The CopyCloset™ Style Guide - JULY 20199 (NEW ITEMS ARE IN RED)								
	Lessons Inside Closet Categories	Type of Copywriting You Need Assistance With						
Closet Categories		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		Χ					
	When Nobody Books Your FREE Discovery Calls		Χ					
	When You Want to Rake in Raving Reviews		Χ					
	When You Need to Inquire About an Invoice		Χ					
	When You Need to Send a CASH Generating Quote		Χ					
	The Email That Snagged me a \$4,500 Client		Χ					
	2 Scripts to Power Up Your Periscope Intro			X				
	The Perfect Follow Up Email After Sending A Proposal		Χ					
	A Welcome Email That Makes a Great Impression		Χ					
	How to Get Existing Email Subscribers to Sign Up Pt. 1/2		Χ					
	How to Recruit Promo Squad Members with Finesse		Χ					
	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					
	Introduce Yourself via Social Media Messenger		Χ					
	4 Top Prospecting Emails for Service Providers		Χ					
	The Always-On Email Salesperson (Two-Part Pitch Script)							
	How to Kindly Decline Interviews/Partnering Opportunities			X				
	54 Head-Turning Headlines				X			
	How to Make Money from FREE Discovery Calls				X			
	The Perfect Abandoned Cart Email		Χ		X			
	How to Entice Subscribers to Book Free Sales Calls		X					