



A Maze of Problems

**A Model for Getting Unstuck
and Finding Your Way to a Solution**



**SPECIAL REPORT
PREVIEW**

A Maze of Problems!

A Model for Getting Unstuck and Finding Your Way to a Solution

Special Report Package 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 that reads 'Kim'.

Kim Clausen, President
Ready2Go Marketing Solutions, Inc.
Kim@Ready2GoMarketingSolutions.com

What You Get With Your Ready2Go Special Report

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

- A professionally designed editable cover
- 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:

- 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



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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 autopilot 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 or give us a call anytime.

Ready2Go Marketing Solutions, Inc. provides small business owners with completely developed, ready-to-implement marketing solutions to grow their business. We operate under the strongest ethics and quality standards.

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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.
- **Coaching Packages 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.

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 awhile 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. Remind your subscribers.** Even though your subscribers presumably already have a copy of the report, they may not have looked at in awhile. Or perhaps they never received it because of a technical glitch. As well, they may know someone else who could benefit from reading your report, and this way they can easily share the download information by forwarding your newsletter. Include a brief description and link in every single issue.
- 9. 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.
- 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 Your Break Your Business," while a relationship coach might change it to "How to Speak So Your Spouse Will Listen."

Promotional Copy

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

Promo Copy for Special Report

Special Report Now Available:

Houston, We Have a Solution: How to Harness the Power of Problem Solving and Overcome Any Obstacle

Every day you face problems. And every one of these problems is an Easter egg of information...a lesson waiting to be lived and learned. Puzzles to play with, figure out and unpack. And as you solve these puzzles, you'll find they hold opportunities. Some of them even hold gold.

Knowing that, doesn't it make sense to become a master problem solver?

Fortunately for you, solving problems is a relatively simple process. All it takes is a little logic, a dash of faith, patience, persistence, and a couple of tools.

Get Your Brand-New Special Report...

Houston, We Have a Solution:

How to Harness the Power of Problem Solving and
Overcome Any Obstacle

[Click Here to Download Yours Now](#)

Houston, We Have a Solution is filled with all manner of wit and wisdom, carefully crafted to help you tackle your troubles, deal with your dilemmas, and solve your problems once and for all.

In this enlightening report, you will discover...

- The #1 way to make dealing with your problems less intimidating
- 7 simple ways to come up with more (*and better*) solutions
- A quick problem-solving tune up to supercharge and upgrade your abilities
- 6 simple questions to help you create top-notch solutions
- How to side-step your “overwhelm-induced procrastination”
- A quick 5-step process to narrow your answers and find the BEST ONE

- How to become a master problem solver without compromising authenticity
- The 4-step method to quickly boost your problem-solving confidence

And much, much more...

If you're tired of getting stuck and overwhelmed by the problems you face, then this Special Report was made for you.

Get Your Copy of 'Houston, We Have a Solution –
How to Harness the Power of Problem Solving and
Overcome Any Obstacle' Today

(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.)

Houston, We Have a Solution.

How to Harness the Power of Problem Solving and Overcome Any Obstacle.

“Uh, Houston, we’ve had a problem.”

~ Astronaut John Swigert

On April 11, 1970, the world was glued to their television screens as three astronauts - Jim Lovell, Fred Haise, and John ‘Jack’ Swigert - blasted off from the Kennedy Space Center in the United States on what was supposed to be the third manned landing on the moon. It didn’t go according to plan.

Hours into the launch an explosion crippled the ship. Oxygen levels plummeted, fuel cells failed, and CO2 levels rose. Those weren’t the only problems: the crew would have to relearn how to steer their disabled spacecraft and re-calculate their entry to avoid bouncing off the Earth’s atmosphere and into outer space.

The moon would have to wait. The crew was stranded over 300,000 miles from Earth in a failing spaceship, their survival in jeopardy. Their mission was now a rescue operation.

Talk about a crash course in problem solving!

The situation the crew of Apollo 13 faced is a stark reminder that life rarely hands us one problem at a time. Unfortunately, problems are like wolves – they tend to roam around in packs. And, like a wild animal, problems are nothing if not persistent.

