

CLOSET HOURS SESSION - 7/16



CLOSET HOURS CRITIQUES - JULY 16, 2020

[PRECIOUS – SALES PAGE REVIEW]

<https://preciousrutlin.kartra.com/page/hairregrowthprogram>

The writing is personable and conversational, but there are some disconnects with the facts, benefits and value statements:

1. In the headline, you have 30 days – what is that tied to? There are 13 weekly lessons so where are you getting the 30 days?
2. What do these women really want? Why is their hair so frustrating for them? I'm not seeing the real struggle in your copy. A struggle that's worth \$297 to address.
3. You're talking about having a pro do their hair but the program is for DIY. Again, there's a disconnect on what they're going through and truly want.
4. FAQs should complement the copy – let's talk about the first FAQ and how that can be refined and tightened up to serve as a benefit not a deterrent.
5. In the copy, you talk about whole body health, but the headline doesn't speak to that.
6. Watch typos.

[STEF – SALES PAGE]

<https://veganwhat.org/ebundle/vegan-what-ebundle-sp/>

Great start with the page! Writing is extremely personable, relatable and made me and my staff feel like you were talking directly to us with all of the quarantine snacks. LOL

Just a few tips:

1. The author section was A LOT to read and it was kind of confusing to see which author correlated with what book.
2. Stay consistent with eBook vs. ebook
3. Refine the Q&A so they reinforce the reasons to buy

[EMERALD – BIO]

We attempted to refine the bio, here are a few tips:

1. As a business owner, your bio should start with your entrepreneurial endeavors. From there, it should flow backward into your educational background and end by tying everything together.
2. Avoid overuse of acronyms – remember, everybody reading your bio is NOT in your field so define acronyms.
3. Is it important for you to state your place of residence in your bio? Does it matter for your business pursuits?

Emerald Mills is an author, business strategist and the founder of Diverse Dining, an events/education organization that cultivates courage, compassion and connection through meaningful dining conversations centered around diverse foods and cultural exploration.

Deleted: Born in Waukegan, Illinois,

Emerald founded Diverse Dining, a philanthropic initiative, in response to a societal need to establish and maintain interpersonal and interprofessional relationships among people of varying cultural, economic, ethnic, political, racial and social backgrounds. The organization’s unique approach to connecting people of all walks of life has been featured on a variety of news outlets including Dear MKE, On Milwaukee, Spectrum 1, Fox 6, The Milwaukee Journal Sentinel, VISIT Milwaukee and podcasts.

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In addition to serving as the lead facilitator for Diverse Dining events and educational gatherings, Emerald is also the author of a newly published book, *Rejection Uprooted: 5 Practical Principals for Overcoming Rejection*. In her authoring debut, Emerald explores XXX,

Moved down [1]: Emerald is a graduate of the University of Wisconsin, a trainee of the National Coalition Building Institute and a holder of ToP Facilitator Certification. She has leveraged these educational qualifications to benefit her community members, such as by producing and presenting educative presentations and workshops on a range of health-related issues, advising health providers with respect to the diagnosis, prevention and treatment of communicable diseases, and administering programs geared towards social change. Collectively, her works have been acknowledged locally and regionally for their innovation in the education and public health sectors.

Her professional background spans almost 20 years of experience as a network coordinator and public health professional. Her work includes serving as the School Health Coordinator of the Children’s Hospital of Wisconsin and has previously worked with non – profit organizations, as well as with entities such as the Black Health Coalition of Wisconsin and the City of Milwaukee Health Department.

Deleted: Emerald is also the founder and lead facilitator of Diverse Dining, an events/education organization whose mission is “to cultivate courage, compassion and connection through meaningful conversations centered around diverse foods and cultural exploration.” Diverse Dining strives to establish and maintain interpersonal and interprofessional relationships among persons of varying cultural, economic, ethnic, political, racial and social backgrounds. As a philanthropic initiative, Diverse Dining (which Emerald is now involved with full – time) has been prominently featured on Dear MKE, On Milwaukee, Spectrum 1, Fox 6, The Milwaukee Journal Sentinel, VISIT Milwaukee, podcasts and other mediums.

Having founded the WSCC Professional Development Program and co – founded/co – chaired the healthTIDE School Health Team/Equity Committee, CHW School Health Collaborative and MCCOPP, it is evident Emerald will continue to contribute to society through health care and educational public service for the foreseeable future.

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She leverages her professional experience and educational qualifications to enrich her community.

Whether through entrepreneurial pursuits, work experience or advanced learning, Emerald's commitment to the education and public health sectors remains evident.

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