



A Maze of Problems

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



**SUCCESS TIPS
PREVIEW**

A Maze of Problems!

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

Success Tips Preview



Congratulations for embarking on a multifaceted marketing campaign that includes your Ready2Go Success Tips.

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 Ready2Go 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 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.

Incorporating a regular communication strategy takes work, and incorporating Ready2Go products is the most comprehensive, effective and easiest solution on the market.

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

P.S. Please be sure to tell us about your experiences. We look forward to hearing your successes!

What You Get With Your Ready2Go Success Tips

With the Ready2Go Success Tips package, here's what you get:

- 12 professionally written success tips that are inspirational and educational
- Suggestions on how to use your success tips to create greater awareness, grow your list, and touch your list in a meaningful way on a regular basis
- Tips on how to set up your success tips to send automatically

Published by Ready2Go Marketing Solutions, Inc.

Copyright © 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

A Maze of Problems! A Model for Getting Unstuck and Finding Your Way to a Solution - Success Tips

Table of Contents

| | |
|---|-----------|
| ABOUT READY2GO MARKETING SOLUTIONS, INC.® | 7 |
| TIPS ON SETTING UP AND USING YOUR SUCCESS TIPS | 10 |
| SUCCESS TIPS | 12 |

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 turn-key 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-n-play marketing solutions such as fully developed workshops, teleseminars, speeches, audio training programs, special reports and more. These tools are ready-made for coaches, consultants, trainers and speakers to customize and brand as their own, saving tons of time and effort.

By creating these completely developed products, we've 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 products 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 dazzlingly creative.

We have professional marketers, training developers, copywriters, and speech writers who are poised to provide you with the highest quality products and services to grow your business with more than 50 years of training development, speaking and business development experience.

Our products are professional grade, developed by experts in the industry and are easy to follow and implement, GUARANTEED.

Plus, if you need that 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' 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.
- **Audio training programs** that you record in your own voice.
- **Success tips**, which are 200-350 word "mini articles" to send to your list or use as blog posts.
- **Speeches** for your in-person presentations.
- **Teleseminars and webinars** to engage your prospects and clients through remote training.
- **Workshops** to reach more people, generate income and convert more clients.
- **Self-study coaching programs using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.

To learn more about the Ready2Go products, go to www.Ready2GoMarketingSolutions.com.

Tips on Setting Up and Using Your Success Tips

Setting Up Your Success Tips

If you would like to automate your marketing, you can set up your success tips to be automatically sent to your list on a regular basis by pre-loading them into your database management system. Most database management software systems have the capability of sending automated or timed emails so that you load them once, schedule their delivery and leave them alone. Examples of the more popular email management systems are AWeber (www.aweber.com), Constant Contact (www.constantcontact.com), iContact (www.icontact.com), 1ShoppingCart (1shoppingcart.com), Infusionsoft (www.infusionsoft.com), or Ontraport (www.ontraport.com). You can research these to determine which solution is a best fit for your business needs.

For blog posts, you can simply preload your blogs and schedule in advance the days you want them to post.

As always, we recommend that you customize these success tips with your own stories, anecdotes and personal messages. But keep them short as that is what makes this tool so effective!

Using Your Success Tips

Staying in touch with your list 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.

Success Tips are a fantastic tool to use because they are short, provide excellent value, and can be delivered in written, audio or video form.

We recommend using your Success Tips in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>), as all the Ready2Go products coordinate together.

Here are a few ways you can use your Ready2Go Tips:

- Blog posts,
- A “Thought of the Week” or “Success Tip of the Week”, that provides value, is easy to read, and is a meaningful touch,
- A short article in your newsletter,
- Can be recorded and emailed in audio form, placed on your blog, on your website or sent in your newsletter,
- Can be developed into a short video training and be emailed to your list, placed on your blog, on your website, or sent in your newsletter.

Success Tips



(This is one of 12 tips that comes in your Success Tips Package)

The Problem Solver's Credo

Every great undertaking needs a credo. A credo is a simple statement of belief and guiding principles that carry truth and wisdom to help you make decisions when you are facing difficulty, conflict, or confused about a path of action. The credo serves as an anchor when life gets tricky.

With that in mind, here is a simple credo for you to adopt and recite whenever you are facing a tough scrape or a tight squeeze. May it serve to re-invigorate and inspire you find good solutions and take right actions.

*This problem can be solved. I will assess my options, take calculated risks, and trust the process.
And I will persist until a solution is reached.*

The first, and most important thing to remember is that there is no such thing as an unsolvable problem. No matter how difficult it is, nor how improbable the solution, nothing is impossible. This problem *can* be solved, and you can be the one to do it.

How? Through persistence and perseverance. History shows that perseverance solves more problems than talent, education, charm or intelligence. Thomas Edison failed over 1,000 times before he finally created a working prototype of the modern light bulb. In the pursuit of any answer, solution or favorable result, persistence always has been and always will be your best friend. Try, try, and try again.

Of course, you can't just stubbornly throw your weight at a problem. That just beats you up and causes unnecessary collateral damage. Instead, you must be strategic. Effective problem solvers are careful and calculated, lest they create more problems along the way.

And GREAT problem solvers remember to trust the process, knowing that the right solution will present itself. This offsets the emotional burden of difficult situations, and reveals the answers hidden within the details.

So, say it with me, with heart and conviction...

*This problem can be solved. I will assess my options, take calculated risks, and trust the process.
And I will persist until a solution is reached.*