



# Confident **YOU!**

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

**Audio  
Training  
Program**

Your logo here



# Confident You!

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Leap Outside Your Comfort Zone and Achieve What You Want

**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 4-6 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 5 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, give 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 4-6 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

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# About Ready2Go Marketing Solutions, Inc.<sup>®</sup>

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## **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

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## **How to Use the Audio Training Program To Grow Your List**

(page 1 of 2)

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

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## 3 Steps to Creating Your Audio Training Program

(page 1 of 3 pages)

Your Six 4-6 minute 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.

#### 2. Create your web pages for listeners to link to play the audio.

Once the files are edited and uploaded to Audio Acrobat, you have two options for distributing them:

# Promotional and Follow Up Copy

## **Promotional Copy for**

### **Confident You!**

## **How To Build Confidence And Guarantee Your Success**

*(This is the partial copy. The complete promotional copy comes with your audio training program...)*

Everyone knows that when it comes to living a life of success and happiness, self-confidence is important. However, for most people, top-notch confidence is a rare and chance occurrence. This means that most people are living far below their known potential.

This results in unhappiness which results in even lower confidence levels, which leads to fewer successes and even more unhappiness. It's a brutal cycle...and one that can rob you of your desire to do...well...ANYTHING.

...So do you just give up?

ABSOLUTELY NOT.

Developing confidence is a process that takes perseverance, dedication and steadfast determination. There's no quick-and-easy magic pill to generate confidence and achieve success in your endeavors. But is IS achievable.

Fortunately, the steps necessary are fairly simple, and by putting one foot in front of the other, you can get quickly there.

### **Available Now: A New, Bold, *Confident You!***

*Confident You!* is a 6-part Audio Training Series, designed to walk you through the steps needed to find your inner confidence, increase it, and bring your natural magnificence to the world through your successes and achievements.

Each audio segment is only 4-6 minutes long, so you can listen to them at your convenience and easily integrate the lessons into your daily life and decision-making. You'll be amazed at how easy it is to make remarkable progress, *fast*.

Quickly accessing confidence is a skill that you'll be able to put to good use at home, in the office, or with your friends.

Every day you're met with challenges that require you to call upon your confidence. As soon as you begin listening to these short audio programs, you'll find yourself tapping your authentic personal power and creating confidence quickly and easily. Situations that used to leave you feeling small and weakened will fill you with energy and excitement, and everyone around you will notice.

**During this easy to follow, remarkable audio program, you'll learn:**

- How other highly confident people do what they do...and make it look *EASY*.
- Your own unique approach to sustainable confidence.
- How to access the innate confidence that lives within you...anytime, any day.
- Simple tricks to instantly amplify confidence...for yourself and others
- How your comfort-zone is crippling you...and what you can do about it.
- Three key tricks to inspiring confidence in others.
- And a lot more...

*Confident You!* is designed with your success in mind. Listening to these audio downloads and applying the lessons inside them will sharpen your mind, strengthen your will, and help you find clarity in all of your choices and interactions.

It's like having your very own confidence coach living in your iPod, easily accessible... 24/7.

**Some of the topics you'll explore are:**

**Audio #1: The 7 Habits of Highly Confident People**

**Audio #2: Fake it 'Til You Make it**

**Audio #3: Five Tips to Improve Your Confidence Today**

**Audio #4: Filling the Confidence Bank of Others**

**Audio #5: How to Have a Meaningful Conversation**

**Audio #6: How to Overcome Shyness**

Each 4-6 minute audio program will take you down a path of learning and personal power that will lead to your deep, inner well of confidence and strength. They will also leave you with easily implemented strategies for handling challenging situations with grace and stability.

These tools are easy to master...just listen to your downloads every **<insert number of days>** when they're delivered to your inbox, do the exercises, and become the confident shot-caller that you know you can be.



Each audio even comes with a transcript so that you can follow along, make notes, and share your new knowledge with your friends.

Oh, and did I mention that this 6-part system is FREE??? On its own, I sell this program for \$97, but because of your recent interest in my programs, this is yours, GRATIS, as my gift of gratitude to you.

