

CLOSET HOURS SESSION - 10/08



CLOSET HOURS CRITIQUES - OCTOBER 8, 2020

[SHANTELL – IG CAPTIONS]

Great job on the writing. For social media posts, you always want to include an engaging intro/one liner and remember that the job of the caption is to sell the click ... so don't make the caption work too hard by adding too many details.

NOTE: You can't use "wack the buy button" in your copy in the same way that I use it ... that's too close to my registered trademark.

ORIGINAL #1

If you're a hair + beauty brand selling products, listen up.

Every business coach tells you that you need to focus on sales and scaling your company...

But none of them ever focused on hair + beauty brands that sell physical products.

You've spent countless hours creating content, selling your items at pop-up events, beauty expos, on etsy, shopify, and even Amazon.

You've seen other hair and beauty brands blow up in months and you're still trying to figure how to pay your overhead/rent?

Do you know, why?

|

It's because your competitors found their Optimal Customers.

As a beautypreneur, you're surrounded by other competing products.

And sometimes your products get lost and forgotten.

What does a girl have to do, to get some sales!!

Wouldn't it be great, to know EXACTLY who your Optimal Customers are?

Speak their language and become so close that you're practically in their heads and equipped to launch products to solve all their hair, beauty, and self-care needs.

Well... I've created a no-bull\$hit system that I've used for my own brand and my clients- that will get your product(s) in front of the right customers to triple your sales.

Attract Your Optimal Customer

Get into their heads

Speak their language

Create products and services specifically for them

Get your customers to wack the buy button

Finally create content that they'll like, share and comment

Build your tribe of loyal customers and followers

Fewer returns from customers because your selling your products to customer.

(Spoiler Alert it's only \$12.25)



Pssst, get over here ... I have a little secret for hair + beauty brands that sell products. Listen, business coaches are quick to tell hair and beauty brands that you need to focus on sales and scaling your company...

But hardly any of them ever focus on hair + beauty brands that sell physical products.

Sooo, after spending hours on hours on hours creating content and selling your items at pop-up events, beauty expos, and on Etsy, Shopify and even Amazon, you're still watching OTHER brands blow up while you sit at square one.

WHYYYYY?

Because they figured out how to market to their "optimal customers." These are people who _____.

Now, just imagine if you could somehow, some way figure out how to speak your people's language and become so in tune with their needs that you're practically giving them what they want ... before they even realize they want it.

Imagine the customers you'd help and the sales you'd make. Wanna find out how to do it? I have a no-bull\$hit system that will help you do all of that. Oh, and you can get your hands on it for less than the cost of a _____. Click the link in my bio now.



ORIGINAL #2

Here's the feedback that I've gotten from current and past Perfect Customer Challenge clients.

"I feel like I'm finally understanding what my customers actually WANTS from my brand."

"Wow, how are you charging this little for this information?"

"Thank you for understanding the beauty industry and how hard it is for your product to be noticed."

This is what I'm talking about! Beauty Brands finally getting their products in the hands of the RIGHT customers.
Creating better customer relations, loyalty, and customer retention.

Wouldn't it feel great to have your business on autopilot?

Travel and do your business anywhere (once we're set free)

Have an office/warehouse

Dedicated team to scale your brand

Customers who love your products

Influencers begging to work with you

Ladies, that's the prize! NOTHING else!

P.S. I'm offering my Optimal Customer Challenge for \$12.25 because I HATE seeing beautypreneurs struggle during COVID.

Our industry was hit the hardest because a lot of indie beauty brands didn't know who/how to service the needs of their customers during quarantine.

And I know you're asking is it really that price. YEP! But don't expect it to be this price for this long.



Get people excited with your intro ... The streets are talking about the Optimal Customer Challenge (will you be the next brand we feature as one of our superstars?)

ADD REVIEWS

Now, the only question left to ask is: Will you be the next brand we feature as one of our superstars? YES?! Well, you must register first. Hit the link in our bio to get in for a price soooo low, you gotta click to see it.

ADD A SHORTER PS.

ORIGINAL #2

No seriously, I'm doing this because I UNDERSTAND how hard it is to make a profit during a time of uncertainty.

The regular price is \$149.97 and it's worth every penny!

200 OC slots left!

Because inside OC You'll get everything you need, including-

Ideal Profile Analysis

Video Tutorial

Questionnaire

And Bonuses!

It's the "ready to level up," for me.

I want to break it down to you. If you're in the hair or beauty industry and you're selling products and you want to take your brand to the next level then you need to find your ideal customer

Periodt!



Alright, so I've been getting a ton of questions, "Why are you offering the Optimal Customer Challenge" at such a low price, Queen?"