Whether you’re a student, a parent, a businessperson, or an astronaut, each of us confronts multiple problems on a daily basis. From forgetting where we parked our car, to discovering a dead phone battery during an important call, to planning a last-minute meeting, and for some, running out of oxygen in outer space.

How effective are you at responding to the problems life throws at you? Do you feel fear, but roll up your sleeves and get to work on solutions anyway? Or do you sidestep a problem in the hopes it’ll go away, or that someone else will step in and fix it? If so, how’s that been working for you?

Once you’ve made it into adulthood, you’re already a seasoned problem solver. Most of us solve our everyday problems without much trouble. We work through the issue, often acting on instinct, and carry on until the next problem surfaces.

But what happens when we face the tougher problems life hands us like an unexpected job loss, managing a troubled child, surviving a divorce, or providing end of life care for someone we love? Our problem-solving skills can be pushed to the limit.

Not only that, our problems shine a light on our weaknesses, our vulnerability, and our deepest fears. It can be a humbling and terrifying experience especially when an obstacle becomes a crisis. The stress and anxiety that results can threaten to push us over the edge. It's no wonder we sometimes feel like pulling the covers over our heads.

But what if our problems weren't obstacles at all? What if they were harbingers of better things to come? What if, instead of dreading our problems, we saw them as opportunities to learn, grow, and expand our lives? That kind of perspective requires a shift in mindset for most of us. It also requires us to get comfortable with handling those uncomfortable feelings that often surface when we encounter our problems head on – the fear, frustration, sadness, anger, resentment, discouragement, and more.

Can you picture what your life might look if you learned how to master the art of problem solving? What if you were able to reach a point where you not only didn't avoid facing your problems, you actually looked forward to, or even *embraced*, them? It's not such a far-fetched idea.

Let's face it; life can be cruel. It throws problems at us from every angle at any time of the day or night. We might as well get used to the idea and train ourselves to up-level our problem-solving skills.

Are you open to discovering a fresh perspective on problem solving, building more confidence, and creating the kind of life that makes you feel you can take on any obstacle life puts in front of you? Then pull up a chair and grab a cuppa and let's address our problems.

Having problems to solve isn't so bad. In fact, we need problems. They're essential to our evolution. Think how many great experiences in life we'd miss out on without problems to solve. Things such as: the miracle of flight, disease prevention and cures, advances in art, society, culture, learning, communication, and improved agricultural techniques so we can enjoy our avocado toast and craft beer, for example. Our so-called problems can provide us with some amazing gifts.

Most of us don't put much thought into our problem-solving strategies. We often use 'autopilot' to confront our issues: doing what we've always done and hoping for the best. Once we understand what problem solving is, we can find new ways to get beyond the stale solutions of the past.

Problems help make life better, not worse. Problem solving is the practice of fixing things that are broken, recognizing and seizing opportunities, assessing risk, and improving efficiencies. It also involves some less tangible results like building confidence and improving the quality of life for ourselves and those around us. Pretty important stuff!

Think about it. You've been solving problems since the day you were born. We all enter the world with many limitations: limitations in communication, mobility, and the ability to feed

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ourselves, for example. Those are some pretty daunting problems for a baby to handle. But, with the support of caregivers, we find a way to solve those problems. As we mature, life hands us more and more complex problems to solve and we refine our skills along the way.

But when is the last time you examined and upgraded your problem-solving skills? Can't remember? You're not alone. If you're like most people, it's been a while. It's never a bad time to get a problem-solving tune up. When you do, you can super-charge your ability to take on life's challenges.

There is no shortage of problem-solving techniques. NASA uses an 8-step process while Toyota uses the '5 Why's' method, for example. There's also The Drill Down Technique, Kepner Tregoe, and The Cynefin Framework – sounds more like a dental procedure, an evil planet, and a crime syndicate nemesis of *James Bond*, than problem-solving tools.

Our problems can be scary and intimidating enough but choosing a problem-solving tool doesn't have to be. Keeping it simple increases the chance you'll try a new approach. Ready to jump in? Great! But before we do, there is one other thing to address first.