how to get there. I suggest something like this:

Every person who has ever embarked on a weight-loss journey starts off with the best of intentions. They want to look and feel better. They want to be confident and comfortable in their own skin. They want to live a healthier lifestyle so they can be around for their loved ones.

Yet, for most people, great intentions aren't enough to help them achieve their weight-loss goals. And for so many others, their weight-loss journey is more like a rollercoaster with cycles of losing and gaining, over and over again.

If this sounds like you, know that you are not alone. I was once right there with you. But, after years of yo-yo dieting and failing to keep the weight off, I learned something that made all the difference:

If you don't have the right mindset, you will never hit your weight-loss goals.

Building a healthy mindset is essential if you want to correct the habits that lead to your weight gain and adopt a lifestyle that will enable you to keep the weight off for good.

My "Put Me in the Game" coaching program teaches you how to improve your mindset and gives you the tools you need to not only achieve your weight-loss goals but create an environment that will allow you to flourish long after the program is over.

So, let me ask, "Is your mindset derailing your weight-loss journey? Are your thoughts and perceptions about where you're 'supposed to be' sabotaging your efforts?"

If the answer is "Yes," I would love to help you succeed on your journey.

[CTA]

I shortened this a little. You'll want to keep the program name consistent, i.e. use 1:1 coaching program or "Put Me in the Game" coaching program but not both.

Ready to invest in yourself so that you can become the best version of YOU? Don't wait another minute! Let's get started. Sign up today for my 1:1 coaching program. [\[LINK\]](#)

[Email #2]

[Subject line]

Instead of a subject line that focuses on you, I would emphasize what's in it for them. What will opening this email help your prospect do?

How to Move Past Mistakes and Achieve Your Weight-Loss Goals

[Body Copy]

Nice opening but I would make sure to get to essential content faster and engage prospects earlier. Prospects need to be able to see themselves in your story quickly. I'm not exactly sure what your main theme is and I'm wondering whether you might want to discuss how weight-loss needs to start with prioritizing yourself to work. You could cover how women usually put themselves last after spouses, kids etc. which can hamper weight-loss efforts. Here are some of my suggested fixes if you stay with this topic.

Funny story.

I remember when I first started my post-partum weight loss journey. I literally did the SAME EXERCISE 4 days a week for about 2 months straight. I had absolutely no idea what I was doing. But, after a lot of mistakes and failures, I figured out what worked and what didn't.

I took that information and created a coaching program based on proven strategies that will not only help you reach your weight-loss goals, but teach you how to keep it off for good. If you've ever struggled with finding the motivation to lose weight or don't know exactly where to start, this program is for you.

The "Put Me in the Game" coaching program will show you how to:

- Eat without restrictions, while finding that balance to actually lose weight and maintain it
- Lose fat and weight by with 30 minute exercises in the comfort of your home
- Rebuild your metabolism to burn more calories and fat
- Manage your time and prioritize self
- Prioritize God so that you are successful in all areas of your life
- Build a mindset that is receptive to the changes that are required to successfully lose weight

Every week, I will guide you on this journey as you lose weight, balance your life, and learn to prioritize YOU. Together, we can do this!

Ready to become the best version of YOU? Don't wait another minute! Let's get started. Sign up today for my coaching program. [\[LINK\]](#)

***** I'm not exactly sure how to make it clear on this page to break apart the entrepreneur vs. non-entrepreneur package without confusing my audience.**

The only difference between the 2 is that with the entrepreneur one, I keep their brand and business in mind so that our session is geared towards business growth, and they receive additional business worksheets

INTRIGUING HEADLINE

Get the Spark You Need to Ignite Your Next Level in Life and Business

Feeling like you know you're destined for more but you seem to be Velcroed to the same struggles and you have no idea how to shift forward? If you're nodding your head YES, then I have just the spark you need to ignite your next level.

PAIN STORY

Copy and description is great here. The story really speaks well to the pain points. I'd take out the #procrastinationstation line and update the ones below. It's easy to start getting redundant when you're trying to paint the picture of a scene (or pain point). That starts to happen in the second half of this. Also, when describing a scenario, make sure you stay in order - beginning of the day first, end of the day last. Try something like this for the second half of your copy:

You start each work day frantic and all over the place. When you check your phone and social media accounts, you feel your heart race and your body flood with anxiety.

As hard as you try to get all the things done, you still end each day feeling disappointed in how little you've accomplished.

You're left feeling like an imposter in your biz, too independent to trust others to help you and too afraid to speak up because you unconsciously fear what others will think or say.

I see you...

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

You find yourself devastated and triggered by certain people or situations and are often fazed by criticism and feedback. You tend to hold onto those negative feelings and fully allow them to take over and fester.

You try to get all the things done but #procrastinationstation takes over and you often feel disappointed in how little you've accomplished at the end of each day.

You start each work day feeling frantic and all over the place. When you look at your phone or check in with your social media accounts you feel your heart race and your body flood with anxiety.

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

You feel like an impostor in your biz and fear exposure. You're afraid to speak up and share your truth because you unconsciously fear what others think or say.

