



# *Beating* **BURNOUT**

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

**Teleseminar  
Preview**



# Beating Burnout

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How to Refill Your Tank When Life has You Feeling Empty

**Teleseminar Preview**

**Congratulations** on purchasing your very own Ready2Go Teleseminar!

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 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 and webinars 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 this product 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. And they are relevant to most target markets, and 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 training feeling that it was time well spent.

If hosting teleseminars and webinars 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!

***Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
Teleseminar Preview***



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

Enjoy!

A handwritten signature in black ink, appearing to read "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!

***Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
Teleseminar Preview***

## What You Get in Your Ready2Go Teleseminar® Program

With the Ready2Go Teleseminar, your package includes:

**Fully developed teleseminar** with:

- Agenda, teleseminar flow, all necessary content, instructions, and scripting
- Participant exercises;
- Activity Sheets for the participants to be emailed or used in a webinar; and
- Follow-up plan which includes:
  - Homework and coaching sessions

**Marketing Guide** with recommendations on how to effectively market your teleseminar including:

- Logistics on how to coordinate a seamless and successful program
- Marketing timeline, and
- Teleseminar checklist.

**Facilitation Guide** which includes facilitation instructions for conducting a successful teleseminar including:

- Knowing your role and moving past initial fears;
- Tips on how to lead a successful teleseminar;
- Connecting with the participants; and
- Preparation for the teleseminar.

**Ready2Go Promotional Guide** with professionally crafted promotional materials including:

- Promotional emails
  - 2 Email invitations;
  - Reminder email; and
  - Follow-up email.

### **ARE YOU A MEMBER OF THE TELESEMINAR OF THE MONTH CLUB?**

If you are a member of the Teleseminar of the Month Club, you get comprehensive training, support, and guidance, all the products listed above, AND these additional done for you products:

- Registration and thank you page copy; and
- Registration and thank you page html files (completely developed web pages ready to put on your website)

The **Webinar** includes:

- Professionally crafted slides to coordinate with your teleseminar, making it a webinar Presentation.

To learn more about the Teleseminar of the Month Club program, [click here](#)

***Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty***  
***Teleseminar 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
- **Audio training programs** that you record in your own voice
- **Success tips**, which are 200-350 word "mini articles" to send to your list or use as blog posts
- **Speeches** for your in-person presentations
- **Teleseminars and webinars** to engage your prospects and clients through remote training
- **Workshops** to reach more people, generate income and convert more clients
- **Self-study coaching programs** formatted to be delivered as an independent, self-guided coaching program.

To learn more about the Ready2Go products, go to [www.Ready2GoMarketingSolutions.com](http://www.Ready2GoMarketingSolutions.com).

*Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
Teleseminar Preview*

## Teleseminar Schedule

The following agenda is meant to be a guideline and not a hard and fast schedule to keep.

Topic	Time Estimate
Starting the Training	5 min
Introductory Activity – The Burnout Zone	10 min
Segment #1 – What is Burnout and How Does it Happen?	15 min
Segment #2 – How Prone Are You to Burning Out?	15 min
<b>Make Your Offer Here</b>	<b>5-8 mins</b>
Segment #3 – Managing Your Energy to Avoid Burning Out	15 min
Application - Final Thoughts – Emerging New Again	10 min
<b>Total Time</b>	<b>75 Minutes</b>

***Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
 Teleseminar Preview***

## **Step #1 – Prepare Participants for Learning**

Preparing participants to learn is a critical step. This step arouses interest in participants, generates positive feelings about the learning they are about to experience, and gets them primed to learn.

Create a positive learning environment by humanizing the tele-seminar, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial.

The importance of getting off to a good start cannot be overstated. What you say and do in the first few minutes of the program can make all the difference in the world between a rich learning experience for participants and a frustrating expectation of what lies ahead for the next hour.



***Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
Teleseminar Preview***



# Beating Burnout

## How to Refill Your Tank When Life has You Feeling Empty



### Teleseminar Script

Time	Content	Notes
5 minutes	<p><b>Starting the Training</b></p>  <p>Directions:</p> <ol style="list-style-type: none"> <li>1. Begin the training with energy and enthusiasm and have the title slide up on the screen.</li> <li>2. Welcome the participants to the training and highlight what topic they are attending:</li> </ol>	<p>Materials Needed: Pen or pencil, note paper.</p> 
Facilitator Says:	<p>For example, “HELLO EVERYONE! And welcome to today’s training on “Beating Burnout – How to Refill Your Tank, When Life has You Feeling Empty.”</p> <ol style="list-style-type: none"> <li>3. Introduce yourself.</li> </ol> <p>For example, “I’m Sally Smith, the President of Best Life Ever Coaching, and your facilitator for today’s training. I am very excited to be speaking with you today.”</p> <ol style="list-style-type: none"> <li>4. Review with participants the agenda for the training, breaking down what will be covered and what they can expect from each topic.</li> </ol> <p>“Today we are going to explore several key concepts around burnout. During the training we’ll cover the following:</p> <ul style="list-style-type: none"> <li>▪ How burnout happens and what are the five stages of burnout.</li> <li>▪ Examine your personal needs and strengths to determine how prone you are to burnout.</li> </ul>	

***Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
Teleseminar Preview***

**Facilitator  
Says:**

- How to manage your energy in order to avoid burning out.
5. Briefly cover teleseminar protocol:
- “Before we jump in, we are going to take a minute to review some teleseminar guidelines so that we can ensure that we have a successful training.”
- Ask participants to be respectful of others on the line, and keep background noise to a minimum. It’s best to be in a place where there is no noise and you can focus on the discussion at hand.
  - Tell participants how to mute and unmute their phone.
  - Say your name before you speak. We always like to know who we are hearing from.
  - Be participative. These trainings are much more valuable and fun when everyone gets involved.”
6. Say:
- “O.K., so let’s begin our discovery.”

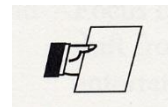
Time	Content	Notes
10 minutes	<b>Introductory Activity – The Burnout Zone</b>	Materials Needed: Pen or pencil, highlighter, and Worksheet #1 – “The Burnout Zone”
<b>Facilitator Says:</b>	<p>[PowerPoint slide of <i>woman experiencing stress</i>]</p> <p>“Stress, overwhelm, exhaustion – we’ve all experienced it, especially in today’s fast-paced world.</p> <p>Here we were just cruising along in our lives when suddenly we find ourselves unmotivated, unable to focus, or struggling to simply fulfill our daily responsibilities.</p> <p>These are symptoms of burnout, and left unattended to, burnout can have very negative consequences on your work, your personal relationships, and your health.</p> <p>Burnout is insidious. It creeps up on us as we continue to push through the demands of our life thinking that we 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.</p> <p>In learning to avoid and overcome burnout, let’s start first exploring how it makes us feel.”</p>	
<b>Learners Do:</b>	<p><b>Activity: “Metaphor for Burnout”</b></p> <p><b>Activity Objective: Participants use a metaphor to describe how they feel when they experience burnout in their lives.</b></p> <p> Directions:</p>	

## Time

## Content



## Notes

1. Show PowerPoint slide of *burnout metaphors*.
2. Say to participants:
  - "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."
3. Have participants pull out Worksheet #1 – “The Burnout Zone” that was sent to them prior to the teleseminar.
4. Tell participants you are going to read over the scenario at the top of the worksheet.
5. Once read, they will look over the metaphors represented on the worksheet and circle or highlight an illustration that best captures how they think Sally is feeling.
  - Tell participants to be prepared to discuss why they chose the metaphors they did.
6. When ready, read the following scenario:



Handout –  
Worksheet #1 –  
“The Burnout  
Zone”

***Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
Teleseminar Preview***

Time	Content	Notes
<p data-bbox="215 1402 380 1478"><b>Facilitator Says:</b></p>	<p data-bbox="500 275 1159 961">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.</p> <p data-bbox="453 999 1092 1066">7. Next, allow participants 30 seconds to select a metaphor.</p> <p data-bbox="453 1106 1141 1249">8. After everyone has selected a metaphor, bring the group together and ask for a volunteer who would be willing to share which metaphor they selected and why.</p> <ul style="list-style-type: none"> <li data-bbox="550 1289 919 1325">▪ Solicit several responses.</li> </ul> <p data-bbox="453 1365 1024 1400">9. End by making the following key points:</p>	
	<p data-bbox="407 1396 472 1514"></p> <p data-bbox="480 1486 753 1522"><b>Key Points to Make:</b></p> <ul style="list-style-type: none"> <li data-bbox="500 1560 1141 1627">▪ Burnout is a warning sign that something isn’t right in our lives.</li> <li data-bbox="500 1667 1133 1772">▪ It is a way of telling us that it’s time to hit the pause button and do some heartfelt self-reflection such as...</li> </ul> <ul style="list-style-type: none"> <li data-bbox="607 1812 1013 1848">▪ Note: Only ask rhetorically.</li> </ul>	<p data-bbox="1214 1518 1299 1528"><small>Burnout as a Warning Sign</small></p> 

***Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty***  
*Teleseminar Preview*

Time	Content	Notes
<p style="text-align: center;"><b>Facilitator Says:</b></p>	<ul style="list-style-type: none"> <li>○ Where has my energy and enthusiasm gone?</li> <li>○ What has happened to my purpose and passion for life?</li> <li>○ Why have I put caring for myself on the back burner?</li> <li>○ Why have I lost hope and heart?</li> <li>▪ 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.</li> </ul>	
	<p><b>Transition to Next Topic:</b></p>	<ul style="list-style-type: none"> <li>▪ In order to spot burnout and stop it in its tracks, it is necessary to understand what it is and why it happens.</li> </ul>

# Activity Sheets

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*Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
Teleseminar Preview*

## 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**

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Teleseminar Preview***