

# CLOSET HOURS SESSION





## CLOSET HOURS CRITIQUES - APRIL 21, 2021

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### [EVELYN – WEBSITE COPY]

Great writing on what you have here. I'm not completely sure where you plan to put this copy, so we reviewed for personality, relatability and persuasiveness versus page flow.

#### **WEBSITE COPY**

We made a few revisions via your Google doc. The basis of our edits focused on sentence flow, increased clarity and adding emotion-inducing words. When you're telling people where they are, pull them in more so they believe you really know versus just trying to guess. This came into play here:

*I know you're here because you're ready to peel back the layers of your past trauma and pain so you can fully step into the life and business you want.*

Where you originally had something like, "You're ready to ..."

### [STEPHANIE – SALES PAGE]

Good writing here. Just a few revisions.

#### **HEADLINE**

We suggest spicing up the page headline. You're holding the book so we know the title already, so you can do something more intriguing in the header:

Master Meal Planning and Never Again Let a Hectic Schedule Affect Your Healthy Lifestyle

## **BODY**

The Dope Meal Planner is your complete companion to planning your meals the fast and easy way. More effective than a note in your phone or tedious meal tracking apps, the Dope Meal Planner provides the tools you need to map out exactly how you're going to shop, cook and eat week after week!

This must-have planner features one year's worth of weekly sheets to plan out your breakfast, lunch, dinner and snacks. With the all-in-one Dope Meal Planner, you'll regain control of what you eat and how much time and money you spend planning out healthier options.

Plus, with bonus recipes and an interactive tool designed to make prepping healthy meals a breeze, this meal planner is the perfect way to map out ways to eat healthier, save time and make your life easier!

## **UPSELL COPY**

This is good.

## **[STEPHANIE – BIO]**

The writing is good here! You may want to consider sprucing it up so it flows from one topic to the next with a smoother transition. Overall, good job – we suggest going back and refining it. Also, you'll want to add a call to action.

Happy to show some of the bios my team has written so you can compare.