My answer? Because I'm tired of seeing more beauty and hair brand struggle versus success. Period.

Now, during the challenge you'll find out how to:

[ADD BENEFITS]

Look, I have just a few more spots left, so if you want to end 2020 with a stack of sales and happy customer receipts, I encourage you to run to the link in my bio and claim your spot. BUT, if more sales and serving more people really is NOT on your to-do list, I get it. Keep doing what you're doing. Everybody else, hit up the link in my bio now.



[EVELYN – WEBSITE COPY EXCERPT]

Arrange the words by thinking about what the reader will care about and then use everything about you to back up that thing they care most about.

For example, I wouldn't start a story with I grew up in Akron, Ohio because I haven't given the reader to care about that. But if I say,

I started writing when I was 4 years old as a way to escape the horrors I experienced growing up as a little girl in Akron, Ohio. See the difference?

So, a piece of your rework goes like this:

My passion for mental, emotional, physical and spiritual health stems from the childhood wounds and ancestral trauma I've experienced growing up in Vietnam. Now, even though my family owned several businesses and entrepreneurship was in my bloodline, they lost everything during the communist takeover, leaving future generations like mine to build our own wealth from the ground up.

You see, after the Vietnam War, my family fled to Canada, where I was later born, making me a first-generation Asian-Canadian. From there, we made the terrifying yet rewarding move to Los Angeles, where I got a firsthand taste of entrepreneurship when my mom opened a day spa in our basement. That was in 2008. By 2015, I'd jumped off the sidelines and started a personal training business, which evolved into online coaching just 2 years later.



[PRECIOUS – FB AD]

<https://www.helpmewithmyhair.com/tooblessedtostressmasterclass>

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

Is hair loss driving you insane?

You are not alone. |

I've experienced traction alopecia as well as post-partum hair loss and I know how stressful it can be losing hair and not understanding why. So I'm giving you a leg up in my [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.

Reserve your spot now at <<<link>>> before we run out of seats.

Facebook is strict about making claims in ads, so I'm not sure your existing copy will get approved. We talked about this in the group, you want to focus on yourself or a client – not “you.”

So, ad could go something like:

OMG, my hair is falling out! I remember the day like it was yesterday. There I was watching clumps of hair fall to the floor and I had no way of stopping it. But now I do.

That's because I figured out what was going on with my body so I could pinpoint the actual cause AND then I put together a natural remedy to grow back my hair and stop it from falling out again.



Want to find out how I did it? I'll tell you all about it during my upcoming Masterclass. Tap [LEARN MORE] to claim your spot (it's FREE.)

NEWSFEED DESCRIPTION

YES, hair loss is devastating but it doesn't have to be permanent. Register for my Masterclass now.

PRODUCT DESCRIPTION HEADLINE

When you're coming up with headlines, you have to think about and write down what the audience wants, knows and understands. For you, do they know autoimmune is the problem? How much of the tech stuff do they understand and what do they want?



Product description for AutoImmune & Hair Loss digital product (I want them to purchase class then it will be delivered automatically):

I need help catchy headline. Masterclass: Discover How to Heal Your Autoimmune Related Alopecia 3 Easy Steps

Solution/End Result this product solves: Provides a holistic approach to address your alopecia autoimmune related symptoms and heal yourself.

Product Description

Get Practical & Holistic zzz to Rescue Your Hair in 3 Easy Steps! Immerse yourself into this zzz Masterclass that shows you a holistic approach to address your nerve-wrecking alopecia autoimmune related symptoms and heal yourself from within once and for all.

Alopecia comes in many forms.

With these 3 easy steps you will be able transform your health and heal your hair inside out.

Recovery depends on the severity of your alopecia but you can lessen the severity using natural remedies.

<<<Yes, I WANT THIS>>>

WARNING: This MasterClass is expected to sell out fast--- only xx left.



[KASANDRA – ABOUT PAGE]

<https://bebougie.com/pages/about>

Engaging About Pages carry a back and forth discussion with the reader, starting with identifying the reader's pain. Please reference the About Page framework.

The back and forth convo is missing here.

Pain Story

Intro of Be Bougie as the Solution

Meet the Bougie Women Behind the Brand

Call to Action to shop

[KASANDRA – PHILANTHROPY PAGE]

<https://bebougie.com/pages/philanthropy>

There are some confusing perspectives on this page. You, us, we them ... be consistent and clear.

Suggestion for page map:

Intro

Before we go any further, we want you to know that girls ...

And that's precisely what we're here to make happen for **girls around the world.**

What philanthropy means to you and why it's important.

What you look for in partners and how organizations can apply.



