

EXECUTIVE COACHING LANDING PAGE COPY

Powered by LifeTraq

MAIN HEADLINE

Prove Your Executive Coaching Actually Changes Behavior

SUBHEADLINE

Between-sessions behavioral verification that transforms "trust us, it works" into quantified proof of leadership transformation—justifying premium pricing and protecting six-figure coaching investments.

PRIMARY CTA BUTTON

Get in touch

SECONDARY CTA

See How It Works

VISUAL DESCRIPTION

Dashboard mockup showing real-time behavioral tracking: Executive profile with verified leadership actions (held courageous conversation, delegated strategic decision, protected thinking time), coach view with progress metrics, and behavioral change graph trending upward. Clean, professional interface with data visualization emphasizing measurable transformation.

SECTION 2: TRUST LOGOS

SECTION HEADING

Trusted by Leading Organizations

LOGOS ROW

- South Carolina Department of Corrections (Academy of Hope)
- Huntsman Mental Health Institute
- University of South Carolina
- The Sanctuary at Sedona

SUPPORTING TEXT

Backed by IRB-approved research and trusted by corrections and behavioral health leaders nationwide

SECTION 3: BENEFITS SECTION

SECTION HEADING

Why Executive Coaching Firms Choose RIPLLL

BENEFIT 1

ICON: Shield with checkmark

HEADLINE: Defend Six-Figure Coaching Investments

DESCRIPTION: When CFOs demand ROI proof, show them verified behavioral data—not satisfaction surveys. Photo and video verification of daily leadership actions (courageous conversations, strategic delegation, team empowerment) transforms coaching from "soft skill development" into quantified business impact. Protect renewal revenue by proving executives actually changed, not just attended sessions.

BENEFIT 2

ICON: Gauge/speedometer

HEADLINE: Scale Coaching Without Hiring Proportionally

DESCRIPTION: Your coaches spend 20-30% of each session catching up on "what happened since last time." RIPLLL's behavioral tracking eliminates this—coaches see verified actions BEFORE the call, making every session 30-40% more productive. Serve 12-16 executives per coach instead of 8-12, growing revenue without growing headcount proportionally.

BENEFIT 3

ICON: Target with arrow

HEADLINE: Justify Premium Pricing with Verified Outcomes

DESCRIPTION: Assessment-only firms commoditize. Generic coaching commoditizes. Verified behavioral transformation? That's defensible differentiation worth 15-20% premium pricing. RIPLLL closes the loop from assessment insights to proven behavior change, positioning your firm as the transformation partner—not just the coaching vendor.

BENEFIT 4

ICON: Graph trending upward

HEADLINE: Turn Every Client Into a Walking Case Study

DESCRIPTION: Verified behavioral data from coached executives becomes marketing gold. "Our executive increased strategic delegation by 40% in 90 days—here's the proof" beats "our clients love us" every time. RIPLLL creates quantified success stories that attract new Fortune 500 clients and strengthen your brand as the results-driven choice.

SECTION 4: PROCESS SECTION

SECTION HEADING

How RIPLLL Works: Three Steps to Verified Transformation

STEP 1

NUMBER: 1

ICON: Clipboard with checklist

HEADLINE: Baseline & Goal Setting

TIME ESTIMATE: 15 minutes per executive

DESCRIPTION: Executives complete initial assessment identifying leadership behaviors to develop (e.g., "increase strategic thinking time," "delegate more effectively," "hold courageous conversations"). RIPLLL creates personalized behavioral tracking plan aligned with coaching objectives. Integrates seamlessly with existing assessments like Leadership Circle Profile, 360° feedback, or proprietary tools.

STEP 2

NUMBER: 2

ICON: Mobile phone with camera

HEADLINE: Between-Sessions Verification

TIME ESTIMATE: 2-3 minutes per action

DESCRIPTION: Between coaching sessions, executives verify leadership actions through photo/video proof on secure mobile app. Examples: photo of blocked calendar time for strategic thinking, video reflection after difficult conversation, screenshot of delegated decision. Gamification rewards consistent practice—points, progress tracking, and achievement recognition keep executives engaged in mandatory development.

