The Blurb Begins. Volume 1:

Version 1:

**Data Paralysis**

**Stop drowning in spreadsheets and start making profitable decisions in seconds**

**Join hundreds of founders who transformed their businesses from data-paralyzed to data-powered**

**Your competitors won't tell you this:** But there's a proven shortcut to turn your messy business data into instant competitive advantage...

So you can go from making decisions like this: *"Let me check with IT and get back to you next week..."*

To running your business like this: *"Based on yesterday's data, here's exactly what we should do..."*

**It only takes hours to set up, not months...** And your decision-making will never be the same again!

**Confident decisions. Explosive growth.** Imagine making such data-driven decisions... **That even you are amazed at the results.**

You walk into Monday's leadership meeting... Where everyone else is still guessing, and you're sharing insights like...

*"Our Tuesday customers have 40% higher lifetime value - we should double our Tuesday marketing spend."*

*"Enterprise deals that go quiet for 10 days have a 73% stall rate - let's call those three prospects today."*

*"Marketing channel X is burning money while channel Y is printing it - I'm shifting 50K budget right now."*

**Dominate your market.** While your competitors wait weeks for basic reports... **You're already leaps ahead...** Making decisions at lightning speed based on real-time intelligence.

Believe it or not... You can achieve all this (and more)... With the data you already have!

No expensive consultants. No six-month implementations. In fact, not long from now... You'll wonder how you ever ran a business blind!

**I know this sounds too good to be true...** But that's what happened to me and hundreds of other leaders!

**Spreadsheet hell. Analysis paralysis.** When I started my IPS... data was my biggest nightmare!

Perhaps you can relate?

I had data everywhere - CRM, Google Analytics, Stripe, ad platforms... But getting a simple answer like "Which marketing campaigns actually work?" required three different people and two weeks of waiting.

Most of my "strategic decisions" were really **educated guesses dressed up as analysis**.

I missed countless opportunities because I discovered trends weeks after they started... Revenue I'd never recover. Customers I'd never win back.

And to make things worse... I started making decisions based on whoever spoke loudest in meetings, not what the data actually showed.

**Fast-forward to today.** IPS now makes data-driven decisions in real-time. Using my journey I've helped turn hundreds of “flounders” to top tier founders and help them escape "spreadsheet hell"... And discovered the exact blueprint that turns any founder and their teams into a data-powered decision machines!

I can now spot opportunities and problems the moment they appear... **And my business grows faster because of it.**

But the best part? We no longer have to guess whether a decision is right... We know exactly what the data tells us before we act! And the best part? Everyone can act with true data democratisation. All my teams can do exactly what they are great at.

**Years of frustration.** **Missed opportunities.** **Wrong decisions.**

I want to be honest with you... It took me years of painful trial and error to figure this out... Years of expensive mistakes because I didn't have the right information at the right time.

The good news? **There's an easier way!**

I've created a simple system for businesses just like yours... 34975642847 founders are now using this system... **To make the best business decisions of their lives!**

**OR**

# **VERSION 2:**

# **The "Competitive Advantage"**

**The unfair advantage that lets small businesses out-compete Fortune 500 companies**

**Join 1,20000000+ businesses who now make decisions faster than their biggest competitors**

**McKinsey won't tell you this: But there's a secret weapon that Fortune 500 companies pay millions for... And now you can have it for pennies on the dollar/ euro/ pound / but not Zimbabwe Dollar..**

**You can go from running your business like this: *Waiting weeks for reports while opportunities slip away...***

**To dominating your market like this: *Making lightning-fast decisions while competitors are still gathering data!***

**It takes just days to deploy, not years... And your competitive position will never be the same again!**

**Speed kills. You win. Imagine having such rapid market intelligence... That you consistently outmaneuver much larger competitors.**

**Your sales team spots the hottest leads instantly... Your marketing team kills losing campaigns within hours... Your leadership team pivots strategy the moment market conditions change...**

**While your competition still operates on quarterly reports and monthly meetings.**

**"How are they moving so fast?" That's what your competitors will be asking... As you capture market share at record speed.**

**They'll watch you launch better products, run smarter campaigns, and serve customers better... All because you have something they don't: real-time business intelligence.**

**The David vs. Goliath advantage. Big companies are slow because their data is trapped in bureaucracy... You'll be fast because your data flows freely.**

**No committees. No approvals. No waiting. In fact, very soon... You'll make better decisions than companies 100x your size!**

**I know this sounds impossible... But that's exactly what I and 1,200000+ founders have achieved!**

**Slow decisions. Missed opportunities. My name is Colin And three years ago, I watched a competitor steal our biggest opportunity...**

**Not because they had a better product or bigger budget... But because they made the right decision two weeks faster than we did.**

**Perhaps you've been there?**

**We had all the data we needed to see the trend coming... It was sitting in our systems, screaming the answer at us... But by the time we gathered it, analyzed it, and decided to act... Our competitor had already captured the entire market segment.**

**That moment taught me something crucial: In business, speed isn't just an advantage... it's the only advantage that matters.**

**Fast-forward to today. My company now makes decisions at the speed of thought. We've helped 1,2000000000+ founders turn their businesses into decision-making machines... And discovered the exact playbook that gives small companies enterprise-level intelligence!**

**We now spot market shifts, customer trends, and competitive threats... Weeks before our competition even knows they exist.**

**But the best part? We consistently win deals against companies 50x our size... Because we move faster than they can think!**

**Years of playing catch-up. Always one step behind. David without a slingshot.**

**Here's the truth... Most small businesses fail not because they lack great ideas... They fail because they can't access the intelligence they need to compete.**

**While you're waiting for reports, your competitors are taking action. While you're analyzing last month's data, they're optimizing this week's campaigns. While you're debating what might work, they already know what does work.**

**But there's a better way!**

**I've cracked the code on how small businesses can have Fortune 500-level intelligence... 1,2000000000000+ founders are now using this system... To outmaneuver competitors 10x their size!**