

1. **Who am I writing to?** Corporate leaders and entrepreneurs who lead and manage teams and/or professionals. These leaders are struggling to increase their income and influence. 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 a Influence Wealth-Building System that has been created that scales businesses 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 no where 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 inturn will produce the bar 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 modeled after a different sales page that matches my niche. I'm not sure if the three columns are necessary to mimic the format of the sales page or not.

Also, is it a good connection to start with the Influence Wealth-Building System to the. Connect that to the Emotional Intelligence course? Will that connect well with the reader?

Also, did I use too much vivid language when describing Rhonda's story and how devastating it was for her? Is the language too "weak" for this particular niche? Should I be a little more "aggressive" sort of speak and come more from a position of power?

# ***Texas woman's 30-year research system swiftly scales business revenue without additional hiring, costly software upgrades, or new workflow training.***

A new entrepreneur by the name of Rhonda Williams developed a formula for scaling business revenue that she calls the Influential Wealth-Building System or IWBS.

With primitive business scaling methods that require 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 in as little as 6 months.

Rhonda, a former C-Suite healthcare executive, 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.

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.

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. This highlights the potency of the IWBS where emotional intelligence mastery is its foundational strength. Creating the Influential Wealth-Building System did not come easy for Rhonda. Rhonda was once on a trajectory to success. However, she faced simultaneous unemployment. Additionally, a heart-wrenching divorce emotionally shook her after 25 years of marriage. Her world seemed to stop as she worked through that troubling time. She likened her experience to that of drowning in a sea of turbulent emotions.

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.

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.

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.

It is through emotional intelligence that you too can master this skill to help others see you in a new light. This shift will have your team see you as a leader worthy of working extra hard for.

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 obstacles.

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. She managed to achieve all of this without hiring more people, investing in

new software or spending energy in new workflow training.

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 leadership position for max 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.

This information and powerful system is not available anywhere else. Click the link below to take advantage of this monumental opportunity to have an edge over the competition.