If you keep the FAQs, label it so the readers know you're switching to a new section: Commonly Asked Questions About How We Choose Organizations to Support

[TAMARA – FB AD]

Have you failed with managing #momlife and losing weight? Here is the solution. [Note, I could not come up with a catchy headline other than this]

As a mom of 2 I understand the baby weight, dieting off and on, can't find time for self, let alone to workout #momlife struggle.

Been there, done that over and over again.

Trust me, the "struggle is real" and that is why I created "Blood, Sweat, and Macros" so that moms like you never have to struggle with losing weight, improving your dieting, and finding time for self and a healthier lifestyle again.

"Blood, Sweat, and Macros" is a 28-day group coaching program designed by a woman of God for woman of God that will provide:

- Live Zoom coaching sessions
- Accountability
- Access to Virtuous Bodies coaching academy where you will learn about macros and macro-counting so that you can stop restrictive dieting for good
- 30-minute workouts
- Resources to improve time management
- Spiritual accountability
- Motivation and Support

I know that you desire to get life back in order, lose the weight, and live a healthier lifestyle.

This program was designed to help you do just that.

Tap [Learn more] to join the next coaching session that starts Monday, October 12.

You can't make unsubstantiated claims about your offers helping people with health, weight loss, skin, beauty ...

With ads like these, you have to switch the perspective to yourself or to a client. Here's an excerpt of the needed changes:



Trying to balance the stress of 2 kids, work, a personal life – all without giving into the temptation of snacks that seem to call out my name every time something goes wrong is HARD. For real. And then add in crazy-strict diets ... it's almost unbearable. And it was until ...

I got smart and created the “happy weight loss” method I’m now using inside my Blood, Sweat and Macros program. With it, I can enjoy the foods I love, satisfy my cravings and still lose weight (with my sanity and peace of mind intact).

Want the 411?

INSTAGRAM

Looks good!

[EBONYE – LANDING PAGE]

<https://infiniteroigroup.kartra.com/page/65g73>

Check out the sales page template. You did a great job talking to your audience but a few things are missing:

Benefits-focused headline: This anchors your page and tells people what they’re about to get, do ... For example, I had no idea this was for an event until I hit almost the last word.

At \$1,000, you’ll need to tell people what to expect and how what they’re getting will yield 10X the cost of the class.

You need:

Headline

Promise Subhead

Pain Story



Offer
What You Get
Why Now
Street Cred

[BRIT – SOCIAL MEDIA POSTS]

Great job on these, Brit. You can stop using the dots with this:
<https://apps4lifehost.com/Instagram/CaptionMaker.html>

SM POST 1:

I will **NEVER** forget the day when I ran into an ex I hadn't seen in a long time & he asked, "Are you pregnant?"

.

I was MORTIFIED.

.

Even though I knew better, I was so desperate for a quick fix, I tried all the things...

flat belly teas

fat burners

green smoothies

hours of cardio and tons of crunches

It was so unsustainable and overwhelming, I couldn't stick with it long enough to have any lasting progress.

It wasn't until I discovered **3 key workouts** that I was able to get my beach body back and regain my confidence to **wear whatever I wanted**.

Ready to stop turning to all the quick fixes that only leave you with temporary results?

.

Click that link in my bio and let's reshape that waist for good.

SM POST 2

What are you blaming for being stuck in your own body?

.

Genetics?

.

Age?

.

Motivation?

.

I've heard it all & can say that it's all lies you don't have to believe.

.

After transforming the bodies and minds of over 100 women, I found there are 3 ab workouts you need to have in your routine in order to build a strong core, and of course, snatch that waist regardless of your current shape, genetics, fitness level, or age.

.

Tap that link in my bio today to start reshaping that waist from the comfort of your living room with workouts that are less than 20-minutes.



[ALICIA – SALES PAGE]

HEADLINE

Use your audience's words, not yours. How does your audience describe this pain of sending out random resumes with no results?

PAIN

Good job here. Remove the ready sentence? It's out of place. You can place the first button under your revised subheading.

Start the body copy with I'm guessing ...

OFFER

Be sure to give enough details to showcase the value of the investment. Showing that the value exceeds the cost is going to require more than a few one-line bullets to close the sale.

WHAT YOU GET

Good, just include more details on expectations, timeline, how the content will be delivered (live, video) and all the pertinent questions you'd ask before enrolling in a program.

TESTIMONIALS

STREET CRED

Good here. Make sure you proofread it.



[ALICIA – LANDING PAGE]

Tell me WHY I need the Career Kit and how it will benefit me. Outline the pain of WHY they haven't been able to find their dream career on their own. And then go into the bullets.

Also, we'll need you to explain what's inside the downloadable resources. You give bullets but you don't connect the dots between those bullets and the 2 downloadable resources.

Go back and look at the Landing Page template for flow.