



Beating **BURNOUT**

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

**Self-Study Program
Preview**



Beating Burnout

How to Refill Your Tank When Life Has You Feeling Empty

Self-Study Program Preview



Congratulations on purchasing your very own Ready2Go Self-Study Coaching Program!

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 marketing and communication 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
- Workshops
- Self-Study Coaching Packages

When it comes to effective ways to gain exposure and offer a valuable service to your prospects and clients, teleseminars are a sure fire strategy. They are hugely popular in the industry for a reason. They are a cost effective, convenient, and very efficient way to deliver value to your market.

While we hope that you are using the workshop in conjunction with the Ready2Go Marketing Solutions Bundle, this product alone is a great tool for growing your business. With your Ready2Go Teleseminar, you are implementing a powerful strategy for growing your business. And the great news is that the Ready2Go Teleseminar topics are completely developed and ready for you to implement. They are relevant to most target markets and are easily customizable, saving you tons of time and effort. They are also designed to be educational, engaging and fun so that your attendees leave the call feeling that it was time well spent.

If hosting teleseminars is new for you, or even if you are a veteran, then you have come to the right place, as it doesn't get much easier than with a Ready2Go Teleseminar. If you apply the tips you learn in this Teleseminar Guide, and combine it with a professionally crafted Ready2Go Teleseminar, then you are on your way to great success!

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.

Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview



In 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. And doing professional presentations is one of the most effective components of an effective marketing strategy.

Enjoy!

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 in Your Ready2Go Coaching Package

Your Ready2Go coaching package includes:

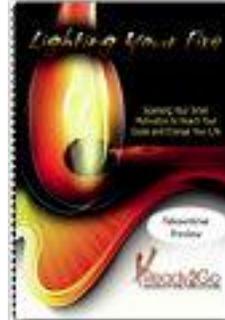
- An editable cover for customizing and delivering your coaching program.
- Coaching modules with a combination of,
 - Teaching and activity set up,
 - Client exercises and handouts,
 - Debrief questions,
 - Follow-up plan which includes,
 - Homework and coaching sessions
- How to use your Ready2Go Coaching Package as a Free Offer to grow your list
- 5 Ways to use your Ready2Go Coaching Package to grow your list and make more money in your business.

Build Your In-Depth Coaching Program

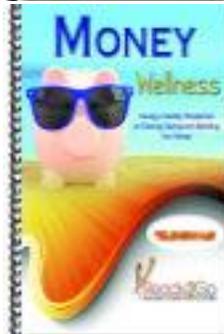
Select from the 20+ topics below to bundle and customize your own coaching program. Each program comes with lessons, activities, debrief questions and homework.



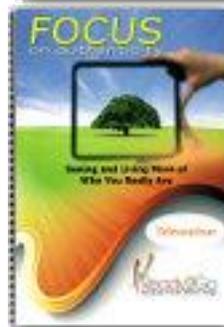
**Motivation Magic:
Awakening in Others
the Inspiration to Excel**



**Lighting Your Fire:
Sparking Your
Inner Motivation to
Reach Your Goals
and Change Your
Life**



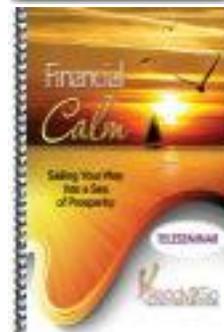
**Money Wellness:
Having a Healthy
Perspective on Earning,
Saving and Spending
Your Money**



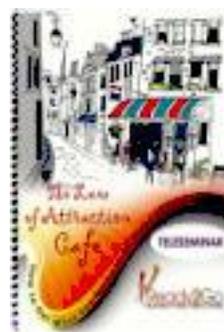
**Focus on
Authenticity:
Seeing and Living
More of Who You
Really Are**



