

CLOSET HOURS SESSION - 9/24



CLOSET HOURS CRITIQUES - SEPTEMBER 24, 2020

[TARA – SALES PAGE]

<https://tarapaton.samcart.com/products/fromhustlertoceo/>

Great job on the writing. Just a few suggestions to enhance the flow of the page. Remember, while we write them section-by-section, the overall page should read like an engaging, supportive and persuasive letter to a friend.

HEADLINE + INTRO

Good job. When your headline and intro copy are united, you'll want to use ellipsis to make that clear.

So, it becomes Turn Your Product Hustle into a Profitable Six-Figure Business ...

With the exact same winning strategies and marketing tactics that major brands use to sell millions of dollars in products.

Oh, and you won't need a big budget to do it ... just your genius and perseverance plus my step-by-step blueprint are all you need to build a wealth-generating, legacy-building business.

<<YES, MAKE MY SIX-FIGURE DREAMS A REALITY>>

PAIN

Good. Just needs a better transition here:

Listen, when you work without a detailed plan ... you'll find yourself stuck in a never-ending guessing game and always wondering:

Questions

And the more you think about it, the more you realize ...



You. Just. Don't. Know!

[GET STRAIGHT TO IT, YOU GO OFF TO THE LEFT HERE A BIT]

And that's what I'm here to change.

You see, you can learn the unwritten rules of business and you can count on me to reveal every single secret.

Just imagine:

Having a profit-boosting, failproof strategy you can tap into to pull in sales almost instantly.

Opening your email to an inbox full of ...

Getting DMs from ...

Watching your dream business finally become a reality.

And doing it all in just EIGHT weeks.

OFFER

Well you won't have to imagine ... you can actually have it all when you join me inside the From Hustler to CEO Marketing Accelerator. During our time together, I'll rely on my extensive experience helping women transform their product businesses into 6-figure empires AND my million-dollar product launch strategies to show you how to build your 6-figure dream business.

Here's a rundown of everything you'll master with my 3-phase, 9-lesson signature Six-Figure Growth Formula:



Phases

With this Six-Figure Growth Formula in hand, you'll have the strategies, guidance, resources and "been-there-done-that" support you need to shift from running a late-night side hustle to operating a profit-generating empire – all in just 8 weeks.

Now, even though the Accelerator is valued at **XXX**, I'm not pricing it anywhere near that because I want to see YOU win.

Pricing

STREET CRED BIO

Missing. Why should I trust you to help me?

FINAL NOTE

The timeframe has to match up. In the early part of the page, you mention 8 weeks. In the questions, you mention 12 months. This must be consistent.



[EBONY – LANDING PAGE]

<https://event.webinarjam.com/register/26/84825uny>

Good job on the writing as always. Just a few things:

HEADLINE

A profit-boosting, 75-minute masterclass exclusively for new entrepreneurs who want to go from \$0 to \$100K in revenue within the next 12 months.

BENEFITS

During our time together, you'll get the inside scoop on:

- The 3 core pillars you **MUST** implement (if you want to create a profitable online business and have the freedom to travel the world and just do what you want)
- How to attract your best-ever dream clients – those who will willingly pay you top dollar – no questions asked
- The **ONE** thing you're likely not doing but will need to do to kickstart consistent revenue in your business
- The step-by-step, failproof business framework my clients have used to go from \$0 to \$100K in as little as 12 months (and guidance on how you can do the same)

Look, they say hitting six figures is hard, but having the right strategies makes it so much easier. Register for my **FREE** Masterclass so I can give you the framework to turn the seemingly impossible into **DONE**.



STREET CRED BIO

Good. You might want to consider turning this to first person since you'll be teaching the class and the newbies want to feel that warmth, guidance and personal touch.

[EBONY – EMAILS]

EMAIL #1: SUBJ

Good.

OPENER

Look, I've got some good news and some bad news for you. Let's start with the good ...

Now, before we get to the bad news, please allow me to announce that my company is upleveling in a serious way. But with every good thing, comes a not-so-favorable outcome for others.

And with that, I gotta let you in on the bad news ...

I've decided to discontinue one of my BEST Instagram marketing challenges every in the next few days, **CHALLENGE NAME** on September 30 at TIME. After that date and time, you'll still be able to access the challenge, but not for FREE as it'll be under lock and key inside the EntHERpreneurU Vault.

TRANSITION

But look, before you drown yourself in a pool of tears, dry your eyes and claim your last chance to participate in the **CHALLENGE NAME** for free.



OFFER

Inside, you'll get the same proven strategies that have helped over 140 other coaches, consultants, bloggers, creative hustlers, and service-based entrepreneurs use social media to promote their businesses. And I'm certain it will work for you too.

CTA

Find out for yourself here:

[LINK]

EMAIL #2: SUBJ

Good.

