

CLOSET HOURS SESSION



CLOSET HOURS CRITIQUES - FEBRUARY 25, 2021

[PRECIOUS – FACEBOOK ADS]

<https://www.outsource4me.credit/WhiteLabeledBookPage>

Great writing on what you have so far. You're missing an attention-grabbing statement or question – audience-facing. The reader doesn't want to know what questions you're asked. They want to know that you understand their struggles. Make that plain.

Also, give enough of the reasoning to pique curiosity without giving away the “secret” in the ad. Talk less about you and more about the audience.

Start the ad with an audience-facing statement or question. So instead of what you have, write something like:

AD #1

Can't figure out why your hair is suddenly falling out or thinning? Listen, you're not alone. Studies show that unexplained hair loss and thinning are pretty common.

Now, what many people don't know is that DNA affects hair texture and length. So, if you're suffering from hair loss or thinning, the root cause likely has nothing to do with your products or hairstyles.

You see, what you don't know can certainly hurt you – especially when it comes down to protecting and maintaining your crowning glory. And as a Hair & Scalp Specialist, I'm hosting a free webinar to put you in the know so you can put a stop to your hair loss and thinning issue once and for all.

Ready to get to the root (pun intended 😊) of your hair struggles? Tap [LEARN MORE] now or go to LINK to claim your spot for my upcoming webinar so I can show you how to do precisely that.

AD #2

This ad is better. I would avoid calling out “ladies” and just deliver the statement such as:

Does any of this sound familiar?

You used to rock thick, luscious hair all types of ways – ponytails, braids, silk presses and so on. You’d style, brush, comb, wash and repeat and your hair was still growing and beautiful.

But then something switched up and suddenly hair was showing up all over the bathroom floor, edges were getting thin and your hair was not as versatile with styles as it once was.

In a panic, you ran out to buy every biotin vitamin and growth serum you could in hopes of returning your hair to its full, long and healthy state.

And nothing seems to be working.

Listen, if this sounds like you – don’t worry, I’m here to help.

My name is Precious Rutlin and I help women get to the “root” cause of their hair issues to support healthy hair growth and restore their confidence.

I know your hair is your crowning glory and I know how important it is for you to keep your hair. Sign up today for my FREE Webinar: 3 Things I Did to Grow My Hair Back After Having Postpartum Alopecia.

I’ve watched women spend thousands of dollars on wigs, extensions, hair pills, and serums and they didn’t get results they were looking for.

This webinar will help you to stop wasting your money and give you practical information you can apply to start your healthy hair journey in no time.

Tap [LEARN MORE] now or go to www.helpmwithmyhair.com and enter your best email then check your inbox for details.

AD #3

This one is even better. Just drop the “hey ladies” and go straight in with the question, something like what I do below. Also, add some transitions – think a casual conversation. Use the edits from the ads up top to flow in some transitional phrases to make the copy conversational.

Two questions for you: Have you had questions about what is going on with your scalp? Have you noticed that your scalp has been more itchy, scaly, flaky and dry?

Most scalp conditions can lead to hair loss or skin rash if left untreated.

I know you have been looking for solutions to combat those symptoms and avoid the latter. No worries – I’m here to help you out.

By the way, I’m Precious Rutlin and I help women get to the “root” cause of their hair issues to support healthy hair growth and restore their confidence.

And inside my FREE video training, I’ll show you how to manage your symptoms.

Tap [LEARN MORE] now to claim instant access to my best tips on the Common Scalp Conditions 3-Part Video Series.

[CERELLA – PRODUCT PAGES]

Good writing here – great job explaining the offer. You’re missing some critical landing page elements:

HEADLINE

Switch out the name of your company with an intriguing title about your offer. Something like:

Give the Gift of Serenity and Wellness with Our Restful Sleep and Relaxation Gift Set

PAIN STORY

Have you been searching for a unique gift to share with friends, family, colleagues and clients that will pamper them with all the R’s they’ve been craving? We’re talking relaxation, replenishment, rest and rejuvenation.

If so, your search ends here with the Restful Sleep and Relaxation Gift Set from Hostess Love Elevated Entertaining.

Indulging recipients with an at-home VIP experience, this gift set features all the makings of an unforgettable evening, including:

[BULLETS]

OFFER DETAILS

The rest of the details are fine, you'll just need to refine them so they flow in a conversational way.

