

# CLOSET HOURS SESSION - 9/10





## CLOSET HOURS CRITIQUES - SEPTEMBER 10, 2020

### [RAY – SOCIAL MEDIA + PRODUCT DESCRIPTION]

Great job with the social media post – just a few minor revisions for flow and tone.

#### Social Media

Imposter syndrome is ANNOYING! One minute, you're killing it and the next comes the doubts and the "am I good enoughs."

It can be triggered by anything from a random success of someone on social media, a rough patch in your career, complicated relationship (heartbreak emoji) or a new challenge that isn't off to the greatest start to name a few.

The good (hmm emoji) no scratch that the great news is you kill it every day just by showing up. You see, you've already overcome so much. You've met challenges head on and built traits that last a lifetime. Your driven nature has allowed you to build resilience, confidence and so much more. Plain and simple, you're awesome. You change the room for the better by being you and the unique experiences you bring.

And that right there is what this Black State of Mind Unltd. life is about. It's about owning how you will face challenges and, at times, feel doubt but still find a way to fight through and shine anyway. So, stay tuned to this ambitious community we're building by hitting that follow button and clicking the link in my bio to claim your Black Freedom t-shirt. and if you want a visible reminder consider purchasing our Black Freedom shirt with powerful traits we're sure will resonate with you.

With the description, remember, we need to know what's in your head and you can't assume every potential buyer knows what you're talking about. Give us the background as if you're telling the story for the first time?

#### Product Description

The Black Freedom IL edition is a premium t-shirt inspired by the African American flag which was created to signal to the world that black people had arrived politically. The shirt was created in response to a racist song trying to come at black peoples heads. The song backfired and we flipped it, creating one of the most iconic symbols for liberation and freedom that stretches beyond the USA. No matter the occasion this shirt makes a statement and will fill you with joy and pride.

- Deleted: can be
- Deleted: for weeks or even years and
- Deleted: out of nowhere comes the
- Deleted: enoughs
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Now to the details, the material is super soft premium cotton that's light and definitely not flimsy. It's very comfortable and works well for men or women.

For example:

Did you know there's a racist song out right now trying to put a knee on the necks of Black people? Well, we're not having it and the Black Freedom IL edition is your way of saying you're not having it either.

Inspired by the African-American flag, this premium, super-soft cotton tee stands as an iconic symbol of liberation and freedom that stretches beyond the shores of the USA.

No matter the occasion, this unisex shirt will forever scream, "I'm Black and I'm proud."

**[BUY NOW]**

**[CHAUVON – SALES PAGE]**

Great writing, Chauvon! You do a wonderful job talking about what you do, we just need you to connect the dots on how what you do serves your audience. You mention it briefly, but you'll want to paint the story of the struggle so they can visualize times when they need to call on you.

Take look at the sales page/landing page frameworks to help you out with this. Basically, where it says I show ... is where you want to insert the pain story before showcasing what you do as the solution to said pain.

Just a few notes:

First paragraph – intro sentence is super long. Work on refining that in your edited version.

Deleted: ¶

¶



## [TARA – WEBSITE COPY]

We took a look at your website copy only and the writing is phenomenal. Be sure to have it proofread as we spotted a few grammar issues. Also, make sure your intro promise statement starts with a verb versus “I.”

### **Home Page**

Skip the question and start with” Teaching women how to trade in the 24/7 hustle to launch profitable business selling physical products.

Take the quiz to see if you’re ready to become a CEO.

### **Work with Me Page**

Skip the question and go straight to the outcome: Get access to the unwritten rules of growing a product-based business. This page is a bit confusing to follow because there are quite a few subheadings and not very much body copy so we can’t speak on the layout but the words are great.

### **Sales Pages**

We did a high-level review of your group coaching sales page and the one for slay emails. They both looked good. Have them proofread to catch the grammar issues and typos. Nice conversational tone.

Please remember that we accept either one sales page or up to 3 pieces of content for review so we didn’t review your sales pages word-for-word. We can review more thoroughly what we have for next time or you can make changes and resubmit.



### [SHANTELL – PODCAST + BIO COPY]

Great writing here. We like Option 3 Intro with a twist. We're suggesting these changes to bring in the reader so they know what they'll get from tuning in week after week.

My name is Shantell Huggins former television producer turned beauty brand strategist.

You're listening to Beauty and the brand.

