



# Breaking Free

from a

## *World of Worry*

**How to  
Let Go and Find Peace**  
in the Face of Life's  
**Uncertainties**

**Audio Training  
Program Preview**



**Ready2Go**  
MARKETING SOLUTIONS

# Breaking Free from a World of Worry

How to Let Go and Find Peace in the Face of Life's  
Uncertainties

## **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 5-7 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!

Ready2Go Marketing Solutions, Inc.® 5023 W 120<sup>th</sup> Ave #184, Broomfield, CO 80020 303-465-0454  
[www.Ready2GoMarketingSolutions.com](http://www.Ready2GoMarketingSolutions.com)

## What You Get With Your Ready2Go Audio Training Program®

With the Ready2Go Audio Training Program, you get:

- Six 5-7 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](mailto: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.*

# 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 2<sup>nd</sup> 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 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](http://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

---

*(This is a sample of the promotional copy for the Audio Training Program)*

## ***Free and Easy - Creating Your Worry-Free Life*** Audio Training Series

### **NEW: What Everyone Ought To Know About Worry**

If you've ever worried yourself sick, you're not alone. According to a recent study, 86% of Americans report actual physical conditions that are directly tied to worry, stress and anxiety.

Whether you're experiencing mystery headaches, an upset stomach, or simply chronic exhaustion, crankiness and sleepless nights, it's important that you do something about it NOW...before worry steals any more of your joy and vitality.

You deserve better, and I have something that will help you.

Now introducing...

### **Free and Easy** Creating Your Worry-Free Life

*A 6-Part Audio Training*

**[Click Here To Get Started Now](#)**

This simple, easy-to-follow 6 part program is meticulously designed to help you understand your own mind, take charge of your life, and finally give up your worrisome worry habit.

Each 5-7 minute module is packed with inspiring insights and digestible wisdom to quickly develop your mental strength and resilience, so that you can live a happier, healthier, more fulfilled life of connection and joy.

In this training, you'll learn...

- How to Stop Worrying and Take Control of Your Life
- The #1 Reason Why you Worry...and What You can Do about it
- The 3 Ways that Worry Hurts You the Most...*IF* You Let it.
- How to Turn the Tables on Your Worry, and Actually Use it to Your Benefit
- *3 tested and proven* Worry Eradicators You can use *any time* Worry strikes
- How to build Unshakeable Confidence and Steadfast Resilience...RIGHT NOW
- And much, much more...

Don't squander another precious moment on worry.

This 6 part system is chock full of the mental and emotional tools and strategies you need to stay focused and in control any time, in any situation. Without excessive worry in your way, you'll be able to have more fun, and get more done.

Here's a glimpse at the sessions available to you...

**Audio #1: What You're So Worried About**

**Audio #2: A Little Worry Goes A Long Way**

**Audio #3: What's the Worst That Could Happen?**

**Audio #4: The Cost of Living (With Worry)**

**Audio #5 : Don't You Worry About A Thing**

**Audio #6 : No Worries**

*(This is a sample of the Promotional Copy for the Audio Training Program)*

## **1<sup>st</sup> Email to the 6-Part Audio Series**

*(This is a partial email of 6 emails that comes with your audio training program)*

Subject: Your Worry Elimination Training Starts Today.

Congratulations, <first name>.

Today you start an exciting journey toward your worry-free life of joy, connection & high-achievement.

Without worry getting in your way, you'll be able to think more clearly, connect more deeply, and get more done while having a lot more fun...and it all starts NOW.

In today's training, we're diving right in to discover what's got you so worked up. It's only by identifying the problem that we can start finding solutions.

### **Over the course of this 6-part training, you'll learn...**

- How to Stop Worrying and Take Control of Your Life
- The #1 Reason Why you Worry...and What You can Do about it
- The 3 Ways that Worry Hurts You the Most...*IF* You Let it.
- How to Turn the Tables on Your Worry, and Actually Use it to Your Benefit
- *3 tested and proven* Worry Eradicators You can use *any time* Worry strikes
- How to build Unshakeable Confidence and Steadfast Resilience...RIGHT NOW
- And much, much more...

Let's get started with **Audio 1** – What You're So Worried About

Enjoy today's training, and I'll have another one to you soon.

Sincerely,

### **Your email sign-off**

P.S. Don't delay reviewing this brief audio. It is the pathway to a more peaceful, less worried, you.

# Audio Training Program

---

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

## ***Free and Easy - Creating Your Worry-Free Life*** Audio Training Series

### **Audio #1: What You're So Worried About**

Hello, and welcome to *Free and Easy: Creating Your Worry Free Life*, a 6-part Audio Training Course carefully crafted to help you let go of your crippling worry, regain control, and start living a happier, healthier, worry-free life.

I'm <your name> of <your business>, and today we'll find out why you worry.

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

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

< PAUSE >

Ready? Alright, let's begin!

I have one simple question for you: What do you worry about?

Is it money? Your relationship? What people think of you?

You wouldn't be tuned in with me here today if you didn't have any worries, so take a moment and jot down 3-5 things that you're worried about, *right now*.

<PAUSE>

If nothing comes to mind, then write down anything you've worried or stressed about in the last week.

<PAUSE for 15-20 seconds>

Got it? Great!

<PAUSE>

Now put that aside. We'll come back to it later.



What I'd like to look at now are the reasons *WHY* you worry.

After all, we all know that worrying is no good for you. Most of what we worry about never actually happens, so it's just wasted energy. And when you look at the dangerous effects of worrying, which we'll do later in this training, it makes sense to just stop worrying altogether.

However, we don't do that, do we? When you're worried, and someone tells you, "Stop worrying," you don't just stop worrying, do you?

Of course not! You're wired to worry. All of us are. It's not a switch you can just turn off, because somewhere deep down...you *need* to worry.

<PAUSE>

And why is that?

<PAUSE>

Worry is your brain's first defense against being blindsided. Worry is a sign to yourself and others that you care enough to be concerned. Worry is a motivator, driving you to work harder and solve more problems. Many people believe that it's the act of worrying that keeps them safe, and in control.

Worrying is usually an attempt to anticipate bad things, and prevent them from happening. Your brain has a little piece called the amygdala, and one of its primary jobs is threat identification. It looks for what might be wrong, so that you can fix it. Because that part of your brain keeps you alive, it never stops working. It's like a non-stop worry factory.

The amygdala exists because life is a finite and fragile balance. It could end at any time, and everything you have could be taken from you without a moment's notice. You know this, and that's exactly what you worry about.

<PAUSE>

Take a look at the list you made earlier...

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