CALL TO ACTION

How does the reader buy and what do you want them to do? Give guidance on next step and include a buy button.

PRICE

What's the price, delivery timeline ...

[BARBARA – LEAD MAGNET]

This is good. I recommend adding an attention-grabbing headline to summarize the real benefit of the roadmap.

HEADLINE

Add an audience-focusing, benefits-focused power statement to entice readers. Something like:

Get Instant Access to the 7-Point Roadmap You Must Follow If You Want to Land Your Dream Job Fast

PAIN STORY

I like the questions, but you can make the page flow in a more conversational way, with a paragraph format that clearly paints the picture of where your audience is right now. Something like:

If you're tired of dragging yourself into a job you hate and living your life in "I-can't-wait-for-the-weekend-mode," this Roadmap is for you.

Drop your information below to get instant access.

With the Roadmap in hand, you'll discover:

BULLETED LIST

Now, this Roadmap is NOT for everyone, but it's perfect for you IF:

BULLETED LIST

[TARETA- HOMEPAGE]

Good writing here – great job explaining the service. Just a few recommendations

HEADLINE

You take up valuable real estate with your company name when we see it in the logo. We recommend using that space to add what we refer to in the templates as a Promise Statement where you focus your attention on the browser and let them know why they're in the right place. Something like this could work for you:

Get the Referral, Extended Staff Members and Qualified Leads You Need to Grow Your Business or Nonprofit Organization

As a subscription-based concierge, networking and referral service, we match individuals, entrepreneurs and nonprofit organizations with the support, tools and connections you need to succeed.

<<JOIN NOW>>

PAIN STORY

You do a good job of adding in a pain element for every section of the page. For Concierge Services, the 2 pain sentences are the same, so try something like:

Are you tired of being the one-person show and desperately want to stop doing everything in your business or nonprofit so you can focus your efforts on the tasks

you love? We hear you and we're here to free up your time so you can do precisely that. Whether your tasks are big or small, you can count on us to do it all.

For the others, I want you to think about what your audience really wants. For example, in Networking, your pain is are you ready to connect to your next lead. That's not the pain. The pain is ...

Have you been struggling to get in front of prospects and attract quality leads for your business or nonprofit? Well your struggle ends when you enroll in our monthly service. With our massive database of partners and colleagues, you can count on us to keep a constant stream of qualified leads and viable collaborations flowing into your organization.

See the difference between this and what you have? Focus on the actual pain, not the step to alleviate the pain.

The third one is fine, just missing the pain story. Follow the advice up top to create a line or two detailing the pain.

CALL TO ACTION

Use the text to play up the benefits. People don't want to sign up for an email list, they want what's coming to them as a part of the community. So this turns into:

Get FREE networking, lead generation and staffing strategies delivered straight to your inbox when you drop your info below.

[TAMARA- 3-EMAIL SEQUENCE]

Great job with the writing here. And the email subject lines are improving. Are you using CoSchedule to help you out? Generally, for the emails, remember that the job of the body of the email is to SELL the click, not the program. So yes, you're giving way too much info in the email. Much of what you have should be on a landing/sales page.

SUBJECT LINES

A shorter option for Email #1 is Yay, you did it!

For email #2, the options are good. Go with something like Here's your failproof option ... (versus failure proof).

The subject line for Email #3 should express urgency and evoke FOMO, so something like It's now or never or It's time to seal the deal (or miss out)

EMAIL #1 RECOMMENDATIONS

Add transitional phrases to help the reader flow through the email like an everyday conversation. With the pricing, remember you want them to buy based on benefit vs. price, so go with something like this:

While the standard price for the program is \$250/month, I really want to see you win this year AND because I don't want price to serve as a roadblock, I've decided to drop the rate so low that you have to see it to believe it.

Check out your exclusive discounted enrollment rate here. [\[HYPERLINK RED TEXT\]](#)

Now, if you're ready to crush your goals but you already know you need a more flexible goal-crushing schedule, I have a few different options to meet your needs.

Explore other just-for-you options here:

[\[LINK TO INVEST IN OTHER OPTIONS\]](#)

Love the bottom line section. Last line – add more confidence.

So, I'm here to serve as your coach. And because I take that role serious, you can count on me to not only cheer you on but give you the play-by-play to make it across the finish line.

ALSO – DON'T INCLUDE QUESTIONS OR CONCERNS.



