

The CopyCloset™ Style Guide - January 30, 2017 (NEW ITEMS ARE IN RED)

Closet Categories	Lessons Inside Closet Categories	Type of Copywriting You Need Assistance With						
		FB Ads/Social Media	Emails	Sales Page	Proposals/Promotion	Landing Pages	Website Copy	Webinars
Swag Bag O' Scripts	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		X					
	When You Want to Rake in Raving Reviews		X					
	When You Need to Inquire About an Invoice		X					
	When You Need to Send a CASH Generating Quote		X					
	The Email That Snagged me a \$4,500 Client		X					
	2 Scripts to Power Up Your Periscope Intro			X				
	The Perfect Follow Up Email After Sending A Proposal		X					
	A Welcome Email That Makes a Great Impression		X					
	How to Get Existing Email Subscribers to Sign Up ... (Pt. 1)		X					
	How to Get Existing Email Subscribers to Sign Up ... (Pt. 2)		X					
	How to Recruit Promo Squad Members with Finesse		X					
	How to Write a Yes-Inducing Email Requesting Sponsorship		X					
	How to Follow Up After a Networking Event		X					
How to Inform a Client About a Rate Increase		X						
Vivacious Vids & Webinars	Emails That ROCK		X					
	Essential Elements Your ABOUT Page Needs						X	
	My Top-Performing Autoresponder Email Scripts		X					
	Writing To SELL	X	X	X	X	X	X	X
	Copywriting 101	X	X	X	X	X	X	X
	Fix My Landing Page Masterclass					X		
	Slay Your Sales Page Masterclass			X				
	5-Day F.A.S.T Money Challenge Masterclass	X	X	X		X		
	Bodacious Bullets Masterclass	X	X	X		X	X	
	Va Va Voom Video Scripts Masterclass			X		X	X	
	How to Write a Bangin' Professional Bio				X			
	Write Your Bestseller Masterclass				X			
	Marketing a Telesummit: Email Scripts that Sell		X					
	Everything You Need to Write for a Bangin' Product Launch				X			
Money Moves Masterclass Part 1 and 2: Crafting Digital Products			X	X	X	X		
7 Steps to Crafting an OMG-Inducing Author/Speaker One Sheet				X				