

CLOSET HOURS SESSION - 10/22





CLOSET HOURS CRITIQUES - OCTOBER 22, 2020

[EBONY – EMAILS]

<https://docs.google.com/document/d/1ctOCFs-v6ksIRuMH89CYbxAczPuHtMYweVBDhaLyBo/edit>

Great job on the writing. Some of the emails were a bit too long so we switched them up to make them shorter. We also suggested alternative subject lines that have worked well for us and our clients.

[ALICIA – SALES PAGE]

Great writing, we saw some major improvement over the previous sales page as far as transitions and flow of the page – so way to go. Some of the sections seemed repetitive so we deleted a few things to tighten up the page. Overall, excellent job.

Email #1

SUBJ: Marcia did it, will you?

Heyyy {FIRST_NAME},

I'm sliding back in your inbox because I want to reassure you—you're already ready...

If you have the **lizard-brain-impostor-syndrome** voice in your head:

*"How can I make money online? I really *AM* a nobody on social media! "*

If you're still wondering if Kingdom Coins will work for you, I want to show you something ...

Or rather someone...

{FIRST_NAME}, meet Marcia.



Marcia is one of my incredible Kingdom Coins clients who just officially launched her financial coaching business!

She launched her new business, A Purpose Life with **8 paying coaching clients** and already has a Rolodex with a queue of clients waiting to book her for the next few months.

Now, before Marcia even launched her business, she posted one of the authority building "Holla back" templates (I share these templates exclusively only inside Kingdom Coins) on her LinkedIn and landed a podcast interview on the His and Her Money Podcast.

Screaming!!!! Out of the blue blessings. My interview with the number one money couple in America is finally here for you to view.
#myhandsareshaking #Godisgood



Now, here's what might surprise you:

Just a year ago, Marcia was entering her 9th year working at a bank and completing her MBA. Even though she had accomplished her academic and career goals, Marcia felt like God had a bigger purpose for her life.

She wanted to take her nearly decade of banking experience from corporate and equip families within her community with financial tools and resources to pay off debt, increase their savings, plan for retirement, or buy a home. But she didn't know where to start.

Here's what I helped Marcia do in just short X weeks:

- Find her business sweet spot
- Identify & attract her DREAM clients
- Position herself as the expert
- Develop & price her signature offer and coaching packages
- Build an online presence
- Validate her offer
- And launch her business to 8 paying clients

Oh but don't just take my word for it, here's what Marcia had to say about her experience inside Kingdom Coins:

WHAT OUR CLIENTS SAY



This program has been such a blessing. It's the biggest investment I've made outside of my MBA that I can say I actually see the value. I am not the same person now that I was before this program. Ebony is truly a Godsend. There are people with larger platforms whose program doesn't even compare.

@marcianarmstrong

So look, the reality is - if she can do it, you can too!



Yes, even during a global pandemic.

Yes, even if you've never done it before.

Yes, even if it sounds scary and you don't know the "how" just yet.

Listen - ANYTHING is possible for you, no matter what's going on in the world.

God didn't say, "you can be successful in your business, but only after #TheRona gone."

Your abundance is LIMITLESS and it doesn't matter what your current circumstances are.

Because when you do the work and get the support you need...

Anything can happen.

I'm so proud and inspired by Marcia and all the other amazing women I get to coach and mentor.

It's literally the joy of my life to work with ambitious women who want to help people, make money and live life on their own terms.

A more abundant YOU is waiting inside the program! [Meet her here.](#) HYPERLINK RED TEXT

Listen, starting a business can be rewarding when you build it on the right infrastructure using fail-proof strategies.

See you on the inside!

Ebony

Ebony Evaughn | Founder, Soulstruck Republic

soulstruckrep.com | @ebonyevaughn

P.S. Clients are waiting for you to show up and help them achieve their goals. Let me show you how to do that => [LINK](#).

Email #2

SUBJ: RE: Your enrollment

Heyyy {FIRST_NAME},

Sooo, I'm going through the list of new Kingdom Coins members and I'm not seeing your name on the list. I'm guessing you were just about to hit the button to join us when your phone rang, an important email popped up or you had to run to see who tagged you in that social media post.

Look, I get it but because this is so super important, I felt compelled to hit you up with a reminder that the special deal to join Kingdom Coins is expiring soon.

But no worries, you still have time to join us -- just go here:

[LINK]

The mere fact that you're still reading this email tells me:

You're ready to stop playing small and go after your business dreams with everything you got.

You're ready to get the strategies, resources and mentorship you need to level up in every way.

And you're ready to surround yourself with a community of goal getters and "can't-stop-won't-stop" bosses just like you.

