The CopyCloset™ Style Guide - October 2018 (NEW ITEMS ARE IN RED)											
<u>Closet Categories</u>		Type of Copywriting You Need Assistance With									
	Lessons Inside Closet Categories	FB Ads/Social Media	Emails	Sales Page	Proposals/ Promotion	Landing Pages	Website Copy	Webinars			
	Proposal Sample (RFP Response)-Nonprofit				Х						
	Sales Page Sample-Health Industry			Х							
	Sales Page Sample-Business Coaching			Х							
	Business Plan Sample-Bed & Breakfast				Х						
	Landing Page Sample-Business Coach					Х					
Bangin' Copy Hacks	Proposal Sample-Unsolicited				Х						
bangin copy nacks	Product Description Sample		Х	Х		Х	Х				
	Video Script Sample	Х		Х			X				
	Sales Proposal Sample-For-Profit Small Business				Х						
	Press Release Sample - Book Awareness				X						
	The ONE Page Lead Generator					Х					
	Fabulous Facebook Ad Samples	Х									

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	Smackdown #1-ParentConnection			•			Х			
	Smackdown #2-Habyts						Х			
Website	Smackdown #3-Greenlight Voices						Х			
Smackdowns	Smackdown #4-Birthing Confidence						Х			
	Smackdown #5-Xquizitely Flawed						Х			
	Smackdown #6-Dr. Ali Griffith						Х			

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	How to Host Webinars That Don't Suck - Kate Doster							Х			
	How to Build Your Email List Like a BOSS - Semonna McNeil		Х								
	How to Target FB Ads Like a Pro - Melody Thomas	Х									
	How to Perfect Your Photo Shoot - Audria Richmond	X		X			Х				
	How to Perfect Your Sales Pitch - Dave Anderson	Х	Х	X	Х	Х	Х	Х			
	The Skinny on Periscope Producer - Audria Richmond	X									
	Profit from Speaking - Ilesha Graham				Х						
	Boost Influence with LinkedIn - Rachel Wilson Thibodeaux	X									
	7 Must-Have Wordpress Website Plugins - Vanessa Collins					Х					
	Authentic Looks Good on You - Catherine Storing				Х						
	Instagram Hot Topics - Cici the Six-Figure Chick	X									
	Hayley J. McKenzie Presents Overwhelmed to Overbooked				Х						
Guest Stylists	Jennene Biggins: Generate More Leads with Mobile Marketing										
	Nakia Gray: All Things Business Law				Х			1			
	Tajuana Ross: Pro Tips from the LinkedIn Professor	X									
	Coach Khayr Presents: Time and Money Management				Х			1			
	Jake McCluskey Presents: Landing Page Tech Setup					Х					
	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						
	Kat The Coursebuilder: How to Launch Your First \$10K Course				X		1				
	Akilah Thompkins - SEO Magic				~		X				
	Clair Roginsky - Choosing the Right VA				X						
	Danielle Davis - 3 Simple Steps to Grow and Scale Your Business	X	Х	Х	X	Х	Х	Х			
	Desiree Adkins - 3 Keys to Get Unstuck in Biz (and Life)				X						

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	Fix My Landing Page Masterclass			1		Х					
	Slay Your Sales Page Masterclass			Х							
	5-Day F.A.S.T Money Challenge Masterclass	Х	Х	Х		Х					
	Bodacious Bullets Masterclass	Х	Х	X		Х	Х				
	Va Va Voom Video Scripts Masterclass			X		Х	Х				
	Write Your Bestseller Masterclass				Х						
	Money Moves Masterclass: Crafting Digital Products			X	Х	Х	Х				
	Lunch & Money Q&A Masterclass	Х	Х	Х	Х	Х	Х	Х			
	March Masterclass: F.A.S.T. Money REMIX	X									
	4 Cold, Coin-Collecting Prospecting Emails		Х								
	Money Moves Masterclass: Facebook Pimpin'	X									
	Money Moves Masterclass: 4-Figure Masterclasses							X			
	Money Moves Masterclass: Money-Making Emails		Х								
	Facebook Ads that Convert Like Cuh-Razy	X									
	Members Only Q&A May 2016		Х			Х	X				
	10 Pieces of Content You Need to Make \$\$ NOW		Х		Х	X	X				
	The Power of Storytelling	X	Х	X		X	X				
Money Moves Masterclass	3 Reasons Your Sales Page Ain't Selling & How to Fix It			X							
Masterclass	#FixItJesus Writing Workshop		Х	X		X	X				
	How to Get Smacked with Wallets on Facebook	X									
	Bangin' 2016 Virtual Bash Tour + Q&A		Х	X	X	X	X				
	13 Ways to Write Words that Make You Money	X	Х	X	X	X	X				
	Purpose Chat with Michael Tatonetti							Х			
	Money Moves Masterclass: Win Big for Black Friday				X						
	#FixItJesus Writing WERKShop			X		Х	X				
	Money Moves Masterclass: Product Launch Strategies + Best Practices			X		Х					
	Money Moves Masterclass: Membership Success				X						
	Money Moves Masterclass: Keep Money Flowing				Х						
	Money Moves Masterclass: Persuasive Writing	Х	Х	Х	Х	Х	Х	Х			
	Money Moves Masterclass: Irresistible Emails		Х	1							
	Money Moves Masterclass: Webinars That WERK			1							
	Money Moves Masterclass: 10 Ways to Make \$5K										
	Money Moves Masterclass: 7 Secrets to Getting Anyone to Buy	Х	Х	Х	X	Х	Х	х			
	Money Moves Masterclass: 5 Things to Watch Out for When Running Facebook Ads	Х									
	Money Moves Masterclass: Copywriting 101 (Back II Basics)	Х	Х	Х	Х	Х	Х	Х			

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	When You Want to Decline a Project		Х								
	When You Must Ask a Follower to Respond to a Survey		Х								
	When Nobody Books Your FREE Discovery Calls		Х								
	When You Want to Rake in Raving Reviews		Х								
	When You Need to Inquire About an Invoice		Х								
	When You Need to Send a CASH Generating Quote		Х								
	The Email That Snagged me a \$4,500 Client		Х								
Swag Bag O' Scripts	2 Scripts to Power Up Your Periscope Intro			X							
Swag bag O Scripts	The Perfect Follow Up Email After Sending A Proposal		Х								
	A Welcome Email That Makes a Great Impression		Х								
	How to Get Existing Email Subscribers to Sign Up Pt. 1/2		Х								
	How to Recruit Promo Squad Members with Finesse		Х								
	How to Write a Yes-Inducing Email Requesting Sponsorship		Х								
	How to Follow Up After a Networking Event		Х								
	How to Inform a Client About a Rate Increase		Х								
	Introduce Yourself via Social Media Messenger		Х								
	4 Top Prospecting Emails for Service Providers		Х								
	The Always-On Email Salesperson (Two-Part Pitch Script)		Х								
	How to Kindly Decline Interviews/Partnering Opportunities			X							
	54 Head-Turning Headlines				X						
	How to Make Money from FREE Discovery Calls				Х						

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