



Beating **BURNOUT**

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

**Special Report
Preview**



Beating Burnout

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Special Report Package Preview

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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 & 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'.

Kim Clausen, President
Ready2Go Marketing Solutions, Inc

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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)
- 10 tips on how to use this report to grow your list

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Using Your Ready2Go Special Report

Growing your list and staying in touch 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.

Special Reports are an effective tool that help you gain your prospects' attention, give something of value for free, and begin to foster a relationship. It is also a great tool for generating awareness, driving prospects to your website and growing your list.

We recommend using the special report in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>).

Here's a few ways you can use your Ready2Go special report along with the other Ready2Go products:

- Promote it on your social media outlets. Use excerpts or images with a download link in exchange for your prospects' contact information.
- Blog about your special report and use some excerpts in your blog.
- Place an excerpt from your special report in your newsletter.
- Tweet about your special report and invite others to download it.
- Promote your special report on community boards, industry websites, etc.
- After your prospects receive the special report, send them the Ready2Go 6 part audio training program on this topic as a follow up gift.
- Offer as a gift at events, conferences and speaking engagements in exchange for the participants' contact information.
- Give it away as a value-added communication as part of your regular keep-in-touch plan.

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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.

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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
- **Professionally scripted audio training programs** that you record in your own voice
- **Success tips**, which are 250-350 word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **PowerPoint Slides** to make your teleseminar into a webinar.
- **Coaching Packages using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.
- **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.

10 Tips for Using Your Special Report to Grow Your List

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- 1. Place it in a highly visible location on 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.

- 6. Alert your social network.** 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 get attention, attract followers and show your expertise. Then, periodically announce that you have this special report available. Note: You may want to switch up your offers once in awhile to keep them fresh; consider having two or three reports that you can rotate.
- 7. Advertise in an organization's newsletter that reaches your target market.** You will really stand out amongst traditional ads. While other people are selling their products and services, you are offering something for free. If you don't want to pay for advertising space, see if you can submit an article. Write a brief article that introduces the topic of your report, and then in your bio you can provide a link to you website where people can download the full report.
- 8. Post snippets from the report in your blog.** This is another great way to gain exposure, engage your audience and drive them to your website wanting more. In your blog post, you will want to be sure to include key words that are relevant to your target audience. So this is a great opportunity for you to customize the content to your audience, adding your own personal touch with stories, anecdotes, resources and experiences.
- 9. Offer it as a low priced entry level product in your business.** By offering a Ready2Go Special Report, you are showing your client that you provide professional products, with high quality, relevant information. This builds trust, and makes your clients feel safe to purchase additional products, programs and services in the future.
- 10. Customize.** Ready2Go special reports apply to just about any target market, as they discuss highly relevant topics that educate and inform people while addressing common problems and needs. And that's what people want – for you to solve a problem and fill a need. To make them more impactful for your audience, consider adding a few references or relevant points that resonate even more with your specific target market and bring the message home. One way to do this is with the report title. For example, a business coach might use the title "How You Communicate Can Make Your Break Your Business," while a relationship coach might change it to "How to Speak So Your Spouse Will Listen."

Special Report

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(This is a sample of the special report that comes with this package.)

Running on Empty – How to Beat Burnout

Peter Gibbons: The thing is, Bob, it's not that I'm lazy, it's that I just don't care.

Bob Porter: Don't... don't care?

Peter Gibbons: It's a problem of motivation, all right? Now if I work my a** off and Initech ships a few extra units, I don't see another dime, so where's the motivation? And here's something else, Bob: I have eight different bosses right now.

Bob Slydell: I beg your pardon?

Peter Gibbons: Eight bosses.

Bob Slydell: Eight?

Peter Gibbons: Eight, Bob. So that means that when I make a mistake, I have eight different people coming by to tell me about it. That's my only real motivation is not to be hassled. That, and the fear of losing my job. But you know, Bob, that will only make someone work just hard enough not to get fired.

From the film 'Office Space' (1999)

The now classic cult-hit film *Office Space* seems to portray a corporate recipe for burnout. It chronicles the bleak life of cubicle cog 'Peter Gibbons', who works at fictional software engineering firm *Initech*. It depicts his aggravating commute, irritating coworkers, a mindless boss, and a personal life on the verge of disaster. The tagline of the movie is, "Work sucks."

