

The CopyCloset™ Style Guide - APRIL 2019 (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 | | |
| Fabulous Facebook Ad Samples | | X | | | | | | |

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| Website Smackdowns | Smackdown #1-ParentConnection | | | | | | X | |
| | Smackdown #2-Habyts | | | | | | X | |
| | Smackdown #3-Greenlight Voices | | | | | | X | |
| | Smackdown #4-Birthing Confidence | | | | | | X | |
| | Smackdown #5-Xquizitely Flawed | | | | | | X | |
| | Smackdown #6-Dr. Ali Griffith | | | | | | X | |
| | Smackdown #7-D.U.I. | | | | | | X | |

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| Guest Stylists | How to Host Webinars That Don't Suck - Kate Doster | | | | | | | X |
| | 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 | 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 Marketing | | | | | | | |
| | 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 | | | |
| | Kat The Coursebuilder: How to Launch Your First \$10K Course | | | | X | | | |
| | Akilah Thompkins - SEO Magic | | | | | | X | |
| | Clair Roginsky - Choosing the Right VA | | | | X | | | |
| | Danielle Davis - 3 Simple Steps to Grow and Scale Your Business | X | X | X | X | X | X | X |
| | Desiree Adkins - 3 Keys to Get Unstuck in Biz (and Life) | | | | X | | | |

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| 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 | |
| | 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 | | | | |
| | 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 | | | |
| | Money Moves Masterclass: Keep Money Flowing | | | | 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 | | | | | | | |
| | Money Moves Masterclass: 10 Ways to Make \$5K | | | | | | | |
| | Money Moves Masterclass: 7 Secrets to Getting Anyone to Buy | X | X | X | X | X | X | X |
| Money Moves Masterclass: 5 Things to Watch Out for When Running Facebook Ads | X | | | | | | | |
| Money Moves: Sales Funnels Simplified | | | | | | | | |
| Money Moves Masterclass: Copywriting 101 (Back II Basics) | X | X | X | X | X | X | X | |
| Money Moves Masterclass: 6 Ways to Skyrocket Your Conversions | | | | X | | | | |

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| 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. 1/2 | | 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 | | | | | |
| | 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 Make Money from FREE Discovery Calls | | | | | X | | | |

