



The **A** to **Z**'s of **S**uccess

*Charting
a Course
of Personal
Achievement*

**AUDIO TRAINING
PROGRAM PREVIEW**



Ready2Go
MARKETING SOLUTIONS

A to Z's of Success

Charting a Course of Personal Achievement

Audio Training Program Preview



Congratulations! on purchasing your very own Ready2Go Audio Training Program.

This is a powerful marketing tool that will allow you to deliver a valuable product to your clients and prospects while developing relationships that build familiarity and trust.

If you are implementing a Ready2Go Marketing Solutions multi touch marketing campaign, you have invited people to your web site to download the Special Report, you have captured a name and can now begin to engage them in further dialog. At this point, your prospects have an initial favorable impression of your company, they have received value for free, they will have opted in to receive more information, and you can then begin to nurture a relationship with someone who has expressed an interest in your products and services.

The 6 part audio training is the natural next step in that process. Every 2-3 days you will send your prospects an audio that educates them further on their topic of interest. These audios are completely scripted, informative, interesting and ready to be recorded in your own voice. **In just 5-7 minutes your prospect will get to know you more and feel like the audios are time well spent.**

Plus, it's FREE, it's easy for them to access, and they participate from the privacy of their home or office. Combine this with one or all of the other Ready2Go Marketing Solutions, and **you've got a great strategy for delivering value, staying in touch on a persistent and consistent basis, and nurturing the relationship until your prospect is ready to buy.**

Finding ways to maintain 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, means that you can always be in touch with your prospects. Multiple topics that you can deliver throughout the year, combined with your own products and services offerings, gives **you a powerful, effective way to stay in touch, nurture relationships and easily convert prospects to customers!**

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 are excited to hear!

What You Get With Your Ready2Go Audio Training Program®

With the Ready2Go Audio Training Program, you get:

- Six 5-7 minute scripts on highly relevant topics that you record in your own voice
- Transcript of each training segment to send along with the recorded audio
- Six emails to deliver your audio programs
- Promotional email
- Follow up email
- An editable cover to customize to your ideal market, and add your logo
- Tips on how to effectively use this tool as part of your multi touch strategy
- Tips on how to record an audio training series that makes an impact

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 auto-pilot 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.

And our Ready2Go marketing solutions 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, 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.

How to Use Your Audio Training Program to Grow Your List

How to Use the Audio Training Program to Grow Your List

(page 1 of 2 pages)

Your Ready2Go Audio Training Program is a powerful tool that allows you to offer yet another free valuable service to grow your list and attract more clients. While we recommend using the Audio Training Program combined with the Ready2Go products, you can use this audio training program in a variety of ways to grow your list:

1. **Send as the 2nd free offer to your prospects after they have downloaded your Ready2Go Special Report.** The Audio Training Program is designed to be the natural next step to engage your prospect in further dialog. At this point, your prospects have expressed an initial interest in your offers and have a favorable impression of your company. They have received value for free, and they will be more open to continued communication and offers.

2. **Other ways to use the Audio Training Program**

While we recommend using the Audio Training Program in conjunction with the other Ready2Go marketing solutions, we have suggested other ways you can use it to grow your list.

- a. **Offer the Audio Training Program on your website.** Offer it in conjunction with the Ready2Go Special Report to add even more value to your free offer.
- b. **Offer it as a freebie at a speaking engagement - give them a compelling summary and the link.** The idea is to capture a name so you can begin a relationship. No name, no relationship. You either want to have people sign up and send them the training program, or have them go to your website. Having people sign up will get you more responses than people going to your site. They are always well intentioned, but time gets away, other priorities take over, and fewer people will make it to your site to sign up.
- c. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The Audio Training Program is a foundational marketing activity to drive people to your site so they can learn more about you, and get something of value. And you get a name.

Tips on How to Record Your Audio Training Series

3 Steps to Creating Your Audio Training Program

(page 1 of 3 pages)

Your Six 4-6 minute audio training scripts are ready to record and add your own special touch – YOU. You can record them as is, and we recommend making special references to your market with stories and applications.

Here are the 3 steps to record and prepare your audios for distribution to your clients and prospects. Once you complete these steps, you will have an automatic, hands free, marketing tool that will be used over and over again for all your new prospects.

Also, be sure to read the **10 Tips on How to Record an Audio Training Program That Makes an Impact** so you can record a quality audio program.

STEPS TO DEVELOP YOUR AUDIO PROGRAM

1. Record your audios

To keep the process simple, we recommend using a combination of **Audio Acrobat** and **Audacity** to record and edit your audio training programs.

Audio Acrobat is a very well-known and highly used service. (www.audioacrobat.com). You can record your audios here, but Audio Acrobat does not have the capabilities of editing the recording. Therefore, if your file requires editing, you can download the audio file to your computer and use **Audacity's** (<http://audacity.sourceforge.net/download/>) editing software. This is a very quick and easy process.

Audacity is a free software application that allows you to edit pre-recorded audio. **Audacity** also allows you to record directly into your computer and easily edit the file there. If you choose to record directly with **Audacity**, you can easily edit your audio file, and then upload it to **Audio Acrobat** for emailing.

For better sound quality, consider recording with **Audacity** directly into your computer. And it's easy to edit and upload to **Audio Acrobat** for distribution.