*Listen to the stories of some of the freshest and thriving beauty CEOs who are taking over the industry. Listen to how they beat the odds, crushed their competition and are turning their brands into a household name.*

---

You're listening to Beauty and the Brand with your host Shantell Huggins, the former TV producer turned beauty brand strategist. Stay tuned for some of the freshest and thriving beauty CEOs who are dominating the industry. Listen to how they beat the odds, crushed their competition and are turning their brands into a household name. And take notes to find out how their stories can inspire you to do the same.

For the description, we like a mix between two again to appeal to the audience:

#### **Option #1 Podcast Description**

*The Beauty Industry is cut throat. The competition is fierce and it's even harder to grow your beauty brand. Every other week join Shantell Huggins as she captures the stories of the freshest and newest stars and CEOs in the beauty industry. If you have a hair salon, are an up-and-coming MUA or the CEO of a skin care line and want to learn how to scale your brand and enjoy your success, then you do not want to miss a single episode."*

Deleted: *it*

Deleted: *interview thriving millennial beautypreneurs who are taking over the beauty industry and crushing the competition*

Deleted: *a new*

Deleted: *own your own*

Deleted: *this is the podcast for you*



### **Option # 2 Description**

*The Beauty Industry is cut throat.  
Join Shantell Huggins as she captures the stories of the freshest and newest stars and CEOs of the beauty industry.  
Beauty and The Brand unfolds the journey about the struggles of starting a new beauty brand to scaling your beauty empire.*

Deleted:

For the IG bio, 1 is best because it tells us what you do.

#### **ig Bio #1:**

*Shantell.Huggins  
Beauty Brand Strategist  
CEO of @ Maneguru  
Podcaster of "Beauty & The Brand" or Beauty + The Brand"  
Creating Simple, Scalable Systems for Beauty Brands*

For the bio, 1 or 2 works:

#### **ManeGuru IG Bio Option #1:**

*Black Hair Care Subscription  
Created by #BlackWoman  
3A-4C Hair Approved  
Grow Longer + Healthier Hair  
#ManeBox #ManeGURU*

#### **ManeGuru IG Bio Option #2:**

*Shop Hair Care Products  
Transform into a CURL POPPIN Baddie  
3A-4C Hair Approved  
Take our Curl Quiz  
#ManeBox #ManeGURU*



## [TAMARA – LANDING PAGE COPY]

Good writing here, just missing some critical persuasion elements. Did you go through the sales page framework? This is really long with massive paragraphs making it come across more like a well-written essay versus a piece of sales content.

Hi, I am Tamara. I help clients by offering products/services that assist clients in reaching their health and fitness goals. My desire is to motivate clients to live a healthier lifestyle so that they can look and feel good while attaining their goals. I am a wife, mother of two, pharmacist, health coach, daughter, sister, and friend DAILY. I often reflect on my laundry list of responsibilities and wonder how do I find time to do all that I do, let alone meal prep or workout. But with God's grace and strength I wake up every day and try to tackle all that I can do. But, of course, sometimes I fall short. Sometimes there are things that just cannot get done and it either feels like there isn't enough energy in my tank to keep up or not enough hours in a day to get all that I need to get done done. I mean sometimes I have to tap myself on the shoulder and remind myself that "Tamara, you are only one person". So, if anyone understands the struggle of the average woman, I do! Trust me, I GET IT, the struggle is real in real life!

Are you struggling with juggling the responsibilities of life and living a healthier lifestyle? Are you tired of planning to work out and never starting or completing the workout because your children or significant other is calling for your attention? Are you having trouble finding a healthy balance between work and time for self-care or taking part in activities that will promote a healthier lifestyle? Are frustrated with your inability to meet your goals after implementing changes, dieting, and/or exercising? Are you aware that you must lose weight to improve your health and lack the motivation or don't know where to even start with living a healthier lifestyle?

If you are reading this and saying, yes, yes, high-five girl, this is me, me, me; I need your HELP! If this is you then my health coaching program will be a great fit for you. As a health coach it is my goal to ensure that my clients break down barriers, increase their motivation, love themselves and understand the importance of their existence, and are educated on their health, health risk factors, and on strategies to improving their health and wellness. As a pharmacist I understand the most common disease states that Americans struggle with and can educate you on your risk or implement goals to reduce your risk or slow the progression of such diseases. As a health coach/personal trainer I am knowledgeable of strategies that can be implemented to assist you in maintaining motivation, meal planning, meal preparation, and goal setting and attainment. It is my job to ensure that you continuously work to attain a specific goal and I will be your accountability partner along the way because deeply and truly I want to see you win! Finally, and most importantly, I am a woman of God and it is my prayer that all of my clients increase their spiritual health and carve time out daily for prayer and/or meditation.