OPENER

Don't understand the first sentence.

Email good otherwise – just proofread it.

EMAIL #2: SUBJ

Good – lowercase account.

OPENER

Haaaa, love the story and transition – excellent job!



[KASANDRA – PRODUCT DESCRIPTION]

<https://bebougie.com/collections/bougielikeme/products/good-genes-adult#judgeme> product reviews

Good angle. We just edited for flow and to tie in a bit better with the “get it from your mama” angle by directing the content directly toward the reader versus “everyone.”

You get it from your mama ... or maybe your big mama, daddy, grandpa, supa fly auntie or uncle. The point is your “good genes” deserve to be rocked and repped. And our tees are the perfect way to do it.

Our tees are 100% ring-spun, soft cotton and pre-shrunk for longer wear.

Model is 5'8" wearing a size Medium (Black)

Model is 5'4" wearing a size Small (White)

For Kids Size and Fit Click Here

Shipping may be delayed due to safety measures from COVID-19. See our FAQs for details.



[TUNISCIA – SOCIAL BIOS]

IG

https://www.instagram.com/forgiveness_lifestyle/

This is good. Suggestion to not repeat Forgiveness Guru and use that space to push up your benefits statement and include a call to action above the link – tell people why they should click.

LINKEDIN

Well-written but it's all about you. What can you do for others? Here's how the rewrite should flow:

- Start out with a hard-hitting statement about forgiveness
- Explain why it's important
- Introduce yourself as the solution to their forgiveness struggles
- Share insight on how you do what you do and who you do it for
- Give a call to action on how to work with you.

Here's a look at my bio to give you an idea of the angle:

<https://www.linkedin.com/in/aprylbeverly/>

FACEBOOK

<https://www.facebook.com/blendingour.love.7/about>

I'm the Forgiveness Coach women trust for the guidance and strategies they need to unleash their business brilliance and attract high-paying clients.

This sounds like a business coach, where's the forgiveness angle?



[ALICIA – WEBSITE COPY – HOME]

You have a unique challenge to speak to 2 audiences at the same time. The key to servicing both corporations and professionals is to find a bridge that connects the two audiences and then speak to them directly and bring them back to those shared desires.

HEADLINE

Delivering proven organizational development and career growth strategies that get corporations and professionals the results they crave.

BODY

Whether you're a corporate decision maker or a professional looking to climb the corporate ladder, one thing's for sure:

You have a core set of goals you want (and even must) achieve.

And while those goals look good in a spreadsheet on a PowerPoint presentation, actually hitting them is not such an attractive process. You see, when you factor in extinguishing daily workplace fires, last-minute, bet-the-company projects and all of those "life happens" situations that can wreak havoc on your well-planned to-do list, accomplishing your objectives – no matter how S.M.A.R.T. they are, feels impossible.

But not when you have AGK Career Services by your side.

Here's a break down on how we can serve you and your organization:

For Corporations

At the heart of any successful business, sits talented and skilled professionals ...



For Ambitious Professional Women

Just like corporations, you want to win in your career and deliver your very best to the customers and clients you and the organization serves ...

CALL TO ACTION

The bottom line is: We make companies better. And we're here to do the same for your organization. Contact us today to find out how.

[LINK]

[ALICIA – WEBSITE COPY – SERVICES]

HEADLINE

Get the Services You Need to Propel Forward

BODY

Looking for a strategic way to develop your organization, hone your professionals' skills and groom them to become leaders?

OR are you searching for guidance on how to grow your career so you can step into a leadership role?

With **X** years of career growth and organizational development experience, we can help you either way.

Our services include:



Career Growth for Professional Women

[GIVE CONTEXT HERE – A SENTENCE OR 2]

Professional women rely on us to provide a variety of coaching services and resources to position them to excel in the workplace. Our services include:

Free Virtual Career Consultation (20 mins)

Free Career Strategy Workbook and other Resources

360degreeshift Strategic Career Planning Solution

(Include a suite of services such as career strategy session, coaching and personal branding)

Organizational Development for Corporations

[GIVE CONTEXT HERE – A SENTENCE OR 2 FOR EACH AND A LEAD SENTENCE LIKE SHOWN ABOVE]

- Executive Coaching
- Leadership Training and Development
- Culture Change
- Performance Management

No matter which service track you choose, you can count on our qualified professional team to support you every step of the way.

CALL TO ACTION

Schedule a complimentary consultation now to find out how we can tailor the right solution for you.



[ALICIA – WEBSITE COPY – ABOUT]

Look at the other page edits and rework this one:

HEADLINE

BODY – A SENTENCE TYING THE 2 AUDIENCES

SOLUTION TRANSITION

STREET CRED

CTA

[HOPE – PRODUCT DESCRIPTIONS]

<http://hopelynette.com/product/how-to-use-the-rules-workbook/>

Good writing, a few suggestions:

OPENING HOOK

Involve the reader more with this:

IF you read XX, then you now have the game. But now, you need to know what to do with the game and that's where this companion workbook, XX comes in.

