

1. **Who am I writing to?** Corporate leaders and entrepreneurs who lead and manage teams and/or professionals. These leaders are struggling to retain their employees, leading to a constant cycle of hiring instead of focusing on business growth and scaling. They are also struggling to manage a team that is vibrant and zealous in meeting challenges. They don't know how to turn the indifference of their team into commitment and excitement.
2. **Where are they now?** They are already operating their business or have assumed a role in a leadership position at a company. They are not getting the kind of results they want for the company or for their business and they do not know why. After getting their attention sparked by our short form copy on Facebook, they are intrigued enough to click on the link that takes them to our sales page that shows them exactly what they are missing in their leadership roles.
3. **What actions do I want them to take at the end of my copy?** Once they learn that emotional intelligence is the single skill they need to get the kind of results that they want, by the end of the sale pages I want them to now purchase the Emotional Intelligence for Leaders online course that will fast track their progress in mastering E.I. that will make them a top-performing leader in their company or business.
4. **What must they experience inside of my copy to go from where they are now to taking the action I want them to take?**
 - a. They must first understand that there is an Influence Wealth-Building System that has been created that increases employee retention and in turn increases employee engagement and business profitability without having to hire new employees, learn new software or train new workflows.
 - b. Then, they must understand that Rhonda created this system during a dark period in her own life to reap massive success and escape the rat race.
 - c. They then must understand that if they want extraordinary results, then they must incorporate this system that can be found nowhere else.
 - d. They also must learn that the foundation of this system Rhonda created is emotional intelligence and that she created a course to learn and master it and be able to use it to scale a business and increase personal influence.
5. **What are their roadblocks?** Whether they realize it or not, they are not connecting with their current team/staff on a deep emotional level. This is keeping their staff from working at their max potential because the team is not personally identifying themselves with the reader's specific vision for the business. Business comes down to people. And people come down to emotions that direct their daily decisions and passions. Without this you'll get the bare minimum from your employees. Which in turn will produce the bare minimum for your business to survive. Hence why your business is essentially living paycheck to paycheck. For everything to change for you, you must change. The solution is not out there but it lies within you.
6. **What is the solution/mechanism that will help them overcome their roadblock?** Inner work as the leader of the company must be done. And the key is to draw out the best from your current employees and connect with them on a deep emotional level. In order to do that, you must have them believe and identify with the vision of your company. To do this, it will require emotional intelligence to connect with your team on a

deep level. All successful leaders have this ability and manage billion dollar businesses. If you are going to succeed, you need to master emotional intelligence and use it to scale your business.

My best personal analysis of my copy's weakness and how I think I should improve it:

I'm not sure if I ramped up the pain enough for the reader. For that matter, I'm not sure if I pushed the desire button enough for the reader either. I think I have a good structure since I modeled after another sales page. Is my headline and opening specific enough? Did I amplify curiosity well enough to have the reader keep reading to find out what this formula is all about? Did I provide enough educational value that the reader learns a lot from my sales page (*for example: the 80/20 rule*) to at least rethink how they're running their business? Is this copy compelling enough for them to click the link to order? Should I have included the price on this sales page at the end like I did for my 1st draft, or is it better to keep the price on the next page once they click?

How to Increase Employee Retention by 24% using 80/20 Rule Mastery without investing in technology or software upgrades.

Rhonda Williams, an entrepreneurial force, unveils the Influential Wealth-Building System (IWBS) – a transformative formula that notches up employee engagement by 15% and concurrently propels profit margins by a significant 2%.

With employee retention tools requiring thousands of dollars in investments, it usually takes many years to see any profits. With the IWBS, it is possible to scale your business with the staff you already have, with the software you are currently using and with the workflows your company is currently executing. No formal experience is required. With the IWBS, you can quickly scale your business and improve company profitability in as little as 6 months. And in a moment I will show you how the 80/20 rule is the secret sauce that makes all of this possible.

But first, let me tell you more about Rhonda who is a former C-Suite healthcare executive. She once grappled with the demands of a 24/7 role, navigating crises and sacrificing family time, a struggle familiar to many. Through her own journey, she uncovered little-known truths to lead effectively while prioritizing well-being. Rhonda's quest for growth led her to create the IWBS, which not only elevated her career but also gave her the ability to leave the rat race, for good. Now, on a global mission, Rhonda is training leaders to scale their businesses using the IWBS, sharing insights gained from her own transformative experience.

The 80/20 rule, also known as the Pareto principle, states that for many outcomes, roughly 80% of consequences come from 20% of causes. In business, the 80/20 rule suggests that 80% of a company's profits come from 20% of its customers, or 80% of the problems come from 20% of the issues. To increase profitability, a business can focus on improving the important 20% that really makes a big impact. By concentrating efforts on what matters most, the business can be more efficient and successful.

So, in simple terms, the 80/20 rule teaches us to identify and prioritize the most important things to get the best results. Rhonda Williams presents a profound revelation. A mysterious key cutting across industries that has proven to be one of the most important things any business needs to focus on for maximum impact. Through her insightful research, Rhonda has uncovered a pivotal factor, the linchpin of unparalleled business success. In a moment, I will show you this transformative secret that if you apply it for yourself, it will change the financial trajectory of your business forever.

However, everything that has value must come with a great price. Creating the Influential Wealth-Building System did not come easy for Rhonda. Rhonda, once on a trajectory to success, faced simultaneous unemployment and a heart-wrenching divorce that shook her

emotionally after 25 years of marriage. The emotional tempest was relentless, tearing through the fabric of her existence.