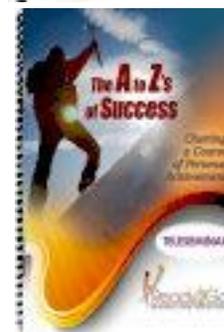
**The Rhythm and Blues
of Empathy:
Resonating With the
Feelings of Others to
Build Rapport**



**Financial Calm:
Sailing Your Way
Into a Sea of
Prosperity**

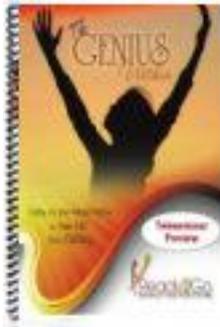


**The Law of Attraction
Cafe :
How To Get What You
Desire In All Areas Of
Your Life**



**The A to Z's of
Success: Charting a
Course of Personal
Achievement**

Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview



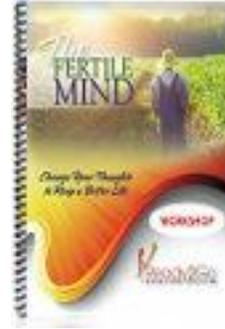
**The Genius Within:
Calling on Your Natural
Talents to Make Life
More Fulfilling**



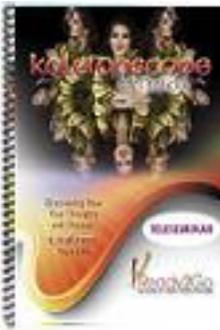
**Becoming a Living
Magnet:
An Introduction to
the Law of
Attraction**



**Courage, Risks and
Rewards:
Taking Chances to
Change Your Life**



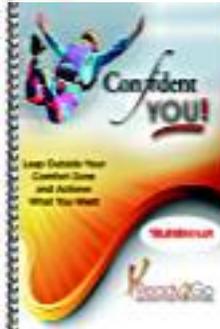
**The Fertile Mind:
Change Your
Thoughts to Change
Your Life**



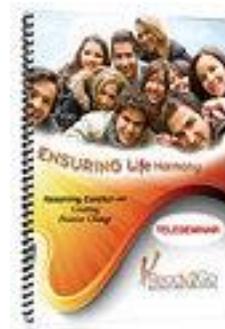
**Kaleidoscope of Choices:
How What You Think
and Choose Colors Your
Life**



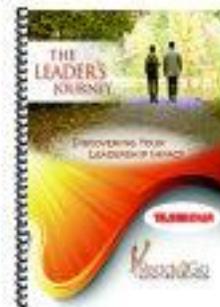
**Say It! Hear It!
The Power of
Effective
Communication**



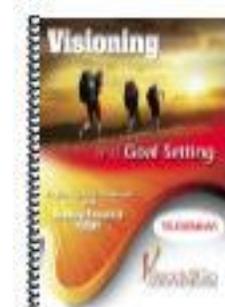
**Confident You!
Leap Outside Your
Comfort Zone and
Achieve What You Want**



**Ensuring Life
Harmony:
Resolving Conflict
and Creating
Positive Change**

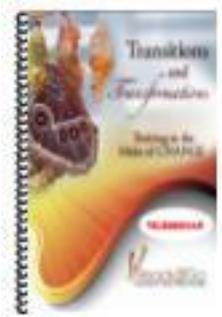


**The Leader's Journey:
Discovering Your
Leadership Impact**

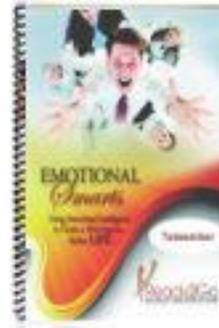


**Visioning and Goal
Setting:
Projecting Your
Tomorrow and
Heading Toward it
Today**

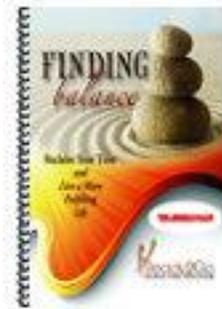
Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview



**Transitions and Transformations:
Thriving in the Midst of Change**



**Emotional Smarts:
Using EQ to Create
a More Joyous,
Richer Life**



**Finding Balance:
Reclaim Your Time and
Live a More Fulfilling
Life**

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

Table of Contents

ABOUT READY2GO MARKETING SOLUTIONS, INC.®	9
HOW TO USE YOUR READY2GO COACHING PROGRAM	12
HOW TO USE YOUR READY2GO COACHING PROGRAM TO GROW YOUR LIST	15
PROMOTIONAL EMAILS.....	18
SELF-STUDY PROGRAM PREVIEW	21
ACTIVITY SHEET	26

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 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.

Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview

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 professionally crafted 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 200- to 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 & Webinars** to engage your prospects and clients through online training
- **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.

How to Use Your Ready2Go Coaching Program

How to Use the Coaching Program

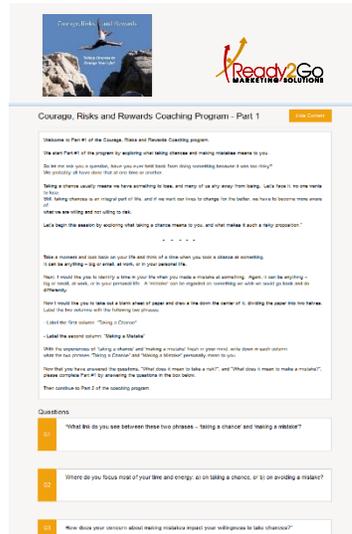
Your Ready2Go Coaching Program is expertly designed to be delivered in a variety of ways:

1. Popular platform options:

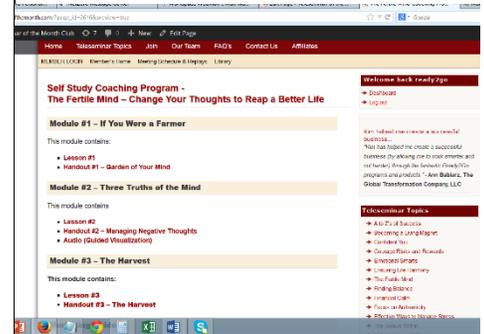
Coaches Console: (www.coachesconsole.com)



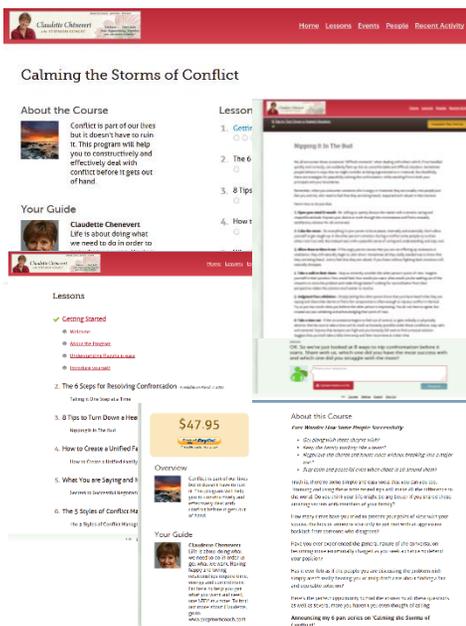
Jigsawbox: (www.jigsawbox.com)



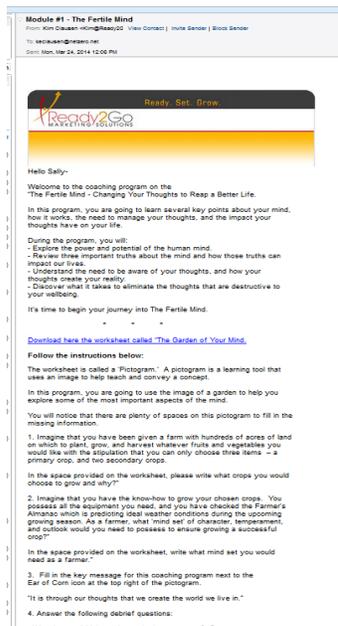
Website:



Ruzuku: (www.ruzuku.com)



Email:



Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview

2. Written word or recorded format.

Your Ready2Go coaching program has been designed to be delivered via the written word or can be recorded and delivered in an MP3 format. Easy to follow instructions are provided in each coaching package.