BODY

Avoid passive sentence structures ...

Inside this must-have workbook, I unpack and dive deeper into every rule I revealed in XX. Now, this workbook will help you get your entire love life together and never again fall victim to a slick man's games.

With XX, you'll gain access to eye-opening exercises, how-to's and thought-provoking assignments all designed to give you the upper hand in love.

CALL TO ACTION



You see, they say “two can play that game,” but with this workbook, you’ll come on in the winner’s circle every single time.

<<YES, I WANT THE UPPER HAND IN LOVE>>

The second description is good, but I want you to practice speaking directly to the audience and use the frameworks to help you craft section by section. While you’re a great writer, your intros are novel-like. While sales copy should read like a good story, yours starts out as a story being told versus putting the reader in the story.

For example, instead of “Nuevo 40 Days to A Brand New U, is a 40-day journal that is necessary if you have self-doubt, have issues believing in yourself, and are in need of steps to assist you with acquiring self-worth.”

Refine to ...

HOOK

Are you struggling with self-doubt, drenched in feelings of “not being good enough” or just can’t seem to put a finger on your self-worth? Listen, no matter what you’re going through, you can become a better version of you. And I created Nuevo 40 Days to a Brand New U to help you do precisely that.

OFFER + BENEFITS

Inside this 40-day journal, you’ll uncover ...

You see, self-worth touches ...

AUTHOR STREET CRED

CALL TO ACTION



[EVELYN – LANDING PAGE]

Great writing ... a few suggestions:

HEADLINE

FREE WORKSHOP SERIES: From Wounds to Wealth
Monday, October 12 – October 14

PAIN INTRO

Can we get real for a sec? You see, we know you've been dragging around baggage in your purse and with all the extra weight, it gets harder and harder to leap into the glory of life like you once did.

It's the trauma, the emotional rollercoaster, the inability to fully love yourself that has you paralyzed from achieving your goals of wealth and freedom.

But yet and still, you've worked SO hard all these years to try and forget certain aspects of your upbringing... because, who wants to remember that #amiright?

Now, here's the thing:

What we know for sure is that the energy of 2020 and the recent global events are forcing these aspects to light, whether you're ready or not. 🙋

SOLUTION TRANSITION

So, let me ask you a question...

Have you been feeling heavy and drained, and like you know there's something you need to get rid of, but you just don't know how to dispose of it?

Look, I know you're scared, anxious and uncertain about what's really hiding behind all the walls that you've built to keep your heart and soul "safe."



But it's time to let go so your heart and soul can shift from a false sense of safety to truly being protected by real love and peace.

OFFER

And that's what you'll find out how to do during our 3 days together.

During our time together, you'll ...

- Identify limiting beliefs and rewrite them
- Activate aspects of your authentic voice
- Become more comfortable speaking your truth
- Become calmer and more confident in order to be who you want to be in your life, whether that is an emotionally intelligent leader, business owner, or just a badass human being

What you can expect:

Day 1: How to Find and Acknowledge Your Joyful Self and Inner Being

Day 2: How to Listen, Communicate, and Nurture Your Creative Nature

Day 3: How to Fill the Gap and Use Your Findings to Attract Abundance and Prosperity

OPT-IN button

[YES, I WANT THE WEIGHT LIFTED OFF NOW]



This workshop is for you if in your life and/or business, you...

1. Are experiencing self-doubt or feelings of incompetence... like you're gonna "get it wrong"
2. Put things off or avoid making decisions or actions out of fear that you'll fail
3. Struggle with creating boundaries in both your personal and professional life, feeling like you're keeping yourself small please others in your life like family members and friends

Look, I get it. And I'm here to help you throw out that baggage once and for all. It's time for you to connect on a deep, subconscious level so you can finally unpack the baggage and relieve yourself from the weight of it.

In this 3-day workshop, you will gain the direction and clarity you need to create a brighter and better future for yourself no matter which area of your life or business.

STREET CRED

AS SEEN IN:

(logos of companies and businesses I've been featured in)

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



- Mental + Mindset Health
- Feelings + Emotional Health
- Embodiment + Physical Health
- Spiritual + Soul Path Health
- Wealth + Prosperity Health

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...

I'm a first-generation Asian-Canadian who moved to Los Angeles California in 2018.

Throughout my own mental, emotional, physical and spiritual healing journey, I developed a passion for the human psyche and subconscious mind. I founded Evolve with Evelyn to support my clients in healing from their childhood wounds and ancestral trauma in order to rewrite the stories they've carried from their childhood and/or that have been passed down from generations.