Adversity cast shadows on her financial security, and the echoes of a disintegrating marriage left emotional wounds that felt insurmountable. The colors of her life turned to grayscale as she navigated through shattered dreams.

Determined to transform her pain into power, she embarked on a journey of resilience. Climbing out of despair, Rhonda not only founded but also built the bedrock of the Influential Wealth-Building System. At its core lies emotional intelligence — a vital tool she harnessed to master emotional self-awareness, control, and most importantly, to turn setbacks into stepping stones. It is through emotional intelligence that she was able to influence others to increase her own wealth while simultaneously controlling her own emotions to deal with her divorce.

Rhonda witnessed a profound transformation in her life through the mastery of emotional intelligence. This mastery opened doors for leadership mentorship, manifesting in public speaking engagements and impactful training seminars. Thanks to the IWBS, she has become one of the nation's top business consultants. Unlike individuals seeking personal development who use only the basics of the IWBS, she fully integrates the system's depths to enhance both her professional career and social status.

What sets IWBS apart from other business scaling methods is that it focuses on developing the leader versus teaching the leader a new skill set or software. In other words, it helps transform the individual into the kind of professional that their team will rally behind and work hard for.

Do you want to know the reason why your business is operating from paycheck to paycheck and barely making it? The reason is NOT a lack of new hires or a lack of new software upgrades. It is a lack of vision and passion.

All business comes down to people. And people come down to emotions that direct their daily decisions and passions. Without this you'll get the bare minimum from your employees. Which in turn will produce the bare minimum for your business to survive. Hence why your business is essentially living paycheck to paycheck.

Know this, every working person whether they realize it or not are striving for meaning and purpose in their lives. They want to identify with something bigger than themselves. When people identify themselves with a vision, their best work comes out of them. This is because their work is now fueled with passion.

In order to scale your business, you need to bring out the best in the team you already have. This will require a new shift in yourself to become a magnetically influential leader. When this happens, your particular vision will become intriguing to your team and that will bring out the best in them, increasing your business' productivity.

Rhonda's groundbreaking workshop, *"Emotional Intelligence for Leaders"*, features newly developed techniques honed over the last decade, simplifying the implementation of IWBS compared to the mid-2000s. Members gain insights not covered in traditional college curriculums, transcending degrees and scholarships. The workshop focuses on the rapid application of emotional intelligence to achieve financial success, highlighting the potency of the IWBS where emotional intelligence mastery is its foundational strength.

What sets IWBS apart from other business scaling methods is that it focuses on developing the leader versus teaching the leader a new skill set or software. This is the 20% that Rhonda reveals to be the most important thing any business needs to focus on: leadership development. In other words, her system helps transform the individual into a magnetically influential commander that can lead an entire team dedicated to his/her vision.

Through the IWBS, Rhonda now guides leaders worldwide to do just that. She helps them elevate their professional careers by understanding and channeling their emotions effectively. Rhonda's business not only helped her escape the rat race but also empowered others to turn their setbacks into stepping stones for success using the transformative power of emotional intelligence. Today, Rhonda's story is one of triumph. Her Influential Wealth-Building System is a testament to resilience, creating both financial prosperity and an inspiring legacy for those seeking to rise above life's storms.

The IWBS worked far beyond Rhonda's expectations. The change in her life and development has been nothing short but miraculous. Her wealth and influence grew by 50% in a matter of months. It was noticed that leaders that have mastered emotional intelligence automatically increased employee engagement by 15%. This boost in employee engagement increased employee retention as well and raised business profitability by 2%. She managed to achieve all of this without hiring more people, investing in new software or spending energy in new workflow training (the 80% of the business).

Like a positive chain reaction that can not be stopped, Rhonda realized through all of this that emotional intelligence mastery is the key. It is like a match that lights a pile of tinder soaked in gasoline, igniting business profitability and scalability to attention-grabbing heights.

With the IWBS, Rhonda can now start a business and gain a huge following of dedicated followers from scratch at will. Her company now offers many consultant, business training and educational platforms that instruct hundreds of professional leaders.

Included in the "Emotional Intelligence for Leaders" workshop is 5 full hours of content that breakdown in depth analysis on how to master emotional intelligence and use it in your business for maximum profits.

Because of the online nature of the workshop, you can produce your own Influential Wealth-Building System in your own home or while traveling abroad. You can use your own

Influential Wealth-Building System to finally escape the rat race and build your net worth to unbelievable heights.

All that's left is to ask yourself these questions:

- Are you tired of high employee turnover, draining your company's potential?
- Are you tired of being stuck in a hiring cycle, wasting time and resources that could fuel growth?
- Is your business falling short, lingering instead of flourishing as you envisioned?
- Are you ready to break free from mediocrity and stagnation?
- Is this the narrative you want—scraping by instead of a Fortune 500 success?

Reject this fate! Seize the lifeline offered by Rhonda's transformative *"Emotional Intelligence for Leaders"* workshop today. Ignite a revolution within, reclaim the reins of your narrative, and script a glorious tale—your story of ascent from rags to riches awaits. Take action now, for your triumph begins with the first step towards mastering emotional intelligence.

This information and powerful system is not available anywhere else. Click the link below to take advantage of this monumental opportunity to change the course of your company's future forever!