

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

| <u>Closet Categories</u> | <u>Lessons Inside Closet Categories</u> | <u>Type of Copywriting You Need Assistance With</u> | | | | | | |
|--|---|---|--------|------------|---------------------|---------------|--------------|----------|
| | | FB Ads/Social Media | Emails | Sales Page | Proposals/Promotion | Landing Pages | Website Copy | Webinars |
| Guest Stylists | How to Host Webinars That Don't Suck - Kate Doster | | | | | | | X |
| | How to Build Your Email List Like a BOSS - Semonna | | 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 | X | X | X | X | X | X |
| | The Skinny on Periscope Producer - Audria Richmond | X | | | | | | |
| | Profit from Speaking - Ilesha Graham | | | | X | | | |
| | Boost Influence with LinkedIn - Rachel Wilson Thibodeaux | X | | | | | | |
| | 7 Must-Have Wordpress Website Plugins - Vanessa Collins | | | | | X | | |
| | Authentic Looks Good on You - Catherine Storing | | | | X | | | |
| | Instagram Hot Topics - Cici the Six-Figure Chick | X | | | | | | |
| | Hayley J. McKenzie Presents Overwhelmed to Overbooked | | | | X | | | |
| | Jennene Biggins: Generate More Leads with Mobile | | | | | | | |
| | Nakia Gray: All Things Business Law | | | | X | | | |
| | Tajuana Ross: Pro Tips from the LinkedIn Professor | X | | | | | | |
| | Coach Khayr Presents: Time and Money Management | | | | X | | | |
| | Jake McCluskey Presents: Landing Page Tech Setup | | | | | X | | |
| | Cici "The Six Figure Chick" Presents: How to Position Your Biz for Profits on Instagram | X | | | | | | |
| Maleeka Hollaway - 5 Ways to Boost Media Attention | | | | X | | | | |

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| | | FB Ads/Social Media | Emails | Sales Page | Proposals/ Promotion | Landing Pages | Website Copy | Webinars |
| Vivacious Vids + Webinars | How to Write a Bangin' Professional Bio | | | | X | | | |
| | Marketing a Telesummit: Email Scripts that Sell | | X | | | | | |
| | Everything You Need to Write for a Bangin' Product | | | | X | | | |
| | 7 Steps to Crafting an OMG-Inducing One Sheet | | | | | | | |
| | Lunch & Money Q&A Masterclass | X | X | X | X | X | X | X |
| | How to Craft Email Subject Lines that Intrigue | | X | | | | | |
| | 7 Ways to Write Words that Make Money | | | | X | | | |
| | 60-Minute Sales Page Smackdown | | | X | | | | |
| | The Uncut Truth About Business Writing | | | | | | | |
| | WERK Your Words Webinar | X | | | | | | |
| | 3 Core Landing Page Types | | | | | X | | |
| | 17 Reasons You're NOT Attracting Clients | | | | X | | | |
| | 12 Ways to Use Words to Serve, Promote and Sell | X | X | X | X | X | X | |
| | The Copy Plan - 5 Must-Have Pieces of Content for 2018 | | | X | | X | X | |
| 2018 Must-Know Copywriting Trends | | | X | | X | X | | |