If I can leave you with one thing, it's this:

You came into this world with a purpose and to play it big. It's time for you to EVOLVE into the person you were destined to be.

Your time is now.

I love you, and can't wait to see you inside.

Coach Ev

[YES, I WANT THE WEIGHT LIFTED OFF NOW]



[PRECIOUS – LANDING PAGE]

The Hot Mess angle could be offensive for the women who are trying to feel good about themselves even though their hair is falling out. Is this a phrase they use to describe their existing situation?

Maybe something like:

HEADLINE

FREE Masterclass: Go from a Mental Hot Mess to Too Blessed to Be Stressed So You Can Grow Back Your Hair and Stop Wearing Wigs

BENEFITS

Tune in to gain real, no-fluff insight on how stress is destroying your hair (and what you can do about it.

During our time together, you'll:

Bullet 1: Discover the 2 main ...

Bullet 2: Find out my top 5 ways to deal with stress before it wreaks havoc on your hair

Bullet 3: Gain access to the exact system I use to repair my clients' hair so they can toss the wigs once and for all



[SHANTELL – LANDING PAGE]

HEADLINE

Imagine Having Your Hair or Beauty Products Sold Out by Next Weekend ...

RELATABLE STORY

Look, I know it CAN happen because I did ... right in the middle of pandemic. YES, I sold out my hair coaching program and my subscription hair care product boxes even while suffering from anxiety, depression and experiencing website issues.

Oh, and I wasn't:

Posting on social media every day.

Sending free inventory to influencers and begging them for a shout out.

Or running pricey ads on the Shaderoom or other celebrity-inspired pages.

Want to find out what I did?

OFFER

I followed every strategy I tucked inside my Optimal Customer Bundle.



You see, it's the no-fluff, all-secrets-revealed mini-course that has the proven strategies, fail-proof resources and straightforward guidance you need to boost sales and attract your optimal customers fast – whether you're running a hair or a beauty brand.

Now, I get it ... fluff-filled online courses are everywhere. But please know that's not how we roll inside the Optimal Customer Bundle.

Look, I know what it's like to be a confused and frustrated indie hair or beauty brand out here trying to make big things happen, so I'm here to do everything I can to not just want you to win, but give you the game plan to actually meet me in the winner's circle.

So, IF you're:

- ALWAYS dreaming of quitting your job and going full-time with your beauty brand
- NOT confident your content is reaching the right people
- NOT prepared for Black Friday
- NOT making enough profit to cover your monthly expenses
- AFRAID to release a new product
- SITTING on inventory because your new products aren't selling as quickly as you imagined ...

I got you. And now's the time to get the Optimal Customer Bundle and reclaim control of your revenue. The pandemic has wreaked havoc on a lot of things, don't let your profits be one of them.

BENEFITS/VALUE/DETAILS ON WHAT YOU GET

FAQ



STREET CRED

CLOSING

Reflow the page from here removing some of the subtitles. Subtitles are a great addition to highlight certain aspects but there's so many here that it takes away from the readability of the page.

[TAMARA – SALES PAGE]

<https://www.virtuousbodies.com/put-me-in-the-game-coaching-sales-page>

SALES PAGE

Please reference the video only for our few suggestions on your sales page. We added our suggestions on your Services Page here because we had more revision recommendation for that page.

[TAMARA – SERVICES PAGE]

HEADLINE

Missing?

PAIN STORY

The intro question is good, but go deeper into the story ...

I understand. You see, I know you're using your skills to make your company better.

Using your “get-stuff-done” attitude to keep the house in order.

And putting forth your “mom-knows-best” foot to make your kids' lives better.



But who's putting in the work to make YOU better?

I AM.

You see, if you want to find out how to juggle motherhood without forgetting about YOU, I'm here to help you lose weight, eat better and take care of yourself so you can have enough fuel to ignite the lives of others.

OFFER

Look, the time for you to love on yourself is now. Yes, you're a mom, but you're a woman first. And that woman needs attention, support, love and self-care to continue being the best mom ever.

So, IF you're tired of feeling trapped in a "mom body" or even embarrassed, shocked or even depressed every time you look in the mirror, you can become #bodygoals again.

All you gotta do is let me put you in the game.

Talk about the program

TESTIMONIALS

STREET CRED

Delete repeated section

High-level advice for website copy:



[TAMARA – HOME PAGE]

Moms don't look for successful solutions – they look for “ways to lose weight” – make sure you're being conversational and using their words. They also don't want “intended results” – they want the “results you want.”

Most aren't on a hamster wheel, they're liking hopping from no-carbs to intense workouts to 10-day detoxes, back to dieting again only to find out NOTHING is working for you?

I'd avoid using “sis” so much unless it's something you use regularly with your audience.

[TAMARA – ABOUT PAGE]

Chunk out the copy – it's heavy on the eyes.