PAIN RELIEVER

Bullet points are great here. Try adding a sentence or two at the very beginning that explains what the Spark Session is and how it will help. I think you could add one extra sentence to introduce the Spark Session and then move that part below (*The Spark Session is essentially your wake up call → because when you can finally come to terms with yourself and what you've been hiding, on the other side of that is true fulfillment, happiness, love. And you get to evolve.*) the bullets to be before the bullets. So this section would essentially end with your bullet points.

Inside the Spark Session is a safe space where you will:

- ★ Dismantle the stronghold that keeps your childhood wounds safe.
- ★ Release the grasp that these wounds have held over your life.
- ★ Reclaim a sense of mental, emotional, physical, and spiritual clarity and peace.
- ★ Up-level your brand and business through your healing.
- ★ Connect and communicate deeper with yourself in life and in business. You want to heal your childhood wounds and generational trauma.
- ★ Bring more passion, confidence, courage, and authenticity into your business and the way you show up.
- ★ Tap into your inner creativity and to trust your intuition and inner guidance.

The Spark Session is essentially your wake up call → because when you can finally come to terms with yourself and what you've been hiding, on the other side of that is true fulfillment, happiness, love. And you get to evolve.

We will use both the SPARK and the EVOLVE method to dig down to the roots of your wounds and unearth the things that are keeping you stuck in the BS.

This headline could be shortened a bit. Try something like: *Are you ready to put the spark back into your life AND your business?* I like the “obsession” part but think it’s a little repetitive.

Are you ready to put the spark back into your life AND business and create a life you're obsessed with?

The copy and descriptions here are great. I know exactly what I’m getting in each part of the Spark Session. I think to take it up a notch though, you could eliminate a few words from each bullet point. Bullet points should be straight, to the point and easily scannable. Here’s how I’d update the first section (you can use this as a guide to update the rest):

- **90-Minute Spark Session via Zoom**
 - *A 1:1 session that'll ignite a massive spark inside you and get the breakthroughs you need to reach the next level in your life and your business.*
 - *A walk through my signature S.P.A.R.K Method - a step-by-step process to help you overcome the mental, emotional, physical, spiritual, and business blocks holding you back*
 - *The freedom to heal and move forward from any energetic relationships that could be the root cause of the wounds weighing you down*

Also, be sure to check the grammar and punctuation to make sure it’s all accurate and consistent. Examples - some bullets have periods at the end, some don’t. I also noticed you say 90-minute Spark Session and 1-week of Voxer access ... the way 90-minute is written is accurate because it’s the adjective describing the Spark Session. The 1-week should not have a dash because you’re saying one week OF Voxer access, in this case the one week is the noun. Same with next level and next-level ... both versions have been used interchangeably throughout the copy.

Here is the Spark Session in a nutshell:

- **90-Minute Spark Session via Zoom**
 - In this intimate deep-dive 1:1 session, our goal is to ignite a massive spark inside of you and get the breakthroughs you need to reach your next level in your life and business.
 - I’ll be walking you through my signature S.P.A.R.K Method, which is my step-by-step process to help you overcome ANY mental, emotional, physical, spiritual, and business blocks and triggers that are currently holding you back from reaching your next level.
 - You will heal an energetic relationship with a parent or caregiver which has created the root cause of the wounds that have been weighing you down so you can finally feel free and move forward in your life and achieve your goals
- **Soul Path + Current Life Lesson Reading**
 - These readings will give you a deeper understanding of where you are at on your soul’s journey and life purpose.

- You will gain clarity on where you've been and the challenges you've experienced up till now.
- You will have a clearer understanding of where you're currently at, what challenges and lessons you're being encouraged to learn, what needs your attention at this time, and what your soul is calling you to do.
- **Access to Spark Session recording, notes, and action steps**
 - I'm all about helping you MOVE forward in your life and business. This allows you to rewatch our session and take notes from a newfound perspective and take inspired action towards your goals
- **1 Week of Unlimited Voxer voice messaging access**
 - Mental and emotional blocks and triggers may come up for you once we "crack you open", so you will have direct access to me the following week to help you work through them
- **5 x Branding and Business worksheets (for entrepreneurs package only)**
 - These worksheets will help you gain even clarity on your brand and business using your findings from our Spark Session together
 - Client/Customer Avatar
 - Client/Customer Before + After Transformation
 - Offer Problem Breakdown
 - Unique Selling Proposition + Statement of Value
 - Product Suite Ideas

To break this up for entrepreneurs and non-entrepreneurs, I would add an extra headline somewhere or maybe do maybe put a matrix here with x's in each box. Something like this:

| | Entrepreneurs | Non-Entrepreneurs |
|--|---------------|-------------------|
| 90-Minute Spark Session via Zoom | X | X |
| Soul Path + Current Life Lesson Reading | X | X |
| Access to Spark Recording Notes and Action Steps | X | X |
| 1 Week Unlimited Voxer Messaging Access | X | |
| 5 x Branding and Business Worksheets | X | |

| | | |
|-------|-------|-------|
| Price | \$888 | \$666 |
|-------|-------|-------|

If you choose to add something like the matrix above, I would condense these 3 paragraphs.