So... Are you ready to start learning how to plan accordingly so that you can juggle life, physical activity, clean eating, and make healthier choices? Are you ready to learn how to balance motherhood and incorporating sufficient time for physical activity? Are you ready to start making better decisions to improve your overall health? Are you finally ready to find the motivation that's been hiding deep within to reach your goals? Are you ready to put your disappointments, frustrations, and negative experiences behind you and push forward to a better and healthier you? Are you ready to place spiritual health as a top priority so that all things fall into place? If the answer is still yes, click the link below to purchase my "Put me in the game coach" Health Coaching Program.



People want to know how you can help them, so no sales page should start with Hi, I'm \_\_\_\_\_. You should have:

Pain story

Intro of offer as solution to said pain

Features and benefits of the solution

A glimpse inside how the solution will change the reader's life or business

Testimonials

Street cred to back up your authority to offer the solution

Buy buttons scattered throughout.

Are you struggling with juggling the responsibilities of life and living a healthier lifestyle?

Moved (insertion) [1]

Are you tired of planning to work out and never starting or completing the workout because your children or significant other is calling for your attention?

Are you having trouble finding a healthy balance between work and time for self-care or taking part in activities that will promote a healthier lifestyle?

Are frustrated with your inability to meet your goals after implementing changes, dieting, and/or exercising?

Are you aware that you must lose weight to improve your health and lack the motivation or don't know where to even start with living a healthier lifestyle?

Listen, if you are reading this and saying, "yes, yes, yes, high-five girl, this is me, me, me: I need your HELP," then you're going to love my health coaching program.

You see, I created it to give my clients the guidance and support they need to break down barriers, increase their motivation, love themselves and understand the importance of their existence. PLUS, realize the major role their health plays in all of that. And I'm thrilled to help you do the same.

By the way, I'm Tamara. I help clients by offering products/services that assist clients in reaching their health and fitness goals. As a pharmacist I understand the most common disease states that Americans struggle with and can educate you on your risk or implement goals to reduce your risk or slow the progression of such diseases.



As a health coach/personal trainer I am knowledgeable of strategies that can be implemented to assist you in maintaining motivation, meal planning, meal preparation, and goal setting and attainment.

It's my responsibility to ensure that you continuously work to attain a specific goal and I will be your accountability partner along the way because deeply and truly I want to see you win! Finally, and most importantly, I am a woman of God and it is my prayer that all of my clients increase their spiritual health and carve time out daily for prayer and/or meditation.

My desire is to motivate clients to live a healthier lifestyle so that they can look and feel good while attaining their goals. I am a wife, mother of two, pharmacist, health coach, daughter, sister, and friend DAILY. I often reflect on my laundry list of responsibilities and wonder how do I find time to do all that I do, let alone meal prep or workout.

But with God's grace and strength I wake up every day and try to tackle all that I can do. But, of course, sometimes I fall short. Sometimes there are things that just cannot get done and it either feels like there isn't enough energy in my tank to keep up or not enough hours in a day to get all that I need to get done ... done.

I mean sometimes I have to tap myself on the shoulder and remind myself that "Tamara, you are only one person". So, if anyone understands the struggle of the average woman, I do! Trust me, I GET IT, the struggle is real in real life!

So... Are you ready to start learning how to plan accordingly so that you can juggle life, physical activity, clean eating, and make healthier choices?

Are you ready to learn how to balance motherhood and incorporating sufficient time for physical activity? Are you ready to start making better decisions to improve your overall health?

Are you finally ready to find the motivation that's been hiding deep within to reach your goals? Are you ready to put your disappointments, frustrations, and negative experiences behind you and push forward to a better and healthier you?

Are you ready to place spiritual health as a top priority so that all things fall into place?

If the answer is still yes, click the link below to purchase my "Put me in the game coach" Health Coaching Program.



### Social Media Post

Great writing but why do I need this and where's the hook, enticing sentence that pulls my eyeballs to your caption? Please check out the social media framework to rework.

