

A woman with dark curly hair, wearing a bright red jacket with black trim on the sleeves, stands in profile facing right. She is pointing her right index finger towards a whiteboard. The whiteboard is a large, plain white surface. To the right, the back of another person's head and shoulder is visible; they are wearing purple-rimmed glasses and a red top. In the foreground, there are two clear plastic water bottles and a brown coffee cup. The background consists of a white wall and a dark wood panel on the left side.

Closet Hours Session - April 9, 2019

AGENDA

CLOSET TOUR

AIDA (AWARENESS-INTEREST-DESIRE-ACTION)
BREAKDOWN

MEMBER CONTENT CRITIQUES

QUARTER 1 SCHOLARSHIP DETAILS

MEMBER Q&A

SCHEDULED REVIEWS + CRITIQUES

AISHA (PITCH/DESCRIPTION REVIEW)

VALESCA (QUESTIONS)

TEQUILLA (SOCIAL MEDIA REVIEW)

LEO (EMAIL REVIEW)

TASHA (SALES PAGE REVIEW)

CHELSEY (EMAIL REVIEW)

AISHA (PITCH/DESCRIPTION REVIEW)

I teach leaders and teachers confidence-boosting strategies that position them to make a more significant impact both inside and outside the classroom.

I provide teachers and leaders with confidence-boosting strategies that position them to impact ambitious learners both inside and outside the classroom.

BOOK DESCRIPTION

START WITH THE BOOK AND THEN GO INTO YOUR STREET CRED BIO. YOU'LL WANT TO FOLLOW THIS FRAMEWORK:

READER PAIN STORY (WHAT IS THE STRUGGLE THAT'S LEADING TO THE NEED FOR THE BOOK)

PRESENT YOUR BOOK AS THE SOLUTION THAT WILL HELP ADDRESS THE PAIN

INTRO YOU AS THE AUTHORITY WRITING THE BOOK

ADD A CALL TO ACTION

VALESCA ERNEST (PRODUCT DESCRIPTION SAMPLE)

Get Pretty + Practical Protection for Your MacBook! Immerse your MacBook in some glittery goodness with our gorgeous Glitter MacBook Case. Strong and sturdy, this stunning case is a pretty and practical way to protect your precious MacBook.

Boasting a **360-degree, 2-piece rubberized plastic and PU leather outer shell with a smooth glossy finish**, you can trust this case to deliver **maximum protection from bumps, scratches and daily wear and tear**.

And with **access to all ports** and a **cut out to allow your beautiful Apple logo to sparkle and shine**, this **glitter-embedded MacBook case** is a must-have.

Compatibility: This MacBook case is compatible with the all-new 13” MacBook Air (Model 1932), the MacBook Pro, older-model MacBook Air, MacBook Pro with Retina Display and MacBook Pro with Touch Bar. **Check our size chart to confirm compatibility before ordering.**

VALESCA ERNEST (PRODUCT DESCRIPTION SAMPLE)

TITLE: +CHICAGO CRYSTAL CHAIN NECKLACE – 925 Sterling Silver with a Rhodium-Plated Exterior and Cubic Zirconia Sparkle

Stand out from the crowd with the radiant +CHICAGO CRYSTAL CHAIN NECKLACE. This necklace brings a feminine twist to the ever-popular men's Cuban chain link necklace and is great for layering with a pendant or nameplate style necklace.

Complete with a secure double lock clasp, the +CHICAGO CRYSTAL CHAIN NECKLACE is 10 mm wide and 16 inches long and is made with:

- **925 Sterling Silver:** The perfect luxury material for sensitive skin.
- **Rhodium-Plated Exterior:** Boosts shine and provides a scratch-free exterior.
- **Cubic Zirconia Sparkle:** Shimmering crystals that complement any outfit.

We design our jewelry to elevate your look while providing you an affordable, high quality alternative to brass or alloy metal. It's also ideal for sensitive skin and is a valuable investment for your collection.

VALESCA ERNEST (PRODUCT DESCRIPTION SAMPLE)

■ Crème Lipstick Tube

Keeping it Cute and Classy with Explosive Radiance

When life's all about ups and downs, wearing lipstick should keep you on a natural high. The epitome of "keeping it cute and classy," our Crème Lipstick delivers explosive radiance with every milky stroke.

Forget everything you think you know about Crème Lipstick. Our line features an unbelievably creamy formula infused with intense color, drenching lips in a weightless, sophisticated sheen that won't feather or fade. Available in 9 head-turning shades, Crème Lipstick can stunt alone or pair up with your favorite lip gloss for a kissably smooth, addictive shine you just can't get enough of.

TEQUILLA (SOCIAL MEDIA)

ORIGINAL

Hey ladies! Aren't you tired of seeing everyone carry the same ole' handbags everywhere you turn? Are you one who wants to stand apart from the crowd? Don't you want something that is stylish yet unique?

I'll wait 😊

I knew it! You want to shine and I have the perfect handbag for you.....the T. Nicole Baddie Bag.

Why is it bad you say? Well it's a 100% leather classic style handbag with a pop of tortoise. Can you see it? Don't you want it? I know you do!!! Then head on over to T. Nicole to order before they sell out because they will ladies.

TEQUILLA (SOCIAL MEDIA)

REWRITE

Chanel, Louis Vuitton, Prada ... seriously, if you've seen one designer handbag, you've pretty much seen them all. But you?! You want to carry something that has people saying, "Sis, I LOVE your bag! Where did you get it?" And you will when you invest in the T. Nicole Baddie Bag.

Now, this bag comes complete with all the must-haves ...

- 100% leather
- Pop of tortoise
- Endless style and class
- Top-quality (without the designer price tag)
- And yes, it's Baddie APPROVED!

Want one? Head on over to T. Nicole to order before they sell out.

LEO (EMAILS)

ORIGINAL

Subject: ARE THOSE ALLERGENS ON FULL ATTACK?

Body: Combat allergy season now with our 200 gram or [500 gram](#) bamboo charcoal bag. The activated charcoal bag adsorbs allergens and naturally dehumidifies muggy rooms which are ideal for allergens to thrive. Click on the link below and get your bamboo charcoal bags NOW!

ORIGINAL

SUBJ: The #1 way to nip seasonal allergies in the bud

Allergy season is upon us ... sneezing, itchy eyes, runny nose and with everything already going on in the world with the coronavirus, fighting allergy season almost feels like a losing battle.

But you can (and will) survive allergy season with our bamboo charcoal bag. When activated, this hard-hitting|charcoal bag absorbs allergens and naturally dehumidifies muggy rooms where allergens like to hang out.

So yes, we've given securing the bag a whole new meaning.

Get the bamboo charcoal bag today so you can finally nip seasonal allergies in the bud.

TASHA (SALES PAGE)

AN EXCLUSIVE INVITATION
TO THOSE WHO HAVE
SAID "THIS AIN'T IT"

Discover the most thorough way to go
from struggling to living your best life.

Yes! I Want to Live My Best Life!

CHELSEY (SALES EMAIL)

hermuse

Hey Yall Hey!!!! I wanted to stroll into your inbox today and tell you about my tribe!

This past weekend, I had the pleasure of teaching my Charlotte students on the first stop on my virtual tour and all I can say is wow. **The energy and support each student received not only from me but my other students was nothing but a blessing.** My tribe is full the most supportive stylists I've ever met. We refer clients to each other, support each online online and root for one another. **Now you are going to be apart of that.** I can brag all day but check out what my tribe is saying on these internet streets: