



# Confident **YOU!**

Leap Outside Your  
Comfort Zone  
and Achieve  
What You Want

**SPEECH  
PREVIEW**

 **Ready2Go**  
MARKETING SOLUTIONS



# Confident You!

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Leap Outside Your Comfort Zone and Achieve What You Want

**Speech Preview**





**Congratulations!** on purchasing your very own Ready2Go Speech.

While we hope that you are using this product in conjunction with the Ready2Go Teleseminar, Workshop, Audio Training Program and Special Report, this product alone is a great tool for growing your business.

When it comes to public speaking, chances are you are in one of two camps - you either love it or you hate it. For those of you that love it, FANTASTIC!!! The Ready2Go Speeches will be a powerful tool to use as part of your marketing strategy.

And for those of you that hate it, no worries!! You are a part of “camp majority”. But the good news is that just by purchasing a Ready2Go Speech, you are making a viable effort toward using speaking to grow your business. If you apply the tips you learn in this Speaking Guide, and combine it with a professionally crafted Ready2Go Speech, you are more than half way home!

You understand that speaking is an important part of growing your business. You can do it without speaking, but you’ll do it faster and easier with speaking. Instead of meeting one person at a time, speaking allows you to meet numerous people at once, who want what you have to offer. Speaking also puts you in the position of the expert. You get to provide value and allow the audience to experience you as a knowledgeable, caring person who can help them solve their problem.

And remember, just like with anything new, it takes practice to get better. The more you practice the better you get. The better you get the more comfortable you become. And the more comfortable you become, the more you enjoy it!

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

## **What You Get in Your Ready2Go Speech® Program**

With the Ready2Go Speech® you get more than 50 pages of:

- Professionally scripted 30 minute speech on highly relevant topics for your target audience. Easily customizable to any audience by adding in your own unique personality, delivery, stories, anecdotes and applications.
- Speech overview to give you a summary of the key points covered
- Speech outline for you to use as your guide when delivering your speech
- Delivery Tips for each specific speech
- Speaking guide which includes
  - Tips on where to find places to speak
  - Instructions on how to land speaking gigs which include
    - Phone script and inquiry letter
  - Marketing documents such as
    - Complimentary consultation sign up form
    - FREE offer sign up form – for your FREE report, eBook, audio, newsletter, etc.
    - Product order form
  - Guidelines on how to adequately prepare for an awesome presentation
  - Suggestions on ways to get the most exposure with your speaking engagement
  - How to secure a complimentary consultation
  - Guidelines for a powerful introduction
- Delivery Tips – tips of the trade from the pros on how to deliver a great speech



# 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 and special reports.** 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 with more than 50 years of training development, speaking and business development experience.

**Our products are professional grade, developed by experts in the industry** and 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.*



# Read This First

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Before you read the Speaking Guide, there is something that we want you to remember first and foremost, and throughout this process –

**There are hundreds, if not thousands, of clubs/associations/organizations in your area who are looking for speakers every day of the week!**

They just need to know you exist. And the only way they are going to know about you is if you tell them!

The people that you will be contacting are tasked with finding speakers for their club or organization. They are charged with booking new speakers, new topics, and new interests for their club day in and day out. When a confident, articulate, cheery person with a **sought after** topic contacts them, it is like a blessing from above. **So remind yourself of this continually through this process.**

Also remember, if you get turned down, don't think of it as being rejected, just think of it as being temporarily turned down! You're just being temporarily postponed. Doesn't that feel better? **It's not about you**, it could be about a lot of things - the timing, membership requirements, experience level, club demographics, their needs at the time - the list goes on and on. But it's not about you! The club may also have certain requirements that you are not yet able to meet. No worries! Just do what you can as soon as you can to meet those requirements so you can contact them again at a later date to schedule your speaking engagement.

And finally, remember that the Ready2Go Speech topics are **relevant and interesting** topics that people want to know and learn more about. You're not trying to convince them to let you come talk about the molecular breakdown of an atom. You are going to talk to them about something that is compelling and interesting! And these speeches are professionally crafted. So with some practice, and your personal touch, you have a fantastic service to offer the person who books speakers for their club!

**Do you believe it?!?!  
Believing it is the first step to your success!  
And here's to your belief!**





# Speaking Guide

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## WHY SHOULD YOU SPEAK?

Speaking should be considered a foundational part of your overall marketing strategy. If you fear it, loathe it and would rather eat nails, no worries!! Join the rest of the human race!!! But the good news is, there are ways to overcome your fears and dislikes, and over time you **will** grow more comfortable with it – you may even learn to love it! Especially if it's making you money!

### **You get exposure -**

Speaking is a powerful marketing strategy for your business because it increases your exposure. You have the opportunity to get in front of your target market with compelling messages and teachings that position you as the expert.

Ideally you want to be speaking to people who want and need the products and services you provide. Exposure is everything. The more exposure you get with your target market and niche audience, the more successful you will be. And speaking is a foundational strategy to get that exposure.

The audience has an opportunity to connect