The CopyCloset™ Style Guide - July 28, 2016 (NEW ITEMS ARE IN RED)

Closet Categories	<u>Lessons Inside Closet Categories</u>	Type of Copywriting You Need Assistance With						
		FB Ads	Emails	Sales Page	Business Plans & Proposals	Landing Pages	Website Copy	Webinars
Sneak Peeks & Steals	Facebook Ads that Convert Like Cuh-Razy	X						
	Members Only Q&A May 2016		Х			Х	Χ	
	10 Pieces of Content You Need to Make \$\$ NOW		Х		Χ	Х	Χ	
	The Power of Storytelling	X	Х	Х			Χ	Χ
	3 Reasons Your Sales Page Ain't Selling & How to Fix It			Х				
	#FixItJesus Writing Workshop		X	Χ		X	X	
Bangin' Copy Hacks	Proposal Sample (RFP Response)-Nonprofit				X			
	Sales Page Sample-Health Industry			X				
	Sales Page Sample-Business Coaching			X	V			
	Business Plan Sample-Bed & Breakfast				X	V		
	Landing Page Sample-Business Coach				V	X		
	Proposal Sample-Unsolicited Product Description Sample		X		X		X	
	Product Description Sample		^	X			^	
Website Smackdowns	Smackdown #1-ParentConnection						X	
	Smackdown #2-Habyts						X	
	Smackdown #3-Greenlight Voices						X	
	Smackdown #4-Birthing Confidence						X	

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Guest Stylists	How to Host Webinars That Don't Suck							X	
	How to Build Your Email List Like a BOSS		X						
	How to Target FB Ads Like a Pro	X							
	When You Want to Decline a Project		X						
	When You Must Ask a Follower to Respond to a Survey		X						
	When Nobody Books Your FREE Discovery Calls		Х						
	When You Want to Rake in Raving Reviews		Х						
Swag Bag	When You Need to Inquire About an Invoice		Х						
O' Scripts	When You Need to Send a CASH Generating Quote		X						
	The Email That Snagged me a \$4,500 Client		Х						
	2 Scripts to Power Up Your Periscope Intro			Χ					
	The Perfect Follow Up Email After Sending A Proposal		X						
	A Welcome Email That Makes a Great Impression		Χ						
Vivacious Vids & Webinars	Emails That ROCK		Х						
	Essential Elements Your ABOUT Page Needs						Χ		
	My Top-Performing Email Autoresponder Email Scripts		Χ						
	Writing To SELL	X	X	Χ	Χ	X	X	Χ	
	Copywriting 101	X	X	Χ	Χ	X	X	Χ	
	Fix My Landing Page Masterclass					X			
	Slay Your Sales Page Masterclass			Χ					
	5-Day F.A.S.T Money Challenge Masterclass		X	Χ		Χ			