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

	<u>Lessons Inside Closet Categories</u>	Type of Copywriting You Need Assistance With							
Closet Categories		FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars	
	Facebook Ads that Convert Like Cuh-Razy	Χ							
	Members Only Q&A May 2016		X			Χ	Χ		
	10 Pieces of Content You Need to Make \$\$ NOW		X		X	Χ	Χ		
	The Power of Storytelling	Х	X	X		Χ	Χ		
	3 Reasons Your Sales Page Ain't Selling & How to Fix It			X					
	#FixItJesus Writing Workshop		X	X		X	Χ		
Create Deales 9	How to Get Smacked with Wallets on Facebook	X							
Sneak Peeks &	Bangin' 2016 Virtual Bash Tour + Q&A		X	X	X	Χ	Χ		
Steals									
	Proposal Sample (RFP Response)-Nonprofit				X				
	Sales Page Sample-Health Industry			X					
Bangin' Copy Hacks	Sales Page Sample-Business Coaching			X					
	Business Plan Sample-Bed & Breakfast				X				
	Landing Page Sample-Business Coach					Χ			
	Proposal Sample-Unsolicited				X				
	Product Description Sample		X	X		X	Χ		
	Video Script Sample	X		X			Χ		
	Sales Proposal Sample-For-Profit Small Business				X				
	Press Release Sample - Book Awareness				X				
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	Smackdown #1-ParentConnection						X		
	Smackdown #2-Habyts						Χ		
	Smackdown #3-Greenlight Voices						X		
	Smackdown #4-Birthing Confidence						X		
	Smackdown #5-Xquizitely Flawed								
Website									
Smackdowns									
Smackdowns									
	How to Host Webinars That Don't Suck - Kate Doster							X	
Guest Stylists	How to Build Your Email List Like a BOSS - Semonna McNeil		X						
	How to Target FB Ads Like a Pro - Melody Thomas	X							
	How to Perfect Your Photo Shoot - Audria Richmond	X		X			X		
	How to Perfect Your Sales Pitch - Dave Anderson	X	Χ	X	Χ	Χ	Χ	X	
	The Skinny on Periscope Producer - Audria Richmond	X							
	Profit from Speaking - Ilesha Graham				Χ				
	Boost Influence with LinkedIn - Rachel Wilson Thibodeaux	X							
	7 Must-Have Wordpress Website Plugins - Vanessa Collins					Χ			

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	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						
Swag Pag O' Scripts	2 Scripts to Power Up Your Periscope Intro			X					
Swag Bag O' Scripts	The Perfect Follow Up Email After Sending A Proposal		X						
	A Welcome Email That Makes a Great Impression		Χ						
	How to Get Existing Email Subscribers to Sign Up (Pt. 1)		X						
	How to Get Existing Email Subscribers to Sign Up (Pt. 2)		Χ						
	How to Recruit Promo Squad Members with Finesse		X						
	How to Write a Yes-Inducing Email Requesting Sponsorship		Χ						
	How to Follow Up After a Networking Event		Χ						
	How to Inform a Client About a Rate Increase		Χ						
	Emails That ROCK		X						
	Essential Elements Your ABOUT Page Needs						X		
Vivacious Vids & Webinars	My Top-Performing Autoresponder Email Scripts		Χ						
	Writing To SELL	X	X	X	X	Χ	X	X	
	Copywriting 101	X	Χ	X	X	Χ	X	X	
	Fix My Landing Page Masterclass					Χ			
	Slay Your Sales Page Masterclass			X					
	5-Day F.A.S.T Money Challenge Masterclass	X	Χ	X		Χ			
	Bodacious Bullets Masterclass	X	Χ	X		Χ	X		
	Va Va Voom Video Scripts Masterclass			X		Χ	X		
	How to Write a Bangin' Professional Bio				X				
	Write Your Bestseller Masterclass				X				
	Marketing a Telesummit: Email Scripts that Sell		Χ						
	Everything You Need to Write for a Bangin' Product Launch				X				
	Money Moves Masterclass Part 1 and 2: Crafting Digital Products			Χ	X	X	X		
	7 Steps to Crafting an OMG-Inducing Author/Speaker One Sheet				X				