Promotional and Follow Up Copy

**Promotional Copy for
The A to Z's of Success
Audio Training Series**

(This is the partial copy. The complete promotional copy comes with your audio training program...)

SECRETS REVEALED: The Surprising Simplicity of Success

“What is your secret to success?” Jimmy asked his boss, a successful CEO with a net worth in the millions of dollars.

Jimmy was an intern, and he'd chosen this placement because not only was the company very successful, but the culture was amazing, the company often made the news for their charitable contributions and community involvement, and the CEO practiced work/life balance in a way Jimmy had never before seen.

The CEO leaned back in his chair and pondered for a moment, his eyes gleaming and a slight smile on his face. He looked back at Jimmy and slowly said, “Know where you want to go...believe that you can get there...surround yourself with good people...have a solid plan...never compromise your values...and NEVER, ever, EVER give up.”

If you ask any wealthy or successful person, they'll probably give similar advice. The keys to success are simple. Tested. Tried and true. You can't shortcut them, you can't skimp, nor can you substitute, cheat or hack your way through them. Success comes down to applying foundational principles, then doing them again, and again until the job is done.

Countless people throughout history have created real success, lasting success, *authentic* success built upon the foundation of these key principles, and if you're willing to do what it takes, you can too.

Now introducing...

The A-Z's of Success
How to Get Where You Really Want To Go
A 6-Part Audio Training

[Click Here To Get Started Now](#)

This simple, easy-to-follow 6 part program is full of wisdom distilled through the ages, and carefully assembled to help you understand your driving forces, and *take massive action* in the direction of your dreams.

Each 5-7 minute module is packed with inspiring insights and time-tested tactics to create real success in any and every arena, so that you can live a happy, fulfilling, more exciting life of joy, connection and accomplishment.

In this training, you will discover...

- Top success secrets from some of history's greatest achievers
- The #1 reason why most people never get what they want
- How to escape the trap of the "Mediocre majority"
- The simple reason that most people don't...*and won't* succeed
- How to use your fears to fuel your success in any endeavor
- What you can learn about modern success from the Ancient Egyptians
- One weird trick that will instant guarantee greater success
- How to set great goals...and make sure you meet them
- Practical magic you can exercise TODAY to create massive wins in your life
- And much, much more...

Start creating more lasting success in your life TODAY.

This 6 part system is chock full of the tried and tested, simple "inner game" methods that you need in order to turn your goals and dreams into TANGIBLE realities.

Here's a glimpse at the sessions available to you...

AUDIO 1 – Here Comes Success

AUDIO 2 – A is for ACTION

AUDIO 3 – B is for BELIEF

AUDIO 4 – C is for CONFIDENCE

AUDIO 5 – G is for GOALS

AUDIO 6 – Success in Action

(This is the partial copy. The complete promotional copy comes with your audio training program...)

Audio Training Program

The A-Z's of Success
How to Get Where You Really Want To Go
Audio Training Series

(This is partial copy of one of six scripts. All six scripts and instructions for recording comes with your audio training program.)

Audio #1: Here Comes Success

Hello, and welcome to *The A-Z's of Success: How to Get Where You Really Want To Go*, a 6-part Audio Training Course designed to help you get more of what you want in life.

I'm <your name> of <your business>, and today we're setting the stage for your ultimate success in every arena.

Over the course of these 6 audio modules, you will learn simple strategies of attaining success and reaching your goals in any area of life. You can use these tactics anytime, regardless of your moods, circumstances or spiritual beliefs, to strength of character and resilience of will, so that you can navigate your life's challenges with greater grace & ease.

I invite you to take a few notes as we go along so that you can make the most of this training.

In fact, we'll pause right here so you can grab your notebook and a pen.

< PAUSE >

Ready? Okay, let's get going!

Now to start off, what, exactly is success?

< PAUSE >

Is it money? Cars? Houses on the hill and university libraries named in your honor?

Sure, all of those are certainly external signs of successes.

Yet Ralph Waldo Emerson tells us that laughing a lot, winning the respect of intelligent people, and leaving the world a bit better than you found it, is success. "To know that even one life has breathed easier because you have lived. This is to have succeeded."

< PAUSE >

But truth be told, while all of these examples of success are valid, success means something different to everyone. However, one definition we can all agree upon is that success means that you did what you set out to do.

If you attempt something, and you achieve a favorable outcome, then you've succeeded.

If you want a clean and beautiful home, and you made your bed this morning, then you've already succeeded today. And the kind of success that people talk about...the money, the fame, the whatever...all of that comes from stringing together multiple mini-successes. One after another, these successes build a foundation of confidence and accomplishment that ultimately leads you to where you want to go.

Of course, it's important to note that the more specific you are, the more successful you are. If you have a vague concept of success in mind...if you just want "Success," it's hard to know when you've arrived, and you'll likely face a lot more disappointment.

However, if you have a *specific* goal in mind, you'll know when you've achieved it. And every win along the way feels even better, because you know that you're moving clearly, one step at a time, toward the life you really want.

< PAUSE >

Now that we know what success really is, let's take a look at a couple of the "inner game" aspects of creating a successful life.

(This is partial copy of one of six scripts. All six scripts and instructions for recording comes with your audio training program.)