

The CopyCloset™ Style Guide - May 2018 (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
Bangin' Copy Hacks	Proposal Sample (RFP Response)-Nonprofit				X			
	Sales Page Sample-Health Industry			X				
	Sales Page Sample-Business Coaching			X				
	Business Plan Sample-Bed & Breakfast				X			
	Landing Page Sample-Business Coach					X		
	Proposal Sample-Unsolicited				X			
	Product Description Sample		X	X		X	X	
	Video Script Sample	X		X			X	
	Sales Proposal Sample-For-Profit Small Business				X			
	Press Release Sample - Book Awareness				X			
	The ONE Page Lead Generator					X		

The CopyCloset™ Style Guide - May 2018 (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
Money Moves Masterclass	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	
	Write Your Bestseller Masterclass				X			
	Money Moves Masterclass: Crafting Digital Products			X	X	X	X	
	Lunch & Money Q&A Masterclass	X	X	X	X	X	X	X
	March Masterclass: F.A.S.T. Money REMIX	X						
	4 Cold, Coin-Collecting Prospecting Emails		X					
	Money Moves Masterclass: Facebook Pimpin'	X						
	Money Moves Masterclass: 4-Figure Masterclasses							X
	Money Moves Masterclass: Money-Making Emails			X				
	Facebook Ads that Convert Like Cuh-Razy	X						
	Members Only Q&A May 2016			X		X	X	
	10 Pieces of Content You Need to Make \$\$ NOW			X		X	X	
	The Power of Storytelling	X	X	X		X	X	
	3 Reasons Your Sales Page Ain't Selling & How to Fix It			X				
	#FixItJesus Writing Workshop		X	X		X	X	
	How to Get Smacked with Wallets on Facebook	X						
	Bangin' 2016 Virtual Bash Tour + Q&A		X	X	X	X	X	
	13 Ways to Write Words that Make You Money	X	X	X	X	X	X	
	Purpose Chat with Michael Tatonetti							X
	Money Moves Masterclass: Win Big for Black Friday				X			
	#FixItJesus Writing WERKShop			X		X	X	
	Money Moves Masterclass: Product Launch Strategies + Best Practices			X		X		
	Money Moves Masterclass: Membership Success				X			
	Top 5 Things I Do Every Month to Keep Money Flowing In				X			
Money Moves Masterclass: Persuasive Writing	X	X	X	X	X	X	X	
Money Moves Masterclass: Irresistible Emails			X					
Money Moves Masterclass: Webinars That WERK				X				

The CopyCloset™ Style Guide - May 2018 (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
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.		X					
	How to Recruit Promo Squad Members with Finesse		X					
	How to Write a Yes-Inducing Email Requesting		X					
	How to Follow Up After a Networking Event		X					
	How to Inform a Client About a Rate Increase		X					
	Introduce Yourself via Social Media Messenger ...		X					
	4 Top Prospecting Emails for Service Providers		X					
	The Always-On Email Salesperson (Two-Part Pitch Script)			X				
	How to Kindly Decline Interviews/Partnering Opportunities				X			
	54 Head-Turning Headlines					X		
How to Reconnect with Old Clients					X			

The CopyCloset™ Style Guide - May 2018 (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
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	X	X	X	X
The Power of Frontloading				X				