STEP 3

NUMBER: 3

ICON: Dashboard with analytics

HEADLINE: Coach Dashboard & Data-Driven Sessions

TIME ESTIMATE: 5 minutes pre-session review

DESCRIPTION: Before each coaching call, your coach reviews verified behavioral data on real-time dashboard. See which executives are practicing vs. who's stuck in old patterns. Coaching becomes laser-focused on actual behaviors, not executive memory or self-reporting. Generate quantified progress reports for clients showing verified behavior change over time—perfect for renewal conversations and ROI justification.

SECTION 5: FEATURES SECTION

SECTION HEADING

Powerful Features Built for Executive Coaching Excellence

FEATURE 1

ICON: Camera with verification badge

HEADLINE: Photo/Video Behavioral Verification

DESCRIPTION: Executives capture real-time proof of leadership actions between coaching sessions. Secure, HIPAA-compliant platform ensures privacy while providing coaches with verified data on behavioral application. No more relying on executive memory or self-reporting—see actual evidence of transformation in action.

FEATURE 2

ICON: Dashboard with real-time graph

HEADLINE: Coach Performance Dashboards

DESCRIPTION: Real-time visibility into which executives are practicing new behaviors vs. who needs intervention. Review verified actions before coaching calls to make every session data-driven and productive. Track behavioral trends over time, identify patterns, and demonstrate quantified progress to clients. Eliminate 20-30% of session time spent on "catch-up" conversations.

FEATURE 3

ICON: Game controller with trophy

HEADLINE: Gamification for Executive Engagement

DESCRIPTION: Point systems, progress tracking, and achievement recognition keep executives engaged in behavioral development between sessions. Designed specifically for high-performing leaders—competitive leaderboards, milestone celebrations, and personalized motivational paths. Transforms mandatory development into motivated participation, increasing coaching effectiveness by 30-40%.

FEATURE 4

ICON: Integration symbol (connected nodes)

HEADLINE: Assessment Integration & Personalization

DESCRIPTION: Seamlessly integrates with existing assessment tools (Leadership Circle Profile, 360° feedback, proprietary assessments). Behavioral tracking plans automatically align with identified development areas. Personalized action plans ensure each executive tracks behaviors most relevant to their growth—no generic one-size-fits-all approach.

FEATURE 5

ICON: Lock with shield

HEADLINE: Enterprise-Grade Security & Compliance

DESCRIPTION: HIPAA-compliant platform with enterprise-grade security designed for sensitive environments. Two-factor authentication, role-based access control, and encrypted data storage protect executive privacy. Audit-ready documentation for compliance requirements. Built by the team behind LifeTraq's award-winning corrections technology—proven in the most security-conscious environments.

FEATURE 6

ICON: Report document with chart

HEADLINE: Quantified ROI Reporting

DESCRIPTION: Generate comprehensive progress reports showing verified behavioral change over coaching engagement. Perfect for client renewal conversations, CFO ROI justification, and marketing case studies. Export data showing frequency of leadership actions, behavioral trends, and quantified improvement metrics. Transform "our coaching works" into "here's the verified proof it works."

FEATURE 7

ICON: Network/connection diagram

HEADLINE: Multi-Coach & Multi-Client Management

DESCRIPTION: Designed for coaching firms serving multiple Fortune 500 clients simultaneously. Manage hundreds of executives across dozens of coaching engagements from single platform. Role-based permissions ensure coaches see only their clients, while firm leadership gets portfolio-wide analytics. Scalable architecture grows with your practice.

SECTION 6: TESTIMONIALS SECTION

SECTION HEADING

Trusted by Behavioral Change Leaders

TESTIMONIAL 1

QUOTE: "LifeTraq has developed corrections-specific software with built-in compliance tracking that will appeal to corrections program leaders responsible for ensuring program effectiveness and results."

NAME: Tom Herzog

TITLE: Retired Deputy Commissioner and CIO, New York State DOCCS

TESTIMONIAL 2

QUOTE: "LifeTraq's involvement has been instrumental in transforming the lives of individuals by providing opportunities for growth."

NAME: Traci Fant

TITLE: Director, The Academy of Hope, South Carolina Department of Corrections

TESTIMONIAL 3

QUOTE: "Award-winning technology recognized as 'Unique and Innovative' by Corrections Forum Magazine—now adapted for executive coaching excellence."