3. Branding.

We have provided an editable cover, coaching program script, activity sheets and additional homework so you can change the content, name, and add your brand.

Currently, the cover image is grouped for easy distribution. To edit the cover image, ungroup the images and fonts to customize as needed.

4. Delivery. Each coaching program is divided into 5-8 modules and will take your clients 60-75 minutes to complete in its entirety. For free programs, you may “drip” the modules (give one at a time through a timed schedule), but it is also recommended to give your clients the choice to have full access as well. Sometimes clients are excited to complete the program and want to work at their own pace and not be forced to wait.

5. Free and Paid. These programs are designed to be delivered as a free gift or a paid program. Additionally they can be delivered as individual programs or bundled together. See the section on “5 Ways to Make Money With Your Ready2Go Coaching Program.”



Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview

How to Use Your Ready2Go Coaching Program to Grow Your List

How to Use the Coaching Program as a Free Offer to Grow Your List

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

1. **Give it away as a free offer on your website to grow your list.** It is recommended to have a valuable free gift to offer visitors of your website, so you can get their contact information and begin to develop a relationship. Offer your coaching program as a multi-part free gift that you deliver every 2-7 days.
2. **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 then by filling out a form or turning in their business card, or have them go to your website. Having people sign up at the event 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.
3. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The Coaching 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.
4. **Add it to your signature line of your email.** Simple, effective, and will grow your list.
5. **Use it as a free offer for someone to "check you out" when promoting a workshop.** This is a great way for people to become more familiar with you first before committing to something such as a workshop. Relationships build by the prospect being willing to spend more time and then money as the relationship grows. The Coaching Program is a great way to gain awareness, develop a relationship and build trust.
6. **Promote it through social networking.** 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 attract visitors, gain their attention, show relevance, and drive them to your site so they can learn more about you, and you can begin to develop a relationship. Send people to your website to opt-in with their contact information.
7. **Include it in your newsletter.** Include a short blurb and link to your Coaching Program in your newsletter as a standard item in every edition.

Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview

8. **Give it away as a bonus or incentive for someone to take action.** Your Ready2Go Coaching Program can be a great bonus to give if someone signs up to purchase a product, program or service.

Be sure to customize. Customizing the coaching program will attract the attention of your target market to gain the greatest interest. The Ready2Go Coaching Programs discuss highly relevant topics that educate, inform and address peoples' problems and needs. And that's what people want – for us to solve a problem and fill a need. Therefore customizing the core content of this program to your target market will be very powerful in gaining attention, interest and action.

And it's simple. The Coaching Programs are already scripted and can be recorded in your own voice or delivered through the written word, so all you have to do is customize the title and include any relevant stories, examples and references to your market.

While our Ready2Go titles are also very effective, think about how the topic relates to you your target market and determine how you can **generate more interest by customizing the title to speak more directly to YOUR target market.**

Here are a few examples of enticing titles specific to target markets:

- How You Communicate Can Make or Break Your Business
- How to Speak So Your Spouse Will Listen
- 7 Keys to Eliminate Conflict and Create Synergy in the Workplace
- Communicate With Power and Influence
- 5 Ways to Connect With Your Spouse on a Whole New Level
- Everyone is a Leader – Discover the Leader in You
- Confident You! Feeling Your Very Best During Your Job Search, Interviews and Negotiations

Promotional Emails

Beating Burnout Self-Study Emails

(There are 4 emails in this package. This is partial copy of Email #1)

1st Email

Subject: Say goodbye to Burnout...FOREVER

You're no stranger to stress. You already know how it wears you out and breaks you down. You probably know that stress is linked to almost every disease or sickness that we humans face, and I would imagine you already have more than a few coping mechanisms to deal with it.