Because I want to see you win, and I don't want you to struggle to hit your next level any longer than you have to, I'm opening up this deep-dive inner child healing session for an investment of \$888 for entrepreneurs, which is 50% lower than what my peers charge.

This 90-minute Spark Session and 1-week of Voxer access for entrepreneurs is geared towards healing the childhood wounds and generational trauma that's holding you back from reaching your desired business goals. The breakthroughs and action steps you receive in this 90-minute session will accelerate your brand and business growth and take you to your "next-level" in all areas of your life.

For non-entrepreneurs, this session is \$666! The only difference between the two is that there isn't a branding and business component in this one. The breakthroughs and action steps you receive in this 90-minute session will accelerate your growth in all areas of your life (see the Wheel of Life below)

Now, with that said, I don't know how much longer I can keep my coaching rate at this noncompetitive level. So, if you're ready to invest in YOUR next-level, don't wait -- schedule your session today before spots fill up.

CTA

[I'M READY, LET'S GO!]

What is the S.P.A.R.K Method?

I love this acronym and the chart below. I would suggest moving this up on the page. I've been wondering what the S.P.A.R.K Method was.

S - Set the stage

P - Pinpoint the root cause

A - Acknowledge the challenge

R - Release so you can heal

K - Keys to freedom



TESTIMONIALS

[I'M READY TO EVOLVE!] / [I'M READY TO IGNITE THE SPARK!]

STREET CRED

LOGO

Love the headline. I would just break it up a little, so it doesn't feel like a tongue twister. Try this: *Understand the mindset for your business ... so you can effectively mind your business!*

Get the mindset for business so you can effectively mind your business!

Take the FREE Business Mindset Quiz

*Understand the mindset for your business
so you can effectively mind your business*

These sentences feel a little like fragments. I'm also not 100% sure I understand the first sentence. Try this:

Taking this quiz, developed by Dr. Stephanie C, the Ignitor for both solopreneurs and veteran business owners, will help you discover your mindset type and how to achieve more success in your business.

I think you can remove the part about feeling foggy about it now and needing to pivot. You mention this later as well.

This ultimate business quiz is perfect for the solopreneur or veteran business owner who wants to get clear on everything you need to achieve the success you want.

So if you're looking for some straightforward guidance on how to pivot your way into profitability, purpose and passion, let this quiz reveal the answers you need.

[**<<Take the Business Mindset Quiz Now>>**](#)

By the way, if you're wondering what a pivot is, please allow me to explain ...

A pivot is a mindset, movement or thought that moves you in a renewed direction toward a predetermined goal. And trust me, every business owner will have to pivot as some point during their entrepreneurial journey.

Now, with that said, I want you to know that this quiz is for you IF:

Add a colon after if and then bullet points for each of these “you” lines.

You desire is to be consistent in your business.

You desire is to be profitable in your business.

You desire a mindset for a successful business.

[<<Take the Business Mindset Quiz Now>>](#)

These testimonials feel like they should be moved to the very bottom of the page.

Don't just take it from me, see my IGNITOR cred below:

Stephanie C is an outstanding and gifted person to work with in a business environment. She will describe in full details what your business needs to advance. I highly recommend her approach in business consulting... Konan Kouakou Chairman and CEO at Scan Print Technology LLC

Stephanie C. professional, resourceful, articulate, motivational, creative, tenacious, dedicated, anointed, powerful, daring, faithful, I could go on and on. In every capacity in which Min. Stephanie C. serves, she demands and exhibits excellence! With her zeal to cultivate minds, she empowers and educates individuals with business, social, and spiritual tools necessary to achieve success and live life in abundance. April Ruffin Tax & Consulting Services

Complete The Business Mindset Quiz Now!

Not sure this section is necessary. You've described most of this above already just in different words. The landing page is starting to feel long so I would suggest either taking this out completely or pulling a few of these descriptive words and moving them to other parts of the landing page and eliminating the rest.

If you have watched numerous videos or read a whole lot of books and nothing seems to stick for long.

I am here to tell you that the curtain can be pulled back and you can set your bank account on fire!

The first thing to do is get your mindset right and go full throttle!

There is fire in your mind for greater!

Complete The Business Mindset Quiz Now!

I'd move this additional cred to the bottom and keep all your testimonials in one place.

Additional Ignitor Cred:

Stephanie C. is someone who you want near you to help forge a vision. She knows how important it is to be a long-term thinker, create compelling goals, inspire others to exceed and excel and support the people she's around. Stephanie will bring a passion with her in everything she does. Jon Barnes Marketing Strategy x Talent Branding

I understand the purpose of also promoting The Mindset and Leadership Private Group but not sure it fits on this landing page. It's starting to make it feel very salesy. I'd suggest adding this info either in a "thank you" page after people take your quiz or in a follow-up email.

If you need a community of motivated, encouraging business people join us in the Mindset and Leadership Private group.

The Mindset and Leadership Private Group filled with tools and tips is waiting on you. Click to stick here!

This quiz is for an educational purpose. It is not a substitute for professional diagnosis or for the treatment of any mental health condition.

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