Listen, I hear you loud and clear and that's why I'm leaving the door open (for a little while longer) for you to get everything you're ready for.

Your dream six-figure business is waiting for you on the other side of this link:

[LINK]



See ya inside,

Ebony

Ebony Evaughn | Founder, Soulstruck Republic

soulstruckrep.com | @ebonyevaughn

**P.S. Your chance to get in on the bonuses is fading fast. Go here to get the details:
bit.ly/kingdomcoins.**

Email # 3

SUBJ: Bonuses + special offer expire TOMORROW

{FIRST_NAME}

This is it! In a few hours, I'm shutting down the special discount and free bonuses for Kingdom Coins.

Here's quick rundown on everything you're about to miss out on:

- **12 Weekly LIVE coaching calls**, where you can get the most out of your Kingdom Coins experience by joining me on weekly coaching calls. You will be able to get one-on-one assistance and ask any questions you may have in the program or with the launch, relaunch of growth of your business.
- **24/7 exclusive access to me** inside the KC Training community. I'll be there to answer questions, provide expert feedback, and give you the right actions to take to expedite your success and accelerate your growth.
- **Lifetime access to the online course** content, which includes 8 on-demand video training modules + done-for-you templates, sales scripts, worksheets and checklists.

Plus, you'll receive these "must-have" **bonuses worth over \$1300:**

- Unleash Your Purpose Masterclass
- Six-Figure Sales Script
- Webinar Boss System

AND - You get an additional bonus when you pay in full:

- Live Social Media Marketing Coaching Session (*\$497 value*)

Excited and can't wait to join but first wanna know how we'll spend the next 12 weeks? I got you covered ...

- **Week 1** - Plant: Money Mindset for Success
- **Week 2** - Purpose: Find Your Business Sweet Spot
- **Week 3** - Pulpit: Identify & Attract Your Perfect Customers
- **Week 4** - Position: Position Yourself As The Expert
- **Week 5** - Product: Develop Your Signature Offer + Pricing
- **Week 6** - Platform: Build Your Online Presence
- **Week 7** - Proof: Validate Your Signature Offer + Sales Plan
- **Week 8** - Profit: Launch! Get Leads & Sales!
- **Week 9 - 12** - Get more leads & more sales! During the business accelerator, I recommend that you focus on ONE primary selling strategy specific to your unique skill set. In the last 4 weeks, we concentrate on perfecting/tweaking your primary sales strategy (if needed) and implementing 3 secondary sales strategies to ensure you're always attracting NEW leads to your business.

Now, I must be upfront, Kingdom Coins is NOT for everybody. In fact, it's only for those who are:

- Ready to take their online service business from \$0 to \$100K in 12 months or less
- Want to build an online business that can pull at least \$10K per month, positioning them to fund their dream lifestyle
- Want a proven step-by-step blueprint for growing a 6-figure empire they can run without sacrificing their personal life
- Need to get clarity their business goals for the last quarter of 2020 and develop a launch and marketing plan to finish the year strong
- Craving community and sisterhood with like-minded experts, authors, speakers, influencers, coaches, consultants, course creators, membership owners, service providers and more!
- Tired of playing small and are ready to BOSS UP as a successful entrepreneur!
- Want to replace their income so they can finally QUIT their job.

Sound like you? Well, the Kingdom Coins is the place where you'll get my proven **step-by-step process of creating, launching, & growing your brand and business by packaging your existing knowledge, education, and purpose.**

[Here's your exclusive Kingdom Coins invite to join us for 50% off the already insanely low registration rate \(when compared to the failproof success strategies, resources and mentorship you'll gain access to\) -- invite expires TOMORROW AT MIDNIGHT \(EDT\).](#)

Oh and just one more thing:

Because I'm not the type of coach to enroll 1,000 people in a program and never have time to connect with everyone on a personal level, I have an extremely limited number of seats inside the Kingdom Coins. You see, I'm hands-on and having a limited number of students gives me the flexibility to take you by the virtual hand and guide you on turning your dream business into a reality.

You have the ambition, skills, talents, experience and gifts. Now, let me give you the game to succeed.

Step inside here:

[LINK]

See ya inside,

Ebony

Ebony Evaughn | Founder, Soulstruck Republic

soulstruckrep.com | @ebonyevaughn

P.S. Access to the BONUS Unleash Your Purpose Masterclass, Six-Figure Sales Script, and Webinar Boss System disappears soon! So, best to stretch forth your fingers now and enroll: bit.ly/kingdomcoins. Oh, and if you have questions, go ahead and hit reply now so I can answer before time runs out.

