

CLOSET HOURS SESSION





CLOSET HOURS CRITIQUES - JANUARY 28, 2020

[BRITTANY – SM POSTS + AD]

Great writing with the posts. They're personable, witty and compelling. Two recommendations:

Make the transition smoother between the intro story and offer.
Add more direction to the call to action. Click the link in my bio or #linkinbio versus just "link in bio" all the time.

For the ad, you have to be careful about making unsubstantiated claims for weight loss ads. So, saying "... will give you everything you need to reshape your body" will likely get flagged because they claim insinuates your program will ensure weight loss.

Rewrite with a lead-in sentence something like ...

2021 is the year for slim waists and fat bank accounts. Period. So that's why I'm kicking off the year with my FREE 21-Day Snatched Waist Challenge. Inside, you'll get the same strategies, wisdom and insight other women and men are using to reshape their bodies and hit their weight loss goals.

SM POST 1

So word on the curb is you're looking for a way to make those better body goals you set at the start of 2021 happen.

But since the year started, you've been

Doing whatever workouts you can find on IG or YouTube and not seeing results.

Turning to every cleanse, detox, and tea you see



Considering swearing off entire food groups just to make those jeans fit a lil looser.

Starting over EVERY Monday.

It's a better way, sis!

Inside my 21-day #snatchedwaistchallenge you'll access everything you need to jumpstart your healthy eating habits and tighten up those trouble areas.

Link in bio

SM POST 2

Are you tired of feeling like every attempt you make to reshape your body and get consistent with eating healthy ends up in failure?

The consistency struggle bus is real.

But, with the right plan, you can get off it for GOOD.

Every day I get messages from women all over saying they still can't believe they fit into clothes they haven't worn since high school & not only that but those

curves are poppin' in all the right places

That's when I knew it was time to create my 21-day #snatchedwaistchallenge

Take the next step and just give yourself 21 days of dedication and prove to yourself that you CAN unlock crazy confidence, cure those cravings, and become your own definition of body goals WITHOUT giving up foods you love to eat.

Link in bio

AD

SNATCHED WAIST CHALLENGE will give you everything you need to reshape your body and get rid of stubborn belly fat without having to feel deprived of your favorite foods! Let's take your better body goals to the next level!

Custom Meal Plans (vegan, pescatarian, vegetarian options available)

Workouts for Home or Gym

HD Training Videos

Exclusive Community Support & Q&As

Fat Loss Recipes

Mindset Toolkit

And so much more!

Link

[TAMIKA – LANDING PAGE]

<https://www.knkcredit.org/DOITYOURSELF CREDIT REPAIR 928589>

Great writing! I recommend using a more benefits-focused statement in the headline. DIY sounds confusing and like work, but when you say something like:

Gain the Power to Repair Your Credit (Without Hiring a Credit Repair Agency)

See how that intrigues and empowers the reader versus DIY ...?

Smooth out the transitions in the copy. Everyone deserves a fresh start when it comes to good credit ... including YOU. And when you enroll in our DIY Program, you'll get the resources you need to achieve the high credit scores you want.

Be sure to paint the picture of the effects of bad credit so instead of don't let bad credit get you down it's don't let bad credit prevent you from living your dream life or something like that.

[KASANDRA – PRODUCT DESCRIPTION]

<https://bebougie.com/products/bebougiemug>

This needs an intro that intrigues and confirms the product. Something like:

Wake up and be your bougie self while sipping on your favorite tea or coffee from our signature Be Bougie ceramic mug. With this cute mug in hand, your coffee or tea breaks will never again be the same. So, pinky up, sis and let the world know just how bougie you are.

[CHERITA – MEMBERSHIP PAGE]

<https://www.cheritaweatherspoon.com/thebabenetwork>

Q: How can I improve the copy on this landing page?

Just a note: The opening header changes incredibly quick and it's hard to read because it jumps between the two quickly

Great job explaining the difference between the two membership options. I do think the EXPERT profile and INFLUENCER profile descriptions should be in bullet points and a little more concise so it's not too wordy right from the jump.

From a reader standpoint, I think the benefits of the program should be before the information about the differences in memberships. Rather, people want to know about the benefits of the program and more about the program itself before they pick the best profile for them.

I like the “How it Works” section and thinks it does a good job walking the reader through the process.

One thing that is missing are testimonials about working with you. These can be from members or clients you've worked with outside the membership.

Your bio does a great job of recognizing your credentials and how it applies directly to this program.

Before you go into the level of visibility, you should identify the pain points and discuss why being visible is so important and what the audience is missing out on by not being visible.

[ALICIA – CORPORATE SERVICES PAGE]

Q: I'm pivoting to have a 90% focus on corporate clients. With that I'm revamping my website with a highlight on corporate solutions. The objective is to get prospects interested in our services and book a complimentary call.

Great job with this page in terms of speaking to corporate clients. I like that you included facts to show the importance of why your specific services are needed.

You do still need to follow the same framework as inside the CopyCloset:

Headline/Page Title

Add a compelling benefits-focused title that summarizes how you'll support corporate clients

Business Pain

The research in the middle should come first. What you have at the beginning sounds nice, but it's an afterthought – not the pain to take action.

Solution

You transition into the solution great.

CTA

Good – I'd say Book a complimentary strategy call so we can develop the right _____ solution for you.

[TAMARA – EMAILS]

Personable and relatable writing. For the subject lines, focus on summarizing the point of the email. Be clear over clever. Also, if you find yourself veering away from the point in the email, add the sidebar info in a PS (like I show below).

EMAIL #1

Subj: Ready to plank and pray?

You'll need to proof this email closely. When you transition, bring in the reader:

And we start Sunday, March 8. You ready?!

Here's a rundown on what you can expect during our 28 glorious days together:

Instead of click ... simply say Register here.

P.S. Never planked before? I have a modified version waiting for you, so no worries. I got you whether you're experienced with doing planks or new to this whole thing. We're sitting at the Father's feet here: [LINK]

EMAIL #2

Subj: Your best self is waiting to meet you

One version says 28 days, the other says 21 days – need to be sure you proof these emails.

Smooth out the transitions – don't wait so long to get to the point. For example, you can start the transition here:

So YES, the challenge is over, but there's nothing that says we can't keep this good momentum going.

You see, what we did for 28 days shows that you have the tenacity and drive to do anything you put your mind to. Including becoming the best version of yourself.

And because I know all you need is some inspiration, hand-holding and guidance to hit your goals, I'm inviting you to hop on a call with me so I can put together a plan to ensure you get everything you need to say hello to an improved YOU.

As a woman of God, you already know the power of prayer. Now, let me show you how prayer PLUS the right strategies and support can introduce you to the best version of yourself.

Choose your session date and time here:

LINK

Talk soon,

EMAIL #3

Subj: The choice is yours

Loved this email – great job! No changes, but be sure to proof.

[NAJELA – SALES PAGE]

<https://www.waytoowayward.com/productiveworkshop>

What a great sales page! I love how you started with a short greeting to open the page. You also did a really good job of identifying the pain point and creating an image in the reader's head that they can most likely resonate with.

You also did a good job of explaining the offer.

My only suggestion is to talk more about what they'll actually learn how to write. You talk a lot about the process and getting productive, but not much about writing books – write your first or next bestseller or something. Also, you mention other projects – what else will the program help the readers write – share some of that so they know who this is for.