But what do you know about *burnout*?

Burnout is devastating. Crippling. It leaves you wrecked and depressed, with zero zeal and absolutely no lust for life. Burnout is a deep abyss from which many never return.

Fortunately, there are a handful of proven ways to prevent burnout, and bounce back once you're there.

I just launched a new self-study coaching program...

...and this one *might* just save your life.

Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty

[Click Here to Register Now](#)

Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty is a transformational, deep-dive exploration into one of today's leading causes of *depression* and *systemic failure*, PLUS a **step-by-step roadmap** out of the darkness and back to the light of **productivity and overall life enjoyment**.

Here's why the information in this self-study program is *so* critical...

- One-third of Americans alive today report living with extreme stress, bordering on burnout.
- Medical studies suggest that millennials are the most prone to burnout of any generation alive on earth today.
- Burnout doesn't just bring down your mood, it contributes to medical conditions such as heart disease, obesity, migraines, Alzheimer's, asthma and more.

Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview

In other words, stress and burnout affect a HUGE percentage of the population, it can happen to anyone, and unless you take proactive steps to prevent it, *you or someone you love could be the next to crash.*

Fortunately, this coaching program will give you everything you need to understand burnout and protect yourself and your loved ones from its devastating physical, emotional and psychological effects.

Think of it as your personal Burnout Prevention Insurance Policy.

<<Get your “Burnout Prevention Policy” now >>

(There are 4 emails in this package. This is a partial of Email #1)

Self-Study Program Preview

Beating Burnout

How to Refill Your Tank When Life Has You Feeling Empty

Self-Study Coaching Program Preview

(Each coaching program has 4-8 modules.

This is a module from the “Beating Burnout” program)

Content

Notes

Write or Record:

Module #1 – The Burnout Zone

“Stress, overwhelm, exhaustion – we’ve all experienced it, especially in today’s fast-paced world.

One day we are just cruising along in our lives when suddenly we find ourselves unmotivated, unable to focus, or struggling to simply fulfill our daily responsibilities.

These are symptoms of burnout, and left unattended to, burnout can have very negative consequences on your work, your personal relationships, and your health.

Welcome to the Self-Study Coaching Program on “Beating Burnout.”

Burnout is one of today’s leading causes of depression & systemic failure. It is insidious. It creeps up on you as you continue to push through the demands of your life thinking that you just need a ‘good night’s rest’ or to ‘start eating better.’ Yes, these are viable options for helping with burnout, but alone they are not sufficient to halt or recover from this destructive state. It takes awareness, diligent effort, a change of habit and mind, and a commitment to a healthier lifestyle.

Throughout the course of this program you are going to discover how to spot the symptoms of burnout and stop them in their tracks by discovering:

- How burnout happens and what are the five main stages of burnout.
- Your personal needs and strengths, and take an assessment to determine how prone you are to burnout.
- How to manage, renew and replenish your energy levels in order to avoid burning out.

Content

Notes

- How to recover with new energy and enthusiasm if you do find yourself in a burnout state.

In learning to avoid and overcome burnout, let's start first by exploring how it makes us feel.

Let's get started!"

* * * * *

“Burnout happens when you experience emotional, mental, and physical exhaustion caused by excessive and prolonged stress. It occurs when you feel overwhelmed, emotionally drained, and unable to meet constant demands.

Burnout happens not just from work stress, but also from the demands of your personal life, and what you do (or more importantly), not do, to replenish yourself.

Burnout is not feeling bummed out or having a bad day, it is a chronic state of being out of sync with one or more aspects of your life, resulting in a loss of energy, enthusiasm, and confidence.

It is important to notice and identify when you are having these feelings so you can avoid entering the burnout zone.”

* * * * *

“Take out Worksheet #1 – “The Burnout Zone.”