New Workshop: Discover How to Land Your Dream Job in the New Normal Using 5 Proven Career Strategies

Get the Guidance You Need to Make the Shift from Career Exhaustion to Career RECHARGE in 3 Hours

<<YES, I'M READY FOR MY DREAM JOB NOW>>

You've followed the career code for climbing the corporate ladder.

You've checked all the boxes: College degree, years of experience, credentials and successful track record of helping companies win.

You've even made a few changes to the way you approach job search as you apply for every job in sight.

BUT none of your efforts have paid off. It's been months now – no call backs, no interviews, no offer ... AND no job.

And because you're a realist, the "rejection" has you in your feelings and wondering if something is wrong with you.

Listen, I'm guessing that not landing your dream job has led to you doubting yourself, being frustrated and just about ready to give up. Plus, the stress level of working from home and home schooling have been anything but normal.

Now look, before you throw in the towel and make a career decision you'll regret later, please allow me to roll out the red carpet to my new workshop where you'll discover how to land your dream job in the new normal (all by using my 5 proven career strategies).

<<YES, I'M READY FOR MY DREAM JOB NOW>>

During the Workshop you'll find out how to:

1. **Shift your mindset** to uncover the opportunities that you've been missing out on
2. **Master these 3 fundamentals** to have clarity and walk in your purpose
3. **Be strategic and create the right goals** that will give you the results you desire in your life
4. **Assess where you are in your journey** and learn to manage your barriers and weaknesses
5. **Be authentic and build relationships** that create win-win outcomes
6. **Kickstart your 90-day Career Plan** to get the results you crave
7. **Execute like nobody's business** so you hit your career goals faster than ever
8. **And more including a surprise BONUS (for those who register within the next X days)**

<YES, I'M READY FOR MY DREAM JOB NOW>>

Look, it's no secret that the **Work World** has not been the same since the global pandemic hit. For example:

I bet you know at least one person who has lost their job.

I bet you know at least one person who's promise of a promotion or salary increase is now on hold.

And I bet you know at least one person who's once dream job no longer feels so "dreamy" with a laundry list of policy changes and uncertainties.

Now if you're the "one person," I want you to know this:

You can (and will) land your dream job, even during challenging times. And during the Workshop, I'll show you precisely how to do that.

WHAT'S WAITING FOR YOU INSIDE

Why do I need these things – share the benefits, not just the features

When you register for the Workshop, you'll get:

1. A 3-hour live virtual training session on Zoom
2. A fillable PDF Workbook for Download
3. Transcript PDF for Download
4. Access to the recording for 7 days after the Workshop

Now, look, with the career strategies and resources I'll share during the Workshop, I could easily price registration at \$1,000 or more. But because I want to see you win (without breaking the bank), I've decided to set the price at just \$149 for a limited time only.

Hit the button below to claim your seat at this insanely low price until November 30 at 11:59 p.m. EDT.

Now, I don't know about you, but I see that as a pretty tiny price to pay for the peace of mind you'll have, waking up every morning knowing exactly what step to take to achieve your dream career.

<YES, I'M READY FOR MY DREAM JOB NOW>>

Meet Your Dream Job Coach

Alicia Knight, Founder and Chief Career Consultant of AGK Career Services partners with leaders and organizations to achieve talent, organizational and performance goals.

She is passionate about coaching ambitious professional women how to shift from being overlooked and unappreciated to having a fulfilling career that leverages their skills in a way that yields impressive business results.

As a coach, facilitator, and mentor, Alicia brings 20+ years of strategic HR corporate experience and expertise to help qualified women show up in their careers. She is a certified Senior Professional in Human Resources International (SPHRi), Certified Professional Resume Writer and has an MBA in Human Resource Management and Marketing Research

ANSWERS TO YOUR LINGERING QUESTIONS

1. How do I access the Workshop?

This is a LIVE virtual training that you can access via Zoom on Tuesday, December 8th. Once I confirm your registration, you will receive an email with access details for the Workshop.

2. What happens if I paid for the Workshop, but am unable to attend live?

We understand that life happens and that's why we will provide participants with a 7-day access window to the recording plus you'll get to keep your Workbook.

3. Who is this workshop for?

This workshop is for you if...

- You haven't been getting the results you want from your job search
- You feel stuck in your career with no idea where to turn
- You want to have a step by step actionable plan with strategies to get ahead in your career in these unusual times.

- You're a corporate professional who wants to level up in your career.
- You're ready to move past the fear and commit to taking your career into your own hands.
- You want to get back to the days when you feel optimistic about your career and life.
- You want to awake your career dreams no matter what the future holds.

<YES, I'M READY FOR MY DREAM JOB NOW>>