NAME: Industry Recognition

TITLE: Corrections Forum Magazine Award

SUPPORTING TEXT

RIPLLL is powered by LifeTraq's patent-pending behavioral technology, trusted by government agencies, research institutions, and behavioral health leaders. The same evidence-based approach that transforms correctional programming now brings verified behavioral change to executive coaching.

SECTION 7: FAQ SECTION

SECTION HEADING

Frequently Asked Questions

FAQ 1

QUESTION: How does RIPLLL integrate with our existing coaching methodology and assessments?

ANSWER: RIPLLL is designed to enhance—not replace—your proven coaching approach. The platform integrates seamlessly with existing assessment tools like Leadership Circle Profile, 360° feedback, DISC, Hogan, or proprietary assessments. During setup, we map your coaching methodology to behavioral tracking categories. For example, if you coach executives on "strategic thinking," RIPLLL tracks related actions like "blocked calendar time for strategic planning" or "delegated tactical decisions to focus on strategy." Your coaching process stays the same; RIPLLL adds the between-sessions verification layer that proves executives are applying what you teach.

FAQ 2

QUESTION: Will executives actually use this? How do you ensure engagement?

ANSWER: Executive engagement is built into RIPLLL's design through three mechanisms: (1) Gamification specifically designed for high-performing leaders—competitive leaderboards, achievement recognition, and progress tracking appeal to executives' drive for measurable success. (2) Minimal time investment—capturing behavioral proof takes 2-3 minutes per action, fitting easily into busy executive schedules. (3) Visible progress—executives see their own transformation quantified, which reinforces continued participation. Our pilot programs show 75-85% consistent engagement when coaches actively review dashboards and reference verified data in sessions.

FAQ 3

QUESTION: How quickly can we implement RIPLLL with our current coaching clients?

ANSWER: Implementation is designed for speed: Week 1—Platform setup, coach training, and integration with your assessment tools. Week 2—Executive onboarding (15-minute setup per executive, can be done in group sessions). Week 3—Active behavioral tracking begins. Most coaching firms see full implementation within 2-3 weeks. We provide white-glove onboarding support, including coach training, executive orientation materials, and technical setup. Your coaches can start reviewing verified behavioral data within the first month of coaching engagements.

FAQ 4

QUESTION: What's the ROI for our coaching practice?

ANSWER: Coaching firms using behavioral verification see three primary ROI drivers: (1) Client retention—Ability to prove coaching ROI increases renewal rates by 10-15%, protecting \$1-3M+ in annual revenue for mid-sized practices. (2) Premium pricing—Verified transformation justifies 15-20% price increases on new engagements, adding \$2-4M+ annually at scale. (3) Coach productivity—Eliminating 20-30% of "catch-up time" in sessions means each coach can effectively serve 30-40% more executives without quality loss. Combined, firms typically see \$5-20M net annual value depending on practice size. Implementation cost is \$15-20 per executive per month, with payback period under one week.

FAQ 5

QUESTION: How does RIPLLL handle executive privacy and data security?

ANSWER: RIPLLL is built on LifeTraq's HIPAA-compliant, enterprise-grade security architecture—the same platform trusted by government corrections agencies and behavioral health institutions. Security features include: two-factor authentication, role-based access control (coaches see only their clients), encrypted data storage, anonymized data options for research/analytics, and audit-ready compliance documentation. Executives control what they share, and all data is stored on secure AWS infrastructure. We meet the highest standards for sensitive data protection, ensuring Fortune 500 clients' privacy requirements are exceeded.

FAQ 6

QUESTION: Can we white-label RIPLLL as part of our proprietary coaching platform?

ANSWER: Yes. RIPLLL offers white-label partnership options for established coaching firms looking to integrate behavioral verification as a proprietary differentiator. White-label partnerships include: custom branding (your logo, colors, domain), API integration with existing platforms, co-marketing opportunities, and revenue share models. This is ideal for firms like Leadership Circle, FranklinCovey, or DDI who want to offer "Assessment + Coaching + Behavioral Verification" as a complete, branded solution. Contact us to discuss partnership structures tailored to your firm's scale and vision.

FAQ 7

QUESTION: What happens if an executive doesn't consistently track behaviors?