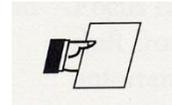
Read the following scenario on your worksheet.

Then review the metaphors represented on the worksheet and circle or highlight an illustration that best represents how you think Sally is feeling.

When complete, return to this module.

SCENARIO:

Sally is feeling like she is at the end of her rope. She has worked hard while raising her children and caring for her aging parents. To keep herself sane, she has managed to keep somewhat of a social life. But recently she has been



Handout –
Worksheet #1 -
“The Burnout
Zone”

Content

Notes

feeling down and exhausted. Her never-ending 'to-do list' weighs on her. She can never seem to get ahead. When her list gets smaller, more things are added. Her friends, family and coworkers who used to bring her some enjoyment and fulfillment have become irritating. She finds herself 'comfort-eating' all the time and feeling as though all her hard work in life isn't getting her anywhere. She carries all the burden herself, and does not ask others for help. She doesn't know how to de-stress from her condition and recognizes that she is not doing anything to take care of herself. She worries that if something doesn't change, her health, relationships and work will begin to suffer.

When complete, return to this module.”

(NOTE: If you are recording, you can:

- *keep the audio going and record some quiet instrumental music in the background. Tell clients they have a specific amount of time and remind them when there is 30 seconds left.*
- *ask the client to turn off the recording and resume when they have completed the activity.)*

* * * * *

[Debrief Questions]

“Answer the debrief questions below. Then return to this module.”

- Which scenario did you choose?
- How does this scenario represent the way Sally is feeling?
- In what ways can you relate to the challenges Sally is facing?

NOTE: If you are recording, you can:

- *keep the audio going and record some quiet instrumental music in the background. Tell*

Content

Notes

clients they have a specific amount of time and remind them when there is 30 seconds left.

- *ask the client to turn off the recording and resume when they have completed the activity.)*

* * * * *

“Burnout is a warning sign that something isn’t right in our lives.

It is a way of telling us that it’s time to hit the pause button and do some heartfelt self-reflection such as...

- Where has my energy and enthusiasm gone?
- What has happened to my purpose and passion for life?
- Why have I put caring for myself on the back burner?
- Why have I lost hope and heart?

By seeing burnout as a forced timeout from life’s hectic pace and a chance to regroup, we can make the necessary changes to get our lives back on track.

Continue next to module #2 where you will discover how and why burnout happens.”

* * * * *

Activity Sheet

Worksheet # 1 – “The Burnout Zone”

1) Read over the following scenario: Sally’s Story

Sally is feeling like she is at the end of her rope. She has worked hard while raising her children and caring for her aging parents. To keep herself sane, she has managed to keep somewhat of a social life. But recently she has been feeling down and exhausted. Her never-ending ‘to-do list’ weighs on her. She can never seem to get ahead. When her list gets smaller, more things are added. Her friends, family and coworkers who used to bring her some enjoyment and fulfillment have become irritating. She finds herself ‘comfort-eating’ all the time and feeling as though all her hard work in life isn’t getting her anywhere. She carries all the burden herself and is not good at asking others for help. She doesn’t know how to de-stress from her condition and recognizes that she is not doing anything to take care of herself. She worries that if something doesn’t change, her health, relationships and work will begin to suffer.

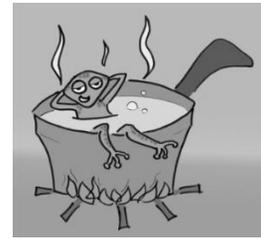
2) Now, look over the metaphors below and circle or highlight the illustration that best captures how you think Sally is probably feeling as a result of her situation. Be prepared to discuss why you chose this metaphor.



Drowning



Burning Both Ends



Frog in Boiling Water



Burnt Match



Zombie



Drained Battery



Smashed Pencil Tip



Fried Egg



Buried

Beating Burnout – How to Refill Your Tank When Life Has You Feeling Empty Self-Study Program Preview