EMAIL #2 RECOMMENDATIONS

This is good, just be sure to proofread as we don't check for typos. Also, make the call to action easy by hyperlinking for more details (you might do that, I just can't see it in the Google doc). Also, drop the concerns at the end.

EMAIL #3 RECOMMENDATIONS

This is good. I'm super proud of you. Your email writing is improving. The flow is more conversational and you're making smooth transitions from the story to the sell. LOVE IT!

[WHITNEY- LANDING PAGE]

I love your conversational style of writing. That's going to boost relatability and ultimately sales with your audience. Here are a few recommendations following the writing frameworks inside The CopyCloset.

HEADLINE

What's the benefit of investing in the offer. You should include a powerful statement that summarizes the benefits of the program right here out the gate. Before you get to what you're going to do and your story, reiterate the pain they're experiencing so they know you "get them."

PAIN STORY

No need to call out who you're talking to. Instead, use words that let them know you're speaking directly to your audience.

For example,

You're a mom with major goals.

You want to attend the school recitals, sporting events and just have fun with your kids. But, at the same time, you also want to provide for them and create a legacy that prevents them from ever needing to worry about money or struggle financially.

Now, while those are goals that top every mom's list, the problem is being able to balance it all. And that's where the Working From Home Course comes in.

You see, you already have the drive to boss up your bank account and when you enroll in my course, we'll match your drive with the winning strategies you need to succeed as a boss AND a mom.

But before I tell you exactly how we're going to do that, please allow me to tell you a little about me ...

I'm Whitney X, and 7 years ago ... [ADD YOUR STORY HERE]

In the other sections, you have a nice outline, but you'll need to turn those into benefits-focused bulleted lists or powerful, action-inducing statements.

Follow the sales page map inside The CopyCloset to help you flesh out the rest of the page and you can resubmit for another review once you get more of it finished.

OFFER DETAILS

Your page is missing a few succinct sentences that tell the reader what the program is. For example, *The Working From Home Course is an X-week program created to x, y and z all so you can _____ . During our time together, you'll discover precisely how to _____ .*

BULLETS

See note above. Features should be connected to benefits in your bulleted list.

PRICE

Choose whether you want it on the actual page or the transaction page. If you decide to put it on the page, use the language we talk about all the time like because I want to see you win and I don't want you to struggle to balance your boss and mom roles any longer than you have to, I'm saving you a spot inside the course for an investment of only \$X – which is 60% lower than what my peers charge for similar programs.

[EVELYN– LANDING PAGE]

Yessss, Evelyn – great writing here. To delineate between entre and non-entre tracks, we recommend adding a new section before the price. Something like:

A Spark for Entrepreneurs and Non-Entrepreneurs

While most coaching programs seem to be created with entrepreneurs in mind, I'm doing things differently. You see, many people struggle reaching the next level in their careers because they're facing so many challenges in their personal lives. And if that sounds like you, you can count on me to give you the spark you need to heal from past trauma and step into the best version of yourself.

See below for a breakdown of what you can expect when you schedule either the Entrepreneur or Non-Entrepreneur Spark Session.

For Entrepreneurs

As an entrepreneur, you'll gain access to a 90-minute Spark Session with 1-week of Voxer access. Your lessons will focus on healing the childhood wounds and generational trauma that's holding you back from reaching your desired business goals.

The breakthroughs and action steps you receive in this 90-minute session will accelerate your brand and business growth and take you to your "next-level" in all areas of your life.

Now, because I want to see you win, and I don't want you to struggle to hit your next level any longer than you have to, I'm opening up this deep-dive inner child healing session for an investment of \$888 for entrepreneurs, which is 50% lower than what my peers charge.

For Non-Entrepreneurs

As a non-entrepreneur, you'll gain access to a 90-minute Spark Session with 1-week of Voxer access. Together, we'll take a deep-dive into your childhood wounds and generational trauma and create a plan to heal your mind, body and spirit so you can finally step into the best version of yourself.

Because the non-entrepreneur sessions don't include a branding or business coaching component, you'll save more than \$200 by booking this session.

The breakthroughs and action steps you receive in this 90-minute session will accelerate your growth in all areas of your life (see the Wheel of Life below).



Now, with that said, I don't know how much longer I can keep my coaching rate at this noncompetitive level. So, if you're ready to invest in YOUR next-level, don't wait – schedule your session today before spots fill up.