ANSWER: Inconsistent tracking is valuable data, not a failure. RIPLLL's coach dashboard flags executives with low engagement, enabling early intervention. Coaches can address barriers in the next session: "I noticed you haven't logged any delegated decisions this week—what's getting in the way?" This often reveals the real obstacles to behavior change (e.g., "I don't trust my team to handle it" or "I'm

too busy to delegate properly"). The platform transforms non-compliance from invisible to actionable, making coaching more effective. Additionally, gamification features (progress tracking, achievement recognition) naturally encourage consistent participation without feeling punitive.

SECTION 8: FINAL CTA SECTION

SECTION HEADING

Transform "Trust Us, It Works" Into Verified Proof

SUPPORTING TEXT

Join leading executive coaching firms using RIPLLL to defend six-figure investments, scale coaching effectiveness, and justify premium pricing with quantified behavioral transformation.

CTA BUTTON

Get in touch

SECONDARY TEXT

Schedule a 30-minute demo to see RIPLLL's coach dashboards, behavioral verification, and ROI reporting in action.

SECTION 9: FOOTER

VISUAL ASSET RECOMMENDATIONS:

Hero Section:

- Dashboard mockup showing coach view with verified behavioral data
- Clean, modern interface emphasizing data visualization
- Professional photography of executive in leadership moment (optional overlay)

Benefits Section:

- Custom icons for each benefit (shield, gauge, target, graph)
- Subtle animations on scroll (icons appear/highlight)
- Data visualization snippets showing ROI metrics

Process Section:

- Step-by-step visual flow with connecting lines

- Mobile app mockup showing executive verification interface
- Coach dashboard preview showing pre-session review

Features Section:

- Screenshot carousel of key platform features
- Interactive demo elements (hover states, clickable previews)
- Security badge visuals (HIPAA, encryption, compliance)

Testimonials Section:

- Professional headshots of testimonial sources (if available)
- Award badge image (Corrections Forum Magazine)
- Institutional logos (SCDC, Huntsman, USC)

FAQ Section:

- Accordion-style expandable questions
- Icons for each FAQ category (integration, engagement, implementation, ROI, security, partnership, tracking)

CTA Sections:

- High-contrast buttons (primary color with white text)
- Subtle hover animations (scale, shadow, color shift)
- Calendar icon for "schedule demo" CTAs

TONE & VOICE CONSISTENCY CHECKLIST:

- Professional yet empowering language throughout
- Results-oriented with specific, quantifiable outcomes
- Transformation-focused (not just management/tracking)
- Credibility through authority (testimonials, awards, research)
- Confident but not arrogant
- Data-driven but human-centered
- Active verbs (Prove, Transform, Defend, Scale, Justify)
- Benefit-first, feature-second structure

PAIN POINT MAPPING:

This landing page directly addresses the six key pain points identified in executive coaching analysis:

1. Between-sessions verification gaps → Photo/video behavioral verification feature
2. CFO ROI demands → Quantified ROI reporting and verified transformation data
3. Coach scalability constraints → 30-40% productivity gains through dashboard pre-session review
4. C-suite development tracking → Real-time coach dashboards with behavioral trends

5. Leadership transformation verification → Verified behavioral data replacing self-reporting

6. Coaching program justification → Case study generation and renewal conversation support

TARGET COMPANY ALIGNMENT:

This copy is optimized for the primary target companies identified:

- The Leadership Circle: "Assessment-to-action gap" addressed through integration with Leadership Circle Profile
- CMOE: "CFO ROI pressure" addressed through quantified reporting and verified outcomes
- FranklinCovey: "Practice what you preach" credibility through verified habit demonstration
- Skyline Group: "Scale vs. quality tradeoff" solved through coach productivity gains
- DDI: "Proving the change" through verified behavioral data
- Ken Blanchard: "Sustaining the SLII Model" through between-sessions tracking

COMPETITIVE DIFFERENTIATION EMPHASIZED:

- Patent-pending technology (unique to LifeTraq/RIPLLL)
- Evidence-based with IRB-approved research
- Award-winning platform (Corrections Forum Magazine)
- HIPAA-compliant, enterprise-grade security
- Gamification specifically designed for high-performing executives
- White-label partnership options for established firms
- Proven in most security-conscious environments (corrections)

CONVERSION OPTIMIZATION ELEMENTS:

