

CLOSET HOURS SESSION



CLOSET HOURS CRITIQUES - JANUARY 14, 2020

[ALICIA – CORPORATE BROCHURE]

The brochure has some great writing. I suggest having it proofread and edited to get rid of extra words. I also suggest having it designed with subheads and so on (if you're not already doing so). Brochures should be submitted with a personalized email or cover letter as a leave-behind for in-person meetings.

I don't recommend sending brochures unless the prospect shows interest. So, do not attach a brochure to a cold email. Instead, follow up and entice them to request additional information.

[MARY – SALES PAGE]

<https://artofhealingtherapy.lpages.co/3-day-reset-self-care-challenge/>

Great writing! I recommend adding a transition between the first line and the introduction of the offer. Also, is this FREE? I see add to cart which feels like it's paid. You want to make sure that's clear and recheck the first button – it's not clickable for me.

Something like:

Have you been ...

Whether it's indulging in the bliss of a spa day, kicking up your feet for a luxurious pedicure or just curling up with some uninterrupted time with a new book, I want you to know this:

YOU are worth it all.

So, let this be ...

And if you've been struggling finding the time to fit self-care into your list or priorities, help has arrived.

You see, I've created the FREE 3-Day Reset Bundle to give you a much-needed kickstart to:

[bullets]

<<YES, I NEED A RESET!>>

Peace of Mind, Serenity and Clarity Are Waiting for You Inside

... [SECTION FINE AS IS]

<<YES, I NEED A RESET!>>

[TAMARA – EMAILS]

Personable and relatable writing. For the subject lines, testing is good if you can. So, if you use a service that allows you to resend with a new subject line, do that and see which one gets the highest open rate.

EMAIL #1

Two options for the Masterclass email:

It's the "no-diet" diet for me
You know how to count macros, now what?
You came, you saw ... now what?

This subject line and email should pull out the key points of the masterclass and entice attendees to move to the next step which is booking a call with you.

So, the follow up email should flow like this:

Heeeeyyy,

Last's night's masterclass was (flame). I am glad you were there to hear the gems I dropped about eliminating restrictive diets and coming over to the wonderful world of macro tracking/counting.



As you learned during our time together, it's truly the key to getting fit and healthy – without giving up the foods you love.

So, what are you going to do with your newfound knowledge?

From where I stand, you have a couple of options:

Option #1: You can use what you've learned to lose a few pounds and get a little healthier this year

Option #2: OR you can build on what you've learned by booking a call with me to ensure you do NOT carry the same weight loss goals into next year

I am here to coach you through the process of finding the best techniques that work for YOU. And to help you gain the wisdom, knowledge and support you need to reach your goals without carrying the mental and emotional weight of a hard-to-stick-to restrictive diet.

Schedule your call now to find out how I can help you ease your way into the new, healthier you.

So, IF you're ready to see what's waiting for you on the other side of Option #2, meet me here:

[\[LINK\]](#)

EMAIL #2

Subj: [Macros Guide] What you asked for

Good job. Just a suggestion for the PS:

P.S: I only have FIVE spots available for one-on-one coaching this month. So, if you've already set 2021 as the year you finally meet a healthier you, then claim your spot now (before it's too late). I've set limited availability because I want to ensure I have adequate time to devote the personal attention you need to hit your goals. Claim your spot here => [\[LINK\]](#)

EMAIL #3

Subj: How long will you hold yourself back?

Let's be honest here ...

You've been carrying some of those same fitness and weight loss goals with you year after year.

You've claimed my [name of guide] so I know you're ready for a change, BUT, I don't have you on the list for my "Put Me in the Game" Coaching Program.

Now, I know distractions can pop up at the darnedest time so maybe you meant to register but got sidetracked. If that's what happened, no worries, you can still claim your spot here:

[LINK]

However, if you chose not to register because you refuse to put yourself in the game, I want you to know this:

The weight loss and fitness goals you've set are achievable IF you commit to doing the work.

And I can't let you set your goals aside another year ... not on my watch.

I want you to meet a leaner you.

I want you to meet a healthier, more fit you.

And I want you to win.

So, let me help you do that.

You no longer have to keep holding yourself back because from here on out ... I've got your back.

Meet us here:

[LINK]

[MARCIA – SALES PAGE]

Good writing. You want to keep the bullets balanced by ensuring they connect with the colon, so the 3rd bullet should be changed to:

A workbook that eliminates confusion and guides you through every chapter of the Budgeting Secrets e-book

The bottom line is that with this Bundle, you'll get the insight, proven strategies and guidance you need to not just change your money habits, but also transform your life once and for all.