While your job may not 'suck', if you've ever worked in an environment that made you feel more like a corporate zombie than a celebrated talent you may relate to the sense of apathy and desperation that causes the kind of stress that eventually leads to burning out. Let's face it, our work can sometimes leave us feeling stressed and exhausted. The stress can take a toll on you physically, emotionally, spiritually, and psychologically. Sometimes that stress can take us to the point where we feel like we're hanging on to a very thin thread and, at any moment, that thread can snap.

When you're experiencing the daily or weekly run-of-the-mill type stress, when the weekend comes you pick your 'recharge remedy' – date night, hanging out with the family, a walk in the woods, a cup of warm tea, a good book – and before you know it you're back to feeling right as rain on Monday morning.

But have you ever experienced long stretches of time when you felt more than merely 'stressed-out'? Times when just getting out of bed can feel like you're being asked to lift twice your weight? Have you struggled with the day-to-day stressors of life to the point where you feel like you just don't care anymore? Perhaps you're experiencing that sense of fatigue, lack of drive, and ineffectiveness right now. Perhaps you're burned out. If so, you're not alone.

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"I think that burnout happens because of resentment. That notion that, 'wow, I worked 100 hours last week, and I couldn't even have this thing that I really wanted.'" ~ Marissa Mayer, I.T. Executive and former CEO of Yahoo!

We have a complicated relationship with our jobs and that has led to a work-life imbalance skewed in favor of work. You don't have to look far for evidence that people are working longer hours, taking on more responsibilities, skipping holidays and weekends and feeling an overall sense of overwhelm at work. Perhaps the effects of burnout are staring back at you every time you look in the mirror.

A Gallup report conducted in 2013 showed that a mere 13% of employees around the world are enthusiastically invested in their work. In the United States the poll indicated that only 30% of the workforce is engaged with work. That leaves a whopping 70% of employees who are disconnected with the work they do. Let that number sink in for a moment – 70% of employees are stressed, unmotivated, disinterested and basically burned out. Are you one of them?

Burnout can lead to a host of problems at work such as: employee tardiness, absenteeism, increased turnover, increased mistakes, diminished productivity, increased costs due to sick leave, increased theft at work, increased workplace accidents, mood swings, and medical and insurance costs. Whew!

Not only that, the economic costs can be staggering. In some estimates burnout costs the global economy anywhere from \$150-\$300 billion annually. The bottom line is, burnout is bad for business.

If it ended at the 'bottom line' that would be one thing, but it doesn't. If you or someone you know has ever suffered from burnout you know that every aspect of your life is affected – your personal relationships, your responsibilities on and off the job, your health (physical, emotional, psychological, and spiritual), and your finances.

Yet, for many, there is little understanding, support, or sympathy for burnout. Sharing our sense of overwhelm, our deepest fears and stress is often met with such platitudes as: *suck it up, that's life, or keep calm and carry on*. But 'sucking it up' only intensifies the feelings of helplessness that arise from prolonged stress. What's worse, ignoring chronic burnout can lead to: anxiety, insomnia (sleep disturbances), helplessness, the inability to concentrate, impaired memory, headaches, neck/back pain, gastrointestinal disorders, immune system dysfunction, and depression.

Think your mind is powerful enough to overcome all that stress? It is. But not over the long-term. It turns out that burnout impairs our brain's ability function. Over time our capacity to process memory, concentrate, and the ability to control our emotions becomes impaired.

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If all that wasn't enough burnout also decreases immune function making us more susceptible to viruses that cause the common cold and flu. It increases the risk of developing cardiovascular disease (heart attack and stroke), and Type 2 Diabetes. Basically, burnout can kill us!

But there is good news. We can reverse the adverse effects of burnout on both our bodies and our brains. But in order to do that we need to better understand what burnout is and what the warning signs are. We need to determine where we are on the burnout continuum and how to prevent it, or how to overcome it if we're in the middle of it...

(This is a sample of the special report that comes with this package.)