And to make it easy on you, these 6 downloads will be delivered to your inbox at regular intervals. You don't have to do anything but open the email, click the link and enjoy the education and confidence boost.

The only thing to do now is click the link below and enter your name and email address. You'll receive a confirmation email, and then the downloads will start coming. Easy and effortless, just the way we like it.

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

As you know by now, supreme confidence really is the key to living the life that you truly deserve. Confidence knocks down obstacles, builds kingdoms and turns even the strongest doubters into believers. And just like any other strength, the more you practice it, the better you get.

Sign up for your *Confident You!* Audio Training Series now and start living your life with achievement, success and surety. You know you deserve it.

To Your Greatness!

**Your name**  
**Email address**  
**Website**  
**Signature "blurb"**

P.S. This FREE Audio Series, *Confident You!*, will only be available for a short time. Be sure to sign up now, before it disappears...

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



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

Subject: <first name>, Your *Confident You!* Audio Training Starts Today

Hi *first name*,

Welcome to your Audio Training Series on *How To Build Confidence And Guarantee Your Success*. These enlightening audio downloads are chock-full of valuable information that you can use right away to help navigate the challenges of life. You will grow stronger, more self-assured and more confident with each passing audio module. Here's what you'll learn:

- How to access the innate confidence that lives within you...anytime, any day.
- How other highly confident people do what they do...and make it look *EASY*.
- Your own unique approach to sustainable confidence.
- Three key tricks to inspiring confidence in others.
- How your comfort-zone is crippling you...and what you can do about it.

Let's get started with **Audio 1** – The 7 Habits of Highly Confident People.

Please [click here](#) to download a PDF transcript and a link to the audio.

If you are having trouble downloading the files, you can cut and paste this URL into your browser.

[www.theaudiourl.com](http://www.theaudiourl.com)

**Keep your eyes out for the next 5 audio segments coming to your email box soon:**

**Audio 2** – Fake it 'Til You Make it

**Audio 3** – Five Tips to Improve Your Confidence Today

**Audio 4** – Filling the Confidence Bank of Others

**Audio 5** – How to Have a Meaningful Conversation

**Audio 6** – How to Overcome Shyness



Thanks for being here! Next time, we'll be diving into what it takes to custom create your own instant confidence triggers.

Until then, listen closely, take notes, practice often, and have fun!

Sincerely,

**Your name, Email address, Website, Signature “blurb”**

# Audio Training Program

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

**<IMPORTANT: Delete everything in <brackets> before you upload the transcript for your listeners.>**

**<Put your company name and/or logo here>**

## **Confident You! How To Build Confidence And Guarantee Your Success**

Audio 1 – 7 Habits of Highly Confident People

Hi this is <your name>.

Welcome to *How To Build Confidence And Guarantee Your Success*, a 6 part audio course.

During this series you will learn how to increase your confidence level and become more at ease with your authentic self.

Today's session focuses on the 7 habits of highly confident people. As you listen, you might want to take notes and honestly assess yourself in each of these areas. A suggested rating scale is 1-5 with 1 being "this is not a very strong characteristic for me", and 5 being "this is a characteristic I strongly possess."

Get your pencil and paper ready and let's go.

PAUSE

Habit number 1 is **accepting personal responsibility**. Confident people accept responsibility for their lives, their decisions, and their behaviors. This means they understand that when it's all said and done, they are responsible for the choices they have made and the life they have led.

Confident people understand that they may not always have control over what happens in their lives but they do have control over their responses. They take responsibility for how they respond to life.

PAUSE

So, how about you? Do you make it a habit to take personal responsibility? If so, give yourself a 5. And, if you find yourself making excuses or blaming others, then give yourself a lower score.

PAUSE

Habit 2 – Confident people act **in spite of their fears**. That’s what bravery is. We all have fears – fear of failure, fear of not measuring up, fear of appearing stupid. It’s part of the human condition. We all like to succeed, don’t we? I know I do. And yet, it is the fear of failure that keeps many people from living fully.

Confident people are willing to step out of their comfort zone and give their best shot to something new, in spite of their anxieties or fears.

How do you rate yourself on moving forward in spite of fear? How brave are you?

*(This is partial copy)*