

Red Hot Bullets Wrangling Clinic

Lorrie's Notes: This is an SaaS site. The target audience are decision makers in a corporate environment. Because of the more formal tone, we didn't address Fascination Bullets. But we included Scorecard and Bird's Eye Bullets.

Website address: <https://thegoodlife.ai/>

What's better than a companion when we're anxious, worried or want to improve our lives?

Introducing **TheGoodLife.ai**

The FIRST Personality-Based Digital
Coaching Chatbot for Clarity,
Productivity, Well-Being and Growth.
Convenient. Private. Personalized.
Conversational.

TheGoodLife.AI is the first patent-pending personality-based Holistic Digital Personal Development Coach Chatbot that helps people evolve and thrive – at work, home and in love – by having intelligent and thoughtful conversations – similar to texting with a personal life coach or wise elder.

HOW IT WORKS

Companies today are struggling with two key
employee issues.

1. **Diminished Well-Being** reduces productivity by up to 80%

2. Increased stress costs companies billions in lost revenue every year.

By using TheGoodLife.ai across your company your people will:

IMPROVE WELL-BEING

REDUCE STRESS

Build a People-First, Engaged Organization

We use science-based practices to create well-being and mindfulness centered tools, education and coaching programs that improve well-being and effectively reduce stress so organizations can retain people and grow sustainably.

66% of all employees and 91% of GenZ and Millennials believe a company culture should support personal well-being – Harvard study 2021

Measurable Results for All

Understanding the health of your people and your organization can help you make data-driven decisions around your investment in well-being strategy.

Empower your people to track, understand and learn new ways to decrease stress and improve well-being.

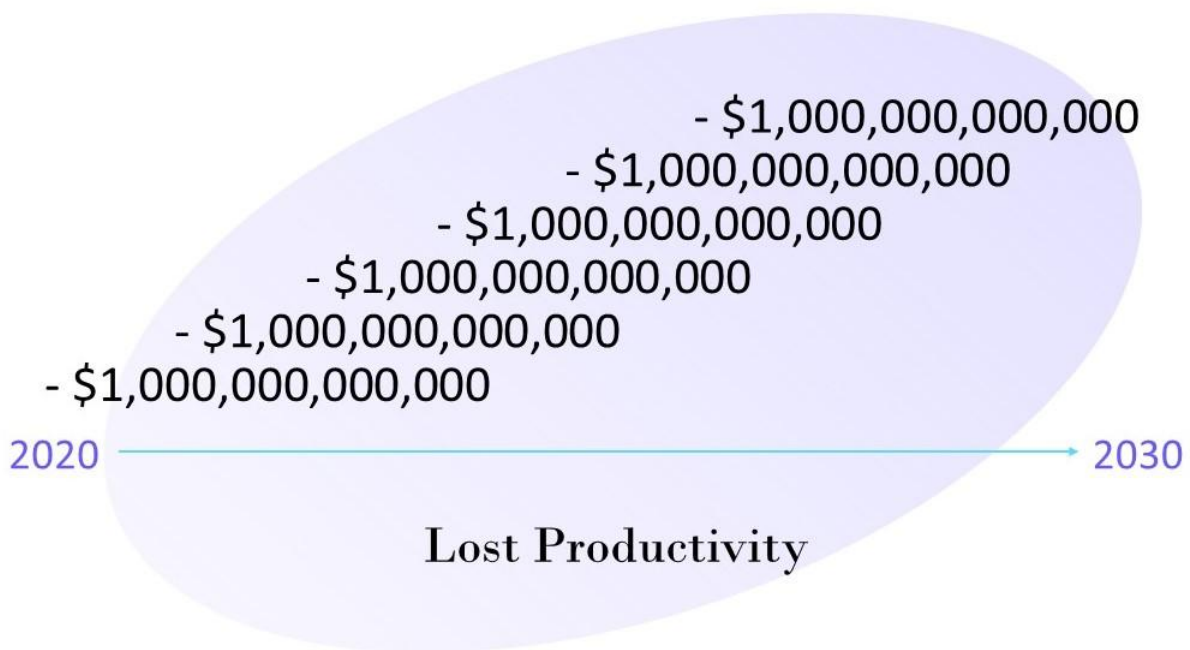
The GoodLife Well-Being Index uses generally accepted categories defined by the Center for Disease Control (CDC) and the World Health Organization (WHO).

