



# Confident **YOU!**

Leap Outside Your  
Comfort Zone  
and Achieve  
What You Want

**SPECIAL REPORT  
PREVIEW**



Ready2Go  
MARKETING SOLUTIONS



# Confident You!

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Leap Outside Your Comfort Zone and Achieve What You Want

**Special Report Preview**





**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 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
- Educational articles
- Success tips
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

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 that reads "Kim".

Kim Clausen,  
President  
Ready2Go Marketing Solutions, Inc  
[Kim@Ready2GoMarketingSolutions.com](mailto:Kim@Ready2GoMarketingSolutions.com)

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 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



# About Ready2Go Marketing Solutions, Inc.

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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 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](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.*

# 10 Tips on Using Your Special Report to Grow Your List

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## 10 Tips for Using Your Special Report To Grow Your List

*(page 1 of 2 pages)*

1. **Place it in a highly visible location on every page of 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.**



# Promotional Copy

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*(This is a partial script of the promotional copy that you can use to promote your special report.)*

**Use this promotional copy to drive people to your website to download their special report.**

### **Promo Copy for Special Report:**

When you're faced with a tough challenge, are you filled with excitement and the strong impulse to rise to the occasion, or does your stomach sink, striking you with a sense of exhaustion and mild panic?

If you're like most people, you may feel some combination of the two. Those sweaty palms and lumps in your throat may excite you, triggering your curiosity for the unknown...but you eventually back down, choosing to focus your energy somewhere "safer." Eventually, though, you'll wish that you had stepped up, wondering what could have happened had you said, "YES."

Confidence is the key ingredient in the lives of successful people. In order to achieve success, you must take risks, and risks are...well, *RISKY*. But risk is often met with huge rewards. Most people who've tasted any degree of success want more of the magic stuff that brings those rewards...they want more confidence.

Does this sound familiar?

Confidence is the self-belief that strengthens your resolve, boosts your courage, and reduces your anxieties and fears. Confidence gives you hope that you can accomplish your heart's desires...and not only that, confidence gives you *the ability* to accomplish those desires.

*(The complete script is included in your special report package.)*

# Special Report

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## **SPECIAL REPORT**

### **Confident You!** ***Secrets to Creating Unlimited Confidence***

*(This is page 1 of an 8 page special report)*

Do you remember the last time you felt on top of the world? You felt invincible - ready to take on whatever life would throw your way. Perhaps it was the perfect spring day, sun shining, breeze softly blowing, and flowers bursting into bloom. Your mood matched the moment. You felt capable, positive, and alive!

Or maybe you just landed a new client, got a call from a “certain someone” or received praise for a job well done. Just thinking about those moments can cause a lift in your spirits, bring a smile to your face, and a bounce to your step.

That’s mojo! You know what it is. You’ve heard the phrases, “He’s got his mojo back.” “My mojo’s working!” “Watch out, she’s got mojo!”

And we know exactly what those feeling and words are all about. But just in case you don’t, according to the urban dictionary, mojo is a slang term used to describe self-confidence or a belief in one’s self in a situation. Mojo is also the belief in your ability to bounce back after life throws you a curve ball – and we all know that life will throw us an occasional curve ball.

This special report is designed to help you get more mojo in your life – or recapture it if yours has gone missing. We will take a look at confidence; what it is and what it isn’t. We will explore the difference between natural confidence and situational confidence, and how to gauge your confidence level and improve it. And finally, we will talk about how to make deposits in your confidence bank account.

*(This is page 1 of an 8 page special report)*