

A person in a red jacket and dark pants is climbing a snow-covered mountain peak. They are holding an ice axe in their right hand, which is raised. The sun is shining brightly from behind the mountain, creating a lens flare effect. The sky is blue with some clouds. The overall scene is one of triumph and achievement.

# *The **A to Z's** of **SUCCESS***

*Charting  
a Course  
of Personal  
Achievement*

**SPECIAL REPORT**

**YOUR LOGO**

# The A to Z's of Success

---

Charting a Course for Personal Change

## **Special Report Preview**



**Congratulations** on purchasing your very own Ready2Go Special Report!

You now have at your disposal another product in the extensive suite of completely developed Ready2Go products that you brand as your own and easily implement to grow your business. We certainly hope that you use this product in conjunction with the full suite of products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

The full suite of Ready2Go products includes **professionally written, scripted and designed:**

- Pre-written tweets
- Special reports
- Audio training programs
- Success tips
- Speeches
- Teleseminars and Webinars
- Workshops
- Self-Study Programs

The special report is typically how the relationship begins. As a result of a variety of marketing activities (we provide 10 suggested activities in this package), prospects will come to your site to download your special report. They have now given you permission to send them more **information and you are on your way to converting qualified prospects to paying clients.** But it takes time for familiarity to grow, for trust to be developed and for your prospect to learn how you can solve their needs.

**Maintaining persistent and consistent communication on a regular basis is not easy.** And that is why we developed this multi-component Ready2Go Marketing Solution. This multi-touch marketing strategy, combined with your own marketing communications, gives **you a powerful, effective way to stay in touch and deliver value all year round!**

The Ready2Go topics are highly relevant to most target markets, easily customizable and specially designed to attract, nurture and convert clients in a systematic way. Plus these products can easily integrate with your own products, services and communications.

With this comprehensive suite of products, your prospects and clients will receive quality content, have an opportunity to establish familiarity and trust in you, and get sought after solutions to their needs.

Here's to your enjoyment and success!

A handwritten signature in black ink, appearing to read "Kim", written in a cursive style.

Kim Clausen, President  
Ready2Go Marketing Solutions, Inc



## **What You Get With Your Ready2Go Special Report**

With the Ready2Go special report, here's what you get:

- A professionally crafted 8-12 page special report about a highly relevant, compelling topic that will drive visitors to your web site to opt-in, so you can begin a relationship
- Promotional copy that you can email or use as an advertisement
- A follow-up email, introducing them to your next offer (i.e., the 6-part audio series)
- 10 tips on how to use this report to grow your list

## Using Your Ready2Go Special Report

Growing your list and staying in touch in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using numerous tools and delivering them through a variety of mediums allows you to be creative in your marketing which is more attractive to your prospects and clients.

Special Reports are an effective tool that help you gain your prospects' attention, give something of value for free, and begin to foster a relationship. It is also a great tool for generating awareness, driving prospects to your website and growing your list.

We recommend using the special report in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>).

Here's a few ways you can use your Ready2Go special report along with the other Ready2Go products:

- Promote it on your social media outlets. Use excerpts or images with a download link in exchange for your prospects' contact information.
- Blog about your special report and use some excerpts in your blog
- Place an excerpt from your special report in your newsletter
- Tweet about your special report and invite others to download it
- Promote your special report on community boards, industry websites, etc
- After your prospects receive the special report, send them the 6 part audio training program as a follow up gift
- Offer as a gift at events, conferences and speaking engagements in exchange for the participants' contact information.
- Give it away as a value-added communication as part of your regular keep-in-touch plan.



Published by Ready2Go Marketing Solutions, Inc.

Copyright © 2010 by Ready2Go Publishing, LLC

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system now known or to be invented, without permission in writing from the publisher, except by a reviewer who wishes to quote brief passages in connection with a review written for inclusion in a magazine, newspaper or broadcast.

"This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering professional service of any kind. If expert assistance is required, the services of a competent professional person should be sought."

#### DISCLAIMER

This publication is sold with the understanding that neither the author nor the publisher is engaged in rendering professional services. Questions relevant to the specific professional needs of the reader should be addressed to practicing members of those professions.

The information, ideas, and suggestions contained herein have been developed from sources, including publications and research, which are considered and believed to be reliable, but cannot be guaranteed. Moreover, because of the technical nature of the material and the fact that laws are never static, but ever changing, the assistance of a competent, qualified professional is recommended when implementing any plans or ideas discussed in this publication, in whatever medium the material in this publication is used.

The publisher specifically disclaims any liability, loss, or risk, personal or otherwise, incurred as a consequence directly or indirectly of the use and application of any of the techniques or contents of this publication.

This publication and the contents herein are provided without any warranty, express or implied, as to their effect, completeness, or results received.

#### TERMS OF USE

By purchasing or using this publication and the contents herein, you agree that they may only be used for your personal use and may not be sold or redistributed without the written consent of Ready2Go Marketing Solutions, Inc. The publisher of this package has no way of knowing the specific needs of the reader. It is necessary then that you understand the limitations of this or any other package.

#### LICENSE

This publication is copyrighted. The buyer of this publication is given a limited license to use its contents for his or her use.

This package and all its contents are sold to you, the buyer, with the agreement that your purchase entitles you to a non-exclusive right to use this package and the material contained herein for personal educational use.

**Printed in the United States of America**

# Table of Contents

<b>ABOUT READY2GO MARKETING SOLUTIONS, INC. ....</b>	<b>8</b>
<b>10 TIPS FOR USING YOUR SPECIAL REPORT TO GROW YOUR LIST .....</b>	<b>11</b>
<b>PROMOTIONAL COPY .....</b>	<b>14</b>
<b>SPECIAL REPORT .....</b>	<b>17</b>

# About Ready2Go Marketing Solutions, Inc.

---





## About Ready2Go Marketing Solutions, Inc.

### **Ready2Go Marketing Solutions, Inc. — Instant Information Products to Market Your Business**

Ready2Go Marketing Solutions, Inc., provides small business owners with turnkey marketing products, so that they can spend less time marketing and more time growing their business.

Ready2Go Marketing Solutions, Inc., offers a suite of plug-and-play marketing solutions, such as fully developed **workshops, teleseminars, speeches, audio training programs, special reports, success tips, tweets, video montages, articles and more!** These tools are ready-made for coaches, consultants, mental health professionals, trainers and speakers to customize and brand as their own, saving tons of time and effort.

We've completely eliminated the difficult and time-consuming task of content creation, so small businesses don't have to worry about marketing and selling. Instead they can now put their marketing on auto-pilot and focus on doing the work they truly enjoy.

Our products include everything small businesses need to deliver value-added communications and training to their clients and prospects. It's marketing made easy!

## We Have Common Bonds

Like you, we are business owners and coaches who struggled with the lack of marketing materials to grow our own businesses. We were frustrated by the choices, the availability and the accessibility of quality marketing plans and materials that actually work.

So we did something about it. We went out and crafted marketing strategies that are highly effective, boldly innovative and creative.

Our team includes professional marketers, training developers, writers, copywriters, speech writers and designers who are poised to provide you with the highest quality products and services to grow your business.

And our Ready2Go marketing solutions are easy to follow and implement, **GUARANTEED**. Plus, if you need additional support to help you launch your Ready2Go marketing solution, we have trained coaches on staff to assist you.

For further assistance, contact us at [support@ready2gomarketingsolutions.com](mailto:support@ready2gomarketingsolutions.com) or give us a call anytime.



## Ready2Go Marketing Solutions' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc.

With these products you receive quality content created by industry professionals, plus all the instructions and tips that you need to be successful in your implementation. The Ready2Go products are created on topics that are highly relevant to most target markets, and have valuable content that your prospects will find very educational and informative. Plus they are easy to customize and brand as your own.

That full suite of Ready2Go products includes:

- **Pre-written tweets** to gain awareness and promote your special offers and events
- **Special reports** to use to grow your list or send to your list as a gift
- **Professionally scripted audio training programs** that you record in your own voice
- **Success tips**, which are 250-350 word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **PowerPoint Slides** to make your teleseminar into a webinar.
- **Self-Study Programs using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.
- **Professionally designed workshops** to reach more people, generate income and convert more clients

To learn more about the Ready2Go products, go to [www.Ready2GoMarketingSolutions.com](http://www.Ready2GoMarketingSolutions.com).

# 10 Tips for Using Your Special Report to Grow Your List

---

## 10 Tips for Using Your Special Report to Grow Your List

1. **Place it in a highly visible location on every page of your website.** This is the most common way special reports are used. Once you have driven people to your website through different mediums, they will download the report, opt in to receive more information, and you can then begin to nurture a relationship with someone who has already expressed an interest in your products and services.
2. **Offer it as a freebie at a speaking engagement.** Since the idea is to capture a name and email address so that you can begin a relationship, you do NOT want to just hand out your special report. You DO want to give a compelling summary of what you have to offer. Then you want people to fill in a sign-up sheet or drop off their business cards to have you send it to them. Note: you could also send them to your website to download it themselves, but the danger is that as time passes people will get distracted by other things and won't make it to your site.
3. **Promote it on the back of your business card – call attention to it when you hand out your card.** Let people know that your business card is also their ticket to valuable information. They will be much more likely to hang on to it until they are in front of their computer again. Again, make your description of the report compelling enough to draw attention from the target market you most want to reach.
4. **Add a compelling description of your special report to the signature line of your email.** You probably email hundreds of people each week, and even though they're not all connected to you through your business, you never know who they know. Make sure everybody in your network knows what you have to offer. This technique is one of the simplest yet most effective ways to grow your list.
5. **Use it as an introductory offer when promoting a teleseminar or event.** This is a great way for people to become more familiar with you before committing to something such as a teleseminar or workshop. As you build your relationship, a prospect will become willing to spend more time and then money. A special report is like the earliest stage of a courtship.
6. **Alert your social network.** People often find out about you through your social networking circles before they've ever been to your web site. So be sure to use all the tools that are available through your social networks to get attention, attract followers and

show your expertise. Then, periodically announce that you have this special report available. Note: You may want to switch up your offers once in a while to keep them fresh; consider having two or three reports that you can rotate.

- 7. Advertise in an organization's newsletter that reaches your target market.** You will really stand out amongst traditional ads. While other people are selling their products and services, you are offering something for free. If you don't want to pay for advertising space, see if you can submit an article. Write a brief article that introduces the topic of your report, and then in your bio you can provide a link to your website where people can download the full report.
- 8. Post snippets from the report in your blog.** This is another great way to gain exposure, engage your audience and drive them to your website wanting more. In your blog post, you will want to be sure to include key words that are relevant to your target audience. So this is a great opportunity for you to customize the content to your audience, adding your own personal touch with stories, anecdotes, resources and experiences.
- 9. Offer it as a low priced entry level product in your business.** By offering a Ready2Go Special Report, you are showing your client that you provide professional products, with high quality, relevant information. This builds trust, and makes your clients feel safe to purchase additional products, programs and services in the future.
- 10. Customize.** Ready2Go special reports apply to just about any target market, as they discuss highly relevant topics that educate and inform people while addressing common problems and needs. And that's what people want – for you to solve a problem and fill a need. To make them more impactful for your audience, consider adding a few references or relevant points that resonate even more with your specific target market and bring the message home. One way to do this is with the report title. For example, a business coach might use the title "How You Communicate Can Make You Break Your Business," while a relationship coach might change it to "How to Speak So Your Spouse Will Listen."

# Promotional Copy

---

## Long Form Promo Copy for Special Report

(This is a sample of the promotional copy that comes with this package.)

### *Newly Revealed:* The Most Complete Method for Success on Every Level

I know you're busy, so I'll cut to the chase...

Having the life you want is hard.  
NOT having the life you want is even harder.

When you work hard, and use every tool at hand to get ahead, yet still feel like you've come up short at the end of the day...

When your friends take beautiful vacations and you're "stuck" at home, or they are and you are ...

When the life you want always seems just beyond reach, and you start to settle for something less...

It wears on you, doesn't it?

Now, I'll tell you a secret you probably already know but may find hard to believe...achieving your dreams doesn't have to be so difficult.

Success is surprisingly simple. Success is simply the experience of getting where you want to go.

When you re-define your concept of success to more closely match your values and desires, it's a lot easier to move toward. Once you start *that* journey, the next step is to access classic, time-tested techniques...then use them to achieve your dreams.

Achieving your dreams is extremely important.

The goals you accomplish pale in comparison to *the feeling* you get from achieving your goals. The process of working toward a dream helps you discover your power & reveal your abilities...and the feeling of knowing your own power & using it for good is worth more than any fame, fortune, or other outward signs of success.

Those victories fill you with a sense of pride, joy, exhilaration and inner peace.

And that's what we all want, isn't it? Fulfillment, purpose, happiness...these are the benchmarks of *true* success in any arena.

Now here's another little secret (that's not so secret)...

*The A to Z's of Success – Charting a Course of Personal Change Special Report Package Preview*

My mission, my *OBSESSION*, is helping you find fulfillment, purpose & happiness. To that end, my team and I made something special for you.

We've created a comprehensive, sure-fire, time-tested blueprint for success, and I want you to have it TODAY.

Now introducing my brand NEW Special Report...

## ***“The A-Z’s of Success”***

*The A-Z’s of Success* is chock-full of ancient wisdom & simple insights that will help you discover *your* personal definition of success, then use it to move steadily and sure-footed toward your goals, dreams, and the powerful, happy, fulfilled life of love that you deserve, in service to humanity & your highest self.

**In this eye-opening special report, you will learn...**

- How to Focus Your Efforts toward *MASSIVE SUCCESS* with a Solid Plan...
- The Surprising reason that some of Your Goals are *Holding You Back*...
- How to find YOUR #1 most important, “One Thing”...
- Your new “go-to” Comprehensive Formula for everyday success...
- Quick & easy ways to feel More Grounded, Efficient & Productive...
- How to rebound quickly from negative feelings & *get back on track* FAST...
- Ridiculously simple ways to Cultivate Unshakeable Determination...
- A step-by-step process for developing Empowering Self-Awareness...
- How to eliminate self-doubt and boost your self-belief...*GUARANTEED*...

(This is a sample of the promotional copy that comes with this package.)



# Special Report

---

(This is a sample of the special report that comes with this package.)

## **The A to Z's of Success - How to Develop a Pattern of Success to Set and Achieve Every Goal**

In the 1960's, Wilma Rudolph was the fastest woman in the world. She competed in her first Olympics at the age of 16 capturing bronze in track and field. Four years later she made history becoming the first American woman to win three gold medals during a single Olympics. An achievement made even more remarkable since, as a child, she was stricken with polio and told by doctors that she'd never walk.

Wilma Rudolph was the 20th of 22 children born to poor, working parents. At the age of four she contracted polio and suffered through Scarlett fever and double pneumonia. Polio left her leg paralyzed and doctors told her she'd need to wear a leg brace and orthopedic shoes for the rest of her life. But she was determined to prove them wrong and become just like any other kid.

It took years of daily, painful physical therapy, but her leg eventually healed. At the age of nine Rudolph said goodbye to her leg brace and, two years later, her orthopedic shoes. Now she was a force that couldn't be stopped. In her autobiography, *Wilma*, she wrote, "*I was challenging every boy in our neighborhood at running, jumping, everything.*"

Rudolph soon discovered a passion for track and field – and excelled at the sport. Her performance caught the eye of Tennessee State University track coach Ed Template who invited her to join the region's premier woman's track and field team.

Due to her inexperience she lost every race she entered. Undaunted and determined to improve, she learned breathing techniques, strategy, physical training, and self-discipline. Her efforts paid off. At 16 Wilma made the Olympic team, winning bronze in the 100-meters relay in 1956 then set her sights on gold.

Four years later she won gold in the 100 and 200-meters dash, and the 4 x 100-meter relay in Rome where she was crowned the 'fastest woman in the world'.

And to finish a historical career as a highly decorated athlete, she was inducted into the US Olympic Hall of Fame in 1983.

Wilma Rudolph overcame poverty, sickness, paralysis, rejection, and failure becoming the embodiment of success in her field. How did she do it?

She set challenging goals and set to work on them. Whether it was to walk without a brace, make the basketball team, or win an Olympic medal, Rudolph believed in herself. She knew what she wanted and committed herself to achieving her goals. She learned from her failures. She



displayed patience and perseverance when faced with huge obstacles. She took action and she worked hard.

While our own ambitions might not include overcoming a crippling physical disability or competing at the Olympics, by identifying and cultivating our own traits – self-belief, patience, commitment, determination, hard work, etc. - we can create our own formula for success– our own A to Z’s of Success, if you will. But before achieving success we must first explore what success really is.

(This is a sample of the special report that comes with this package.)