



Beating **BURNOUT**

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

**Success Tips
Preview**



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Success Tips Preview

Congratulations for embarking on a multifaceted marketing campaign that includes your Ready2Go Success Tips.

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 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.

Incorporating a regular communication strategy takes work, and incorporating Ready2Go products is the most comprehensive, effective and easiest solution on the market.

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 Success Tips

With the Ready2Go Success Tips package, here's what you get:

- 12 professionally written success tips that are inspirational and educational.
- Suggestions on how to use your success tips to create greater awareness, grow your list, and touch your list in a meaningful way on a regular basis
- Tips on how to set up your success tips to send automatically

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.

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

Tips on Setting Up and Using Your Success Tips

Setting Up Your Success Tips

If you would like to automate your marketing, you can set up your success tips to be automatically sent to your list on a regular basis by pre-loading them into your database management system. Most database management software systems have the capability of sending automated or timed emails so that you load them once, schedule their delivery and leave them alone. Examples of the more popular email management systems are AWeber (www.aweber.com), Constant Contact (www.constantcontact.com), iContact (www.icontact.com), and 1ShoppingCart (1shoppingcart.com), Infusionsoft (Infusionsoft.com) or Ontraport (Ontraport.com). You can research these to determine which solution is a best fit for your business needs.

For blog posts, you can simply preload your blogs and schedule in advances the days you want them to post.

As always, we recommend that you customize these success tips with your own stories, anecdotes and personal messages. But keep them short as that is what makes this tool so effective!

Using Your Success Tips

Staying in touch with your list in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using a 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.

Success Tips are a fantastic tool to use because they are short, provide great value, and can be delivered in written, audio or video form.

We recommend using your Success Tips in conjunction with the Ready2Go product bundle (<http://www.Ready2GoMarketingSolutions.com>) as the products coordinate together.

Here's a few ways you can use your Ready2Go Tips:

- Blog posts
- A “Thought of the Week” or “Success Tip of the Week”, that provides value, is easy to read, and is a meaningful touch.
- A short article in your newsletter
- Can be recorded and emailed in audio form, placed on your blog, on your website or sent in your newsletter.
- Can be developed into a short video training and be emailed to your list, placed on your blog, on your website, or sent in your newsletter.

Success Tips

(This is one of 12 tips that comes in your Success Tips Package)

Is Your Personality Putting You at Risk of Burning Out?

Most of us know that burnout results from the stress of overwork, but did you know that certain characteristics of our personality may put us at a higher risk of experiencing burn out?

Here are three personality traits that make you more susceptible to burnout:

Perfectionism. Are you an ambitious, high achiever? Awesome! That's an admirable trait that can lead to tons of success. But when a healthy desire to chase your dreams turns obsessive it can actually cause performance anxiety and create stress – two precursors of burnout. Instead of perfection, imagine yourself achieving excellence and give yourself a pat on the back for your effort – you deserve it!

Type A Personality. Type A's are typically highly competitive, single-minded go-getters. Nothing wrong with that. But the flip side of that tendency can also include self-criticism, and controlling and impatient behavior. So how do we relax *and* achieve? By keeping our focus on the middle ground. Instead of thinking in strict terms of Type A or Type B we can put our efforts on a *type continuum*, neither one extreme nor the other.

Cognitive Dissonance. Have you ever stayed at a job that conflicted with your beliefs, ideals, or values? Then you've experienced cognitive dissonance – when what you do doesn't fit with who you are. It's stressful to live life out of integrity with what's important to you. Restoring the balance requires either a change in beliefs, a change in situation, or change in both.

Once you become aware of your personal preferences and tendencies you can adjust accordingly to reduce, minimize or eliminate the stress that can lead to burnout, and get on with the business of creating the life you really deserve.

How about you? Is there an aspect to your personality that's making you more susceptible to burn out? What's one small personality shift you could make today that could help you avoid a case of burnout?