



ARE YOU
EMOTIONALLY
Smart?

Optimize Your EQ
for Better
Relationships and a
More Fulfilling
LIFE

**Special Report
Preview**

Your Logo Here

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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
Kim@Ready2GoMarketingSolutions.com

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)
- An editable cover to customize and brand as your own
- 10 tips on how to use this report to grow your list

About Ready2Go Marketing Solutions, Inc.

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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 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.

10 Tips for Using Your Special Report to Grow Your List (page 1 of 2 Pages)

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.

(page 1 of 2 page)

Promotional Copy

(This is a partial script of the promotional copy that you use to promote special report.)

Promo Copy for Special Report:

Maria and her husband Peter were having a great time at Maria's company barbecue. Music and laughter filled the air, the weather was perfect, and Maria marveled at how easy it was to talk to her boss as a real person.

Suddenly, a group of kids ran by and knocked Peter's plate off the table, slinging barbecue sauce and pickles all over his new white shirt and khaki pants. Peter's face turned deep red, his hands shook, and he snapped to his feet, angrily shouting profanity at the fleeing children, oblivious at how shocked and frightened the others were at the table.

Maria touched Peter's arm, and immediately he sat back down, flushed and embarrassed for having lost his temper so quickly.

Have you ever gotten worked up and made a choice that you later regretted? Said things that you wished you could've taken back? Misread a situation and acted inappropriately?

Sure, we all have.

If you're like 99.9% of people in the world, at some point or another your emotions have gotten the best of you, and you've wished for more self-control and social understanding.

Emotions are like the gasoline that fuels your car. They're potent and powerful, and you can utilize them to make major accomplishments, improve your relationships, and express yourself with greater clarity. However, much like gasoline, they can be explosive and dangerous if not channeled and handled with wisdom and maturity.

Of course, some people are naturally good at this. Some people, like Maria, seem to handle others with ease, and keep their calm, no matter what. Just like those gifted in athletics, artistry or business acumen, some people will always have a high success in the emotional arena. Other people...

Well, we all have room to grow, don't we?

(The complete script is included in your special report package).

Special Report

SPECIAL REPORT

Being Emotionally Smart

Optimizing Your EQ to Create Better Relationships and a More Fulfilling LIFE

(This is page 1 of 9-page special report)

Seven-year-old Ryan stood at the window, watching the rain destroy his chance to go swimming. His shoulders drooped, his face was sad. Noticing his disappointment, his grandmother stood behind him and gave him a comforting hug. Together, they gazed out the window, snuggling in the embrace. Suddenly, Ryan turned his face upward, smiled at his grandmother and asked, “Granny, did you know that when people hug you, it fills up your heart a certain number of spaces?”

Later that evening, as Ryan’s grandmother was saying goodnight to him, she asked, “So, Ryan, how many spaces are in your heart?” Without missing a beat he replied, “Ten!” And, without hesitation, he added, “But seven have to be full for you to feel good.” And in his childish curiosity, he stretched his arms around her neck and asked, “Granny, are you a ten?”

Ryan demonstrates a metaphorically powerful, definition of emotional intelligence. Emotional intelligence is the ability to recognize our own emotional state and be tuned into the emotional state of those around us. Emotional intelligence is the ability to manage ourselves and relate to others in an appropriate way. It is the awareness of our own feelings and the feelings of others.



Emotional intelligence (sometimes referred to as Emotional Quotient or EQ) is an emerging field with strong scientific support. The topic became popular when Daniel Goleman wrote his ground-breaking book by the same name. The book generated a whole new awareness to the role emotions play in our lives. In fact, today there are more than 14 million references to term “emotional intelligence” on the internet.

This report is intended to increase your awareness about the role emotions play in your life. It will help you increase your ability to read and respond appropriately to the emotional state of others and make your relationships more meaningful. Emotional intelligence can bring peace to your life when you learn to express yourself with greater clarity, and learn to read, respond to, and accept other people’s feelings.