CLOSET HOURS

CLOSET HOURS CRITIQUES – MARCH 11, 2021

[PRECIOUS – FACEBOOK ADS + PRODUCT DESCRIPTION]

Great writing on what you have here.

PRODUCT DESCRIPTION

The body copy is great. The headline feels pretty long to me. I don't write product descriptions for Amazon (just books), so I'm not sure if this is standard. I suggest searching through some similar planner descriptions to see. I buy a lot on Amazon and I don't recall seeing descriptions this long.

I don't recommend including an email address in your description for bonuses, this info should be included as a page in your planner if you want to collect emails. And the benefit is not joining your list, it's getting the bonuses.

AD #1
The ad has a good flow. Watch word choices to ensure it flows like everyday language. For example, if your hair is falling out, would you really say OMG, my hair is excessively shedding? Probably not.

AD #2
This one is good, just be sure to have it proofread for flow and transitions.

[CERELLA – LANDING PAGE]

The landing page you shared this week should follow the key elements we mapped out a couple of weeks ago. Put your copy in this flow, so I can easily see how you're mapping it out.

A landing page focuses on one thing. You have a lot on this page – an eBook, a 6-week offer, I'm not sure what's being offered here.

Go back and use the Landing Page Template in the Closet and send your page back in for review.

HEADLINE
Elevate Your Entertaining

I like the alliteration, but it's a bit confusing here. I suggest something like FREE eBook: Elevate How You Entertain at Home

Create Unforgettable, Entertaining Experiences Right from the Comfort of Your Home

OFFER DETAILS
The offer shouldn't include a welcome or your name. It focuses on the benefits and features of the product or service. It needs to explain WHAT the individual is getting. What will they learn in the eBook? What will they be able to do after getting the eBook?

CALL TO ACTION
How does the reader buy and what do you want them to do? Give guidance on next step and include a buy button.

[SHANTELL – EMAIL]

Great job on the writing here. For these types of emails, you have to lead with something about the target to pull them in. This is best personalized, but if it's a template, try something like this:

We have been following you on social media for some time now, and after experiencing your genius on Clubhouse and in offerings, we're convinced that your knowledge and commitment to helping others generate long-term wealth runs deep. And it's because of your dedication to excellence that we want to feature you in …

You can flow the rest of the email from here with details about your ask and how it benefits the target.

[TARETA– REFERRAL SECTION]

Good writing here. For the review from last week, the headline should be where you have Lanier XXX now. Where you have it now is where the logo was and should still be.

Here's the guidance from last week:

HEADLINE
You take up valuable real estate with your company name when we see it in the logo. We recommend using that the headline space to add what we refer to in the templates as a Promise Statement where you focus your attention on the browser and let them know why they're in the right place. Something like this could work for you:

Get the Referral, Extended Staff Members and Qualified Leads You Need to Grow Your Business or Nonprofit Organization

As a subscription-based concierge, networking and referral service, we match individuals, entrepreneurs and nonprofit organizations with the support, tools and connections you need to succeed.

REFERRAL SERVICES

The subheading feels more legal than referral services. Try something like "We Will Spread the Word About You"

The questions need a bit more context – think about the pain and draw on that …

Are you searching for a way to get your business talked about even when you're not around? Are you tired of spending hours on rejection-filled cold calls? …