



Beating **BURNOUT**

**How to
Refill Your Tank**
When Life Has You
Feeling Empty

**Audio Training
Program Preview**



Ready2Go
MARKETING SOLUTIONS

Beating Burnout

How to Refill Your Tank When Life Has You Feeling Empty

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 4-6 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 4-6 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
- 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.

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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
Burn Notice - Battling Burnout Before it Begins
Audio Training Series**

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

WARNING: You may be dangerously close to the brink of burnout & not even know it...

Burnout is a devastating condition that affects more people today than ever before in recorded human history. And it sneaks up without them even knowing it. What starts out as a bad day at the office, low energy, or a bit of edginess, turns into dreading getting out of bed, feeling unmotivated, unable to focus, and struggling to simply fulfill daily responsibilities.

Burnout is costly in many ways. It impacts your well-being, your health, family and relationships.

Symptoms include...

- Apathy and disdain for the activities you used to love
- Cynicism, defensiveness and unexplained lashing out
- Chronic exhaustion, insomnia, overwhelm and fatigue
- Lack of motivation, feelings of worthlessness, and isolation from friends

If any of these symptoms sound familiar, you might be teetering at the edge of burnout, and it's important that you do something about it NOW...before it's too late.

Now introducing...

**Burn Notice
Battling Burnout Before it Begins**

A 6-Part Audio Training

[Click Here To Get Started Now](#)

This interactive, 6-part audio training program is loaded with practical strategies, tools and insights to help you keep your passions alive when you are feeling stressed, exhausted and overwhelmed.

Each 5-7 minute module is designed to deliver digestible wisdom and foundational practices that help you develop a stronger, healthier, more resilient YOU.

These lessons give you everything you need to design your very own emotional defense system, so that you can stay on track and motivated to create the rich, rewarding life of

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joy and fulfillment that you deserve, instead of getting caught up in the demands and pressures of life and ultimately succumbing to burnout.

In these short and impactful training programs, you will discover:

- The #1 reason that you over commit...and how to fix it
- The 3 mental traps that will burn you out if you let them
- How to discover and design your deepest emotional motivators so you stay inspired and not get worn down
- A tested and proven 4-step Burnout Bounceback Plan
- How to stop the downward spiral of burnout in its tracks...at *any* stage of its development
- The 3 vital strengths you need to offset burnout's damaging effects
- And much, much more...

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

Audio Training Program

Beating Burnout

Audio Training

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

Audio #1: The Basics of Burnout

Hello, and welcome to *Burn Notice : Battling Burnout Before It Begins*, a 6-part Audio Training Course designed to help you keep your passions alive in face of stress, overwork and exhaustion.

I'm <your name> of <your business>, and I'm excited to share this training with you.

Over the course of these 6 audio modules, you will learn practical strategies of mental and emotional wellness that you can use anytime, regardless of your circumstances, to build lasting resilience and successfully navigate your challenges of life.

I invite you to take a few notes as we go along so that you can fully absorb everything there is to learn.

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

< PAUSE >

Ready? Alright, let's begin!

In this session we're looking at some of the foundational elements of burnout, dispelling a few myths, and getting crystal clear on the impact of losing your fire.

For starters, how do you define burnout? Have you ever really thought about it?

< PAUSE >

If you're like most people, you probably equate burnout to stress. The two concepts overlap, and though they have come to mean the same thing in our culture, they are actually quite different.

For example, humans can experience massive amounts of stress without ever burning out.

In fact, when handled properly, some types of stress can actually make you stronger, while burnout depletes you of all your vitality and strength.

Many people also equate burnout to being really tired after a long day of working hard. But burning out isn't just a matter of being exhausted.

Google defines burnout as, “physical or mental *collapse* caused by overwork or stress,” but even that doesn't do justice to the actual experience of burnout.

< PAUSE >

Burnout can also result in the crumbling and destruction of your very *identity and self-worth*, as the result of repeat failure in your personal or professional efforts.

< PAUSE >

It goes something like this...

You work really hard, but see no results, and lose faith in your abilities. You give everything you have, and it's still not enough, so you collapse, and a sense of worthlessness sets in.

You begin to resent the people around you. All you see is disappointment and failure. You have no enthusiasm, no energy and can barely get things done – if at all. Motivation goes out the window, and you're left feeling helpless, worthless, and completely out of steam.

< PAUSE >

Some common symptoms of burnout include chronic exhaustion, insomnia, lack of focus, depression, anger and apathy.

If you find that you're easily irritated, dread going in to work, always blame others, or you feel that your efforts are meaningless and don't make a difference, then you are probably at the edge of burnout.

The trouble with this condition is that it can be really hard to recover from.

< PAUSE >

If you're feeling over-stressed, you can just watch a funny movie, relax for a weekend or spend some time with your friends and you're pretty much back to normal.

When you're burnt out, those remedies just aren't enough and you don't even see the point in feeling better.

Dr. Wayne Dyer once said, “Don't die with your music still in you.”

Those who've experienced burnout sometimes describe it as "being alive long after your music has died."

< PAUSE >

But it's not just a matter of despondency and depression. Burnout can also bring on massive waves of anxiety. We humans are hard-wired for achievement, and when we lose that fire, it can be terrifying.

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