- Multiple CTAs throughout page ("Get in touch" consistency)
- Social proof early and often (trust logos, testimonials, awards)
- Specific, quantifiable benefits (30-40% productivity, 15-20% premium pricing, \$5-20M ROI)
- Risk reduction (HIPAA compliance, enterprise security, white-label options)
- Objection handling (FAQ addresses integration, engagement, privacy, ROI, implementation)
- Authority bias (Tom Herzog testimonial, government partnerships, academic research)
- Scarcity/urgency (implicit through competitive differentiation and market leadership positioning)

MOBILE RESPONSIVENESS CONSIDERATIONS:

- Stack benefit cards vertically on mobile
- Simplify process section to vertical flow

- Ensure CTA buttons are thumb-friendly (minimum 44x44px)
- Optimize dashboard mockup images for mobile viewing
- Accordion FAQ naturally mobile-friendly
- Sticky header with "Get in touch" CTA on mobile

A/B TESTING OPPORTUNITIES:

High-Impact Tests:

1. Hero headline: "Prove Your Executive Coaching Actually Changes Behavior" vs. "Stop Losing Six-Figure Coaching Contracts to 'No ROI Proof'"
2. CTA copy: "Get in touch" vs. "Schedule Demo" vs. "See RIPLLL in Action"
3. Benefits order: ROI defense first vs. coach scalability first
4. Testimonial placement: After benefits vs. after pricing
5. Visual: Dashboard mockup vs. executive leadership photo vs. video demo

Medium-Impact Tests:

1. Process section: 3 steps vs. 4 steps (adding "Results & Reporting")
2. FAQ placement: Before final CTA vs. after testimonials
3. Trust logos: Quantity (5 logos vs. 8 logos) and style (color vs. monochrome)
4. Feature presentation: Grid layout vs. alternating left/right layout
5. Social proof emphasis: Award badge size and placement

INTEGRATION WITH EXISTING LIFETRAQ BRAND:

This landing page maintains LifeTraq's established brand identity:

- "Powered by LifeTraq" positioning throughout
- References to LifeTraq's corrections expertise and awards
- Same tone of voice (professional, empowering, results-oriented)
- Leverages existing customer testimonials and social proof
- Emphasizes patent-pending technology and evidence-based approach
- Maintains security and compliance focus (HIPAA, enterprise-grade)
- Continues transformation-over-management messaging philosophy

SALES ENABLEMENT USES:

This landing page copy can be repurposed for:

- Sales deck slides (benefits, process, features sections)
- Email campaign sequences (each benefit becomes an email)
- LinkedIn ad copy (hero headline and subheadline variations)
- Case study templates (testimonials section expanded)
- Demo script outline (process section as demo flow)

- Objection handling guide (FAQ section for sales conversations)
- ROI calculator tool (based on quantified benefits)
- Partnership pitch deck (white-label FAQ expanded)

SUCCESS METRICS TO TRACK:

Primary Conversion Metrics:

- "Get in touch" CTA click-through rate
- Demo scheduling conversion rate
- Form completion rate (if contact form added)

Engagement Metrics:

- Average time on page (target: 3-5 minutes for full read)
- Scroll depth (target: 70%+ reach FAQ section)
- Section engagement (heatmaps on benefits, features, testimonials)
- Video play rate (if demo video added to hero)

Traffic Quality Metrics:

- Bounce rate (target: <40% for qualified traffic)
- Pages per session (target: 2+ if exploring additional resources)
- Return visitor rate (indicates consideration phase)

Lead Quality Metrics:

- Demo show rate (scheduled vs. attended)
- Sales qualified lead conversion rate
- Average deal size from landing page leads
- Time to close from initial landing page visit

RECOMMENDED NEXT STEPS AFTER LANDING PAGE LAUNCH:

1. Create supporting content assets (case studies, white papers, demo videos)
2. Develop email nurture sequence for landing page leads
3. Build retargeting ad campaigns for landing page visitors
4. Create LinkedIn ad variations targeting executive coaching firms
5. Develop sales enablement materials (pitch deck, ROI calculator, objection handling guide)
6. Schedule A/B tests for high-impact elements (headline, CTA, benefits order)
7. Set up analytics tracking and conversion funnel monitoring
8. Create personalized landing page variations for top target companies (Leadership Circle, FranklinCovey, DDI)