### JANGELA – LANDING PAGE COPY

The landing page has all of the right elements, but they need to be moved around. You have the price too early on the page – before you even outline the benefits of investing. If you're selling on price alone, then the page is too long. Make sense? Set the stage, get the hooked on the benefits so price becomes a non-factor. Where you have it placed, you're leaving a lot of room for people to say nope, it costs too much never mind before they even see the value in the offer.

First line: What does it mean for you? That's not the right question for the incredible pain story you've started. Think about the sentences that come next, what are you trying to say and go with that. Something like: What will you gain from enrolling?

When you change the question, the pain story has to make sense. Some of it is disconnected as it doesn't connect the dots on how the program ties into it. For example, how does investing in a mobile home give me greater impact in the world?

You have too many "this is how it works" sections. Take one section, explain it and move to the next section of the page.

The Q&A talks about a membership – is this \$497 per month? Make sure your page and the details are clear.

**Note that a strikethrough means you're taking it out so a strikethrough on without leaves readers confused.**

**Deleted:** Hi, I am Tamara. I help clients by offering products/services that assist clients in reaching their health and fitness goals. My desire is to motivate clients to live a healthier lifestyle so that they can look and feel good while attaining their goals. I am a wife, mother of two, pharmacist, health coach, daughter, sister, and friend DAILY. I often reflect on my laundry list of responsibilities and wonder how do I find time to do all that I do, let alone meal prep or workout. But with God's grace and strength I wake up every day and try to tackle all that I can do. But, of course, sometimes I fall short. Sometimes there are things that just cannot get done and it either feels like there isn't enough energy in my tank to keep up or not enough hours in a day to get all that I need to get done done. I mean sometimes I have to tap myself on the shoulder and remind myself that "Tamara, you are only one person". So, if anyone understands the struggle of the average woman, I do! Trust me, I GET IT, the struggle is real in real life!

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... [1]

**Moved up [1]:** Are you struggling with juggling the responsibilities of life and living a healthier lifestyle? Are you tired of planning to work out and never starting or completing the workout because your children or significant other is calling for your attention? Are you having trouble finding a healthy balance between work and time for self-care or taking part in activities that will promote a healthier lifestyle? Are frustrated with your inability to meet your goals after implementing changes, dieting, and/or exercising? Are you aware that you must lose weight to improve your health and lack the motivation or don't know where to even start with living a healthier lifestyle?



## Email

Your email is well-written but it's missing core elements of persuasion. Is your audience's ultimate goal flipping mobile homes? Because that's the angle of your email. If so, it's fine, just add a subject line and proofread it.

If NOT, the real pain/struggle and the need for what you're offering is missing. We suggest refining the email to ask a question tied to the outcome – why are people flipping mobile homes. Discuss how people are struggling to achieve that outcome and present your offer as the bridge between where they are and where they want to be.

Please review the email framework and rework the email intro. The body where you break down the offer is fine.

## [SARA – WEBSITE COPY]

Great writing! Just a few things on each of the pages.

The action I want Them to Take: Contact me via Email and Follow me on Instagram and Youtube

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Have a great idea for an ebook but not sure where to start?  
Shoot me an email at [info@saraswritingstudio.com](mailto:info@saraswritingstudio.com) and I'll get back to you within 48 hours!

In the meantime, follow me on Instagram @saraswritingstudio and subscribe to my Youtube channel "Sara's Writing Studio" for helpful tips and inspiration on monetizing your Youtube channel with Digital Products!

-xo

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Contact Form

Name	
Email	
How can I Help You Today?	



## Contact Page

Have questions about how to create your first (or next) profitable eBook? Complete the form below or shoot me an email at \_\_\_\_\_. I'll get back to you within 2 business days.

In the meantime, follow me on Instagram @saraswritingstudio and subscribe to my Youtube channel "Sara's Writing Studio" for helpful tips and inspiration on monetizing your YouTube channel with Digital Products!

— XO

## Home Page

Teaching You How to Unlock Passive Income from Your YouTube Channel (No Matter How Many Subscribers You Have) (drop eBooks)

Home page

**Promise Statement: Teaching You How To Unlock Passive Income From Your Youtube Channel with eBooks (no matter how many subscribers you have)**

Are you tired of constantly checking your Youtube analytics to see if you finally hit the golden "1,000 subscriber/4,000 watch hours" mark? Have you tried starting a T-shirt or mug business to get some income flowing from your channel? Or are you holding your breath until that Youtube ad sense starts kicking in?