VIDEO OVERVIEW

What are your people struggling with since the pandemic?

50%

Working from home or “hybrid” workers feel lonely and isolated.*



\$6 Trillion

Lost productivity cost in the US by 2030 – World Economic Forum

* Source: The Standard and Stress.org

83%

of people reported increased stress on the job.*

How many employees are in your organization?

10

6

colleagues are currently struggling with stress or feeling out of control.

230

days lost per year due to workplace stress.

\$189,358

the annual cost of stress-related workplace issues.

Based on 2022 research for the United States workforce

Schedule a Call

Hello,

I invite you to schedule some time with me to discover....

... how together we could help your people create more fulfillment, clarity, and productivity in their lives and increase well-being for your organization, fill in the form so we can connect.

Always Thankful,
Joyce White
Partnerships & Community
TheGoodLife.ai

HOW IT WORKS

A Whole Person, Whole Organization Approach

Here's how The Good Life Guide, Genii, works:

1. **User starts chat** conversation with The Good Life Guide, Genii.
2. **User and Genii interact** while collecting data using **science-backed** methods such as CBT, CBC, DBT (Mindfulness), Positive Psychology and highly researched **personality profiling** methods such as Big 5.
3. **Data is collected** in the app and is used to **drive evidentiary metrics** such as goal attainment, fulfillment, stress reduction and overall well-being.
4. **User and Genii become bonded** and **continuously learn** from each other through conversations, On the Spot Coaching and continuous improvement.
5. **Genii guides user** to achieve **personal** or **professional goals** and find fulfillment and purpose overall.
6. **Company benefits** through **increased engagement**, less loss, turnover and **higher productivity** overall.

Drive Platform Engagement Automatically

Genii will reach out to people with friendly reminders via text to share insights, tips, goals due, habits and to-dos that need to be completed toward a coaching or self-improvement goal.

Tuesday, July 6 • 8:00 AM



Hi! Genii here: You have a new coaching session available today. Your Good Life Account: <https://thegoodlife.ai>

Thursday, July 8 • 8:00 AM



From Genii: You have an upcoming goal: "Lose 10 pounds by July 15." Your Good Life Account: <https://thegoodlife.ai>

Monday, July 12 • 8:00 AM



Hey! Genii here: "Meet with Sandy re. details of shuttle project." is due tomorrow. Your Good Life Account: <https://thegoodlife.ai>

Tuesday, July 13 • 8:00 AM



Genii says: "Update and submit my expense report." was due two days ago. Your Good Life Account: <https://thegoodlife.ai>

Thursday, July 15 • 8:00 AM



Hello from Genii: I haven't heard from you in a week... care to check in? Your Good Life Account: <https://thegoodlife.ai>

Gain Insights

Continuously updated well-being and stress reduction metrics from the real time dashboard for the user and the company.

Spot patterns and learn about:

- personalities of the people in your organization

- individual strengths
- stress reduction trends
- mood changes within yourself or your organization
- well-being improvement trends that increase productivity

All without infringing on the privacy or emotional safety of any individual.

Get immediate answers to most pressing life challenges with “On the Spot” Coaching.

Get personalized answers FAST. Using a combination of Cognitive Behavioral Therapy, Mindfulness Based Stress Reduction, Quantum Linguistics and Enhanced Rapid Learning techniques, TheGoodLife.ai will help you accomplish permanent and positive personal growth and get answers – NOW.

Just **CHAT WITH GENII** when you want to:

Make a Decision

Build My Confidence

Resolve a Conflict
Correct a Mistake

Break a Bad Habit

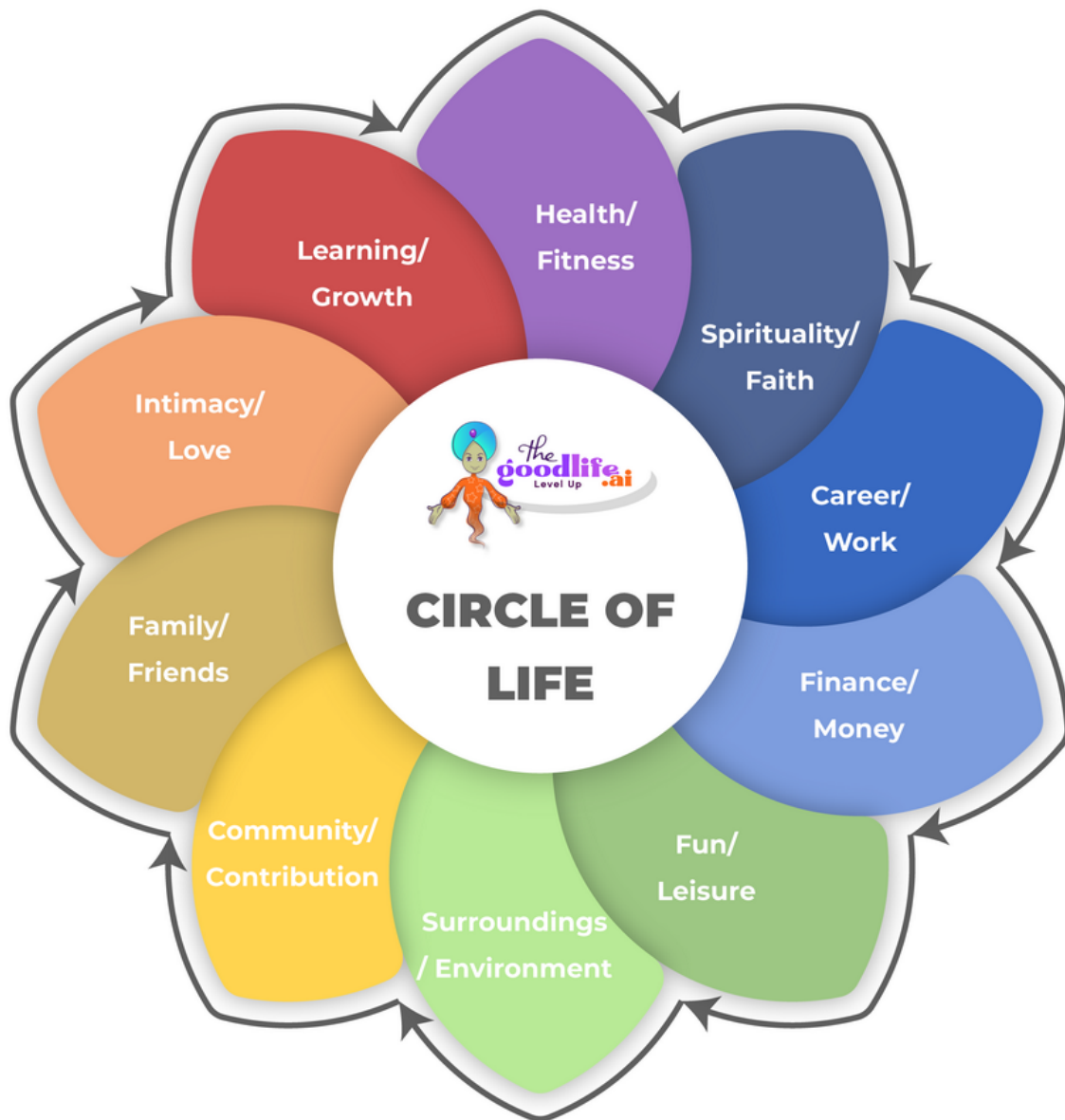
Get More Motivated

Calm Down

Take a Break

Feel Better

Personalized Well-Being Chat Coaching



Using our patent-pending 7 layer coaching model along with 10 categories of well-being used by the Center for Disease Control (CDC) and the World Health Organization (WHO), people go on a contextualized quest to uplevel their well-being over time.

By choosing between 7 Qualities of fulfillment along with one of 10 categories of Life, Genii creates a customized coaching program for each individual, choosing from 50 different coaching programs within the system.



Ask a Professional Human Coach

When your chatbot just isn't enough, you can supplement the chatbot by asking a human to answer your coaching question via email. It's a simple and easy supplement to chatbot and people know they are never alone.

We are always here for you!

100% Confidential and Safe

ALL information is encrypted and **NO ONE** except the individual user can see what is said to the Genii – ever.