**I'm here to tell you, to let it go and instead focus your energy on things you have more control over.**

I know the frustration that comes with being consistent on Youtube every. Single. Week. Just to see your:

- subscriber count go up by 4 or 5 subscribers per week
- average watch time not increase
- your retention rates decrease

You feel like you are putting in so much work and not seeing any reward or return on your time investment.

The fact of the matter is that despite not getting closer to that coveted monetization mark, you are still building authority and trust in your niche and on your channel.

Your subscribers look forward to the videos and content you are putting out. They love to hear your opinions and advice on things that they are struggling within their own lives.

Even though it feels like it is taking forever to finally see that Youtube ad money rolling in, you are already on a gold mine with the subscribers and followers you already have. You just have to activate the cash flow. It's all up to you!

**I successfully monetized my Youtube channel with only 197 subscribers and it was way easier than I imagined and I'm here to show you how to do the same.**

Head over to my blog to learn how you can turn your subscribers into buyers while building a rich community!

-Sara



I'm here to tell you to let it go and redirect your energy to things (like revenue) that you can actually control.

Listen, I know ...

Even though it feels like you'll never see that YouTube ad money roll in, I want you to know this:

You're already sitting on a goldmine with the subscribers and followers you have right now. The only problem is, you have no idea how to activate the cashflow.

But no worries, you can count on me to show you how.

You see, I successfully ...

Want the inside scoop on how I did it (and how you can too)?

Go here now. [\[HYPERLINK RED TEXT\]](#)



## About Page

[The action I want people to take from this page: Head over to my Youtube Channel and subscribe

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After years and years of watching Youtube and dreaming of becoming a Youtuber myself. I decided to finally take the plunge in 2019 to start my Youtube Channel.

I watched so many videos with people saying the same common cliche advice over and over that the best thing to do was to just get started and you'd be on your way to monetization quickly.

So that's what I did. I got started and then I waited for the subscribers to flood my channel.

But to my dismay, the opposite happened. I waited for a few months and [kept being posting](#). And I still barely scraped the ceiling of 200 subscribers.

At this point, I realized that the monetization process with ads would be a long road and that I had to get creative real quick if I wanted to see some cash flowing in.

I decided to do what I do best and write.

I wrote an eBook that helped my audience with their problems. I took that as an opportunity to outline step by step all the things that they needed to know for their journey.

I then took that same eBook and turned it into a more detailed masterclass, which brought in more sales.

Writing an ebook and generating all my sales from Youtube worked for me and I know that it will work even better for you. I'm here to show you how to write an eBook that will have people coming back and asking you about the other products and services you offer.

Head over to my [new Youtube channel](#), by clicking here (hyperlink text), where I share with you the exact steps that you can take to start creating your very own eBook to get your channel monetized ASAP!

See you over on the Youtube channel [insert Youtube link here]

The About Page should be about your audience and their pain, so start this off with a question or a sentence or two about their struggles. Similar to what you did on the Home Page (not as deep) and then transition into your story.

... You see, I understand because I've been where you are. After years ...

Writing an eBook ... and I know ... for you.



Ready to find out how to create an eBook that will have people coming back to your channel again and again and excited to invest in your other products and services?

Get my insider secrets here. [\[HYPERLINK RED TEXT\]](#)

**[NA'KOLE – SALES PAGE]**

<https://grabmyguide.com/sales-page1592019173118>

Good job on this! Remove section before FAQ and end with a buy button. You don't want to overwhelm the reader with too much information for a \$47 offer.



## **[VICKY – OPT-IN PAGE COPY + VIDEO SCRIPT]**

### **Page Copy**

Nice and to the point. Make sure you add benefits to the bullets, For example:

Slash the time you spend on busy, admin work so you can invest more time in serving your clients and growing your coaching business.

**Tell the people WHY these things are important for them.**

### **Video Script**

Your tone and vibe for the video script is great! You always want to create videos that stand out, so here's a script template to help you do that:

Start the script with a compelling statement or question. For yours, it could be:

Hey, as a coach, your mission is to SERVE, right? So, don't you want to reach more of the people who need you most – without compromising the six-figure lifestyle you want and deserve?

Yess?! Your answer is YES? I got you covered. By the way, I'm Vicky ...

Look, I KNOW you want it all – transformation for your clients, a six-figure lifestyle and you can have it. BUT, first you must implement a system that ... And that's where we come in.

[Before you go into the instructions, say something like, now, there's just 3 steps you'll have to take to get on your journey to having it all. 3 easy steps ...

Step 1: ...



Step 2: Get into our signature

Momentum Framework.

Step 3: Kick back and relax and let my team ...

Remember, it's video so you have to make sure your audience is following along.

### [YOLANDA – EMAILS]

#### **Email #1**

Nice work on the writing – conversational tone and voice are great. In email #1, There's no connection between the freebie and the community. You need to add a transition, something like:

Before I go ...

I want to let you know that I truly appreciate you for joining The Society ... I'm dedicated to serving up ... to my audience and I'm honored that you chose to learn from me. I look forward to ... next level.

As a member of my community, you'll gain access to the business tips and strategies I drop all over social media, so be sure to follow me:

[social links]

Listen, I know starting a business can be a lonely situation, but now, you have a whole Society of Millionaires cheering you on into victory!

#### **Email #2**

I'm confused about this email. Why do you have 2 welcome emails for the same offer – one is a download and you have a masterclass with the same name? The writing is fine – you have a compelling story – great job on that.



Make sure you proof but I can't share any insight on the email angle because I don't understand the flow or what the subscriber is getting in order to receive this second email.

### **[KASANDRA – EMAILS]**

The copy is good! Just one comment:

The "... ya'll high and mighty folks" piece can come off as offensive. You state that you want to change the negative connotation of bougie, but that line feels negative. I'd refine to something like this:

... we know our High & Mighty friends will love our pieces that give you the freedom to express your inner BOSS and rock your greatness in a way that only you can.

### **[EVELYN – WEBSITE COPY]**

Just a reminder that we accept either one sales page or up to 3 pieces of content for review so we didn't review all of your website copy word-for-word.

### **About Page**

You did a great job detailing your story. However, you need to pull in the reader by letting them know they're in the right place. An About Page is about your audience with your background and street cred used as a way to reinforce how you can support and serve them.



Check out the website copy frameworks for guidance on this. Basically, you'll want to start out with a question or a line or two about your audience's struggles and THEN go into how you serve, ending with your relatable back story.

Your intro turns into something like this:

Hello you beautiful soul, thank you for being here! The very fact that you landed on my site tells me that you're a woman with a spark in your soul. You know you have a divine mission and purpose for your life, but right now, you have no idea how to ignite that spark or tap into what you're truly supposed to be doing.

And that's where I come in.

By the way, I'm Evelyn Huynh, a Spiritual Evolution Coach known for helping beautiful souls like you evolve in your life journey by prioritizing YOU – all while gaining in-depth awareness about your:

Mental ...

Now, I know you're probably thinking, "say what, now?!" Listen, I get it, so please allow me to take this time to let you in on why (and how) I do what I do ...

First off, I'm a ...

**Just this tiny intro change modifies the perspective of the page and places your interest on your audience and pulls them into the conversation.**



### **Work With Me**

Same thing for this page – focus your content on your audience. You have a lot of “I” statements here when the content should focus on how you serve and why your audience needs you. Something like this for the intro:

Ever feel heavy and drained from carrying around baggage from your past? It’s like you know you need to toss it, but you just don’t know how to dispose of it.

Look, I get it. And I’m here to help you throw out that baggage ones and for all. You see, my superpower is connecting with individuals on a deep, subconscious level so they can unpack the baggage and relieve themselves from the weight of it.

Whether it’s healing from childhood wounds or ancestral trauma, you can (and you will) gain the direction and clarity you need to create a bright and better future for yourself. And it all starts with my EVOLVE Method.

With it, you’ll gain the guidance support and resources you need to decode negative belief patterns, manage your emotions and heal from past and present wounds – all so you can become who you are divinely meant to be.

Now, you’ll need to finesse the words, but I want you to see how again we shifted the focus of the writing to the reader versus all about you.

### **Podcast**

We’ve reviewed and advised on a few podcast descriptions during our reviews. Check those out for the right flow and framework. Basically, again, redirect so the copy isn’t all about you and why you’re doing what you’re doing. Something like this:

Tune in every XXX for tangible personal development tools, strategies and compelling interviews with people who have aligned their mission and evolved into theirs purposefully.



You have what it takes to step up and evolve, but first we need you to emotionally, physically, spiritually and financially healthy.

And during the XX Podcast you'll get the real, raw and vulnerable strategies to help you do precisely that. So, whether you're struggling with personal development, business, fitness and health, relationships or your communication skills, tune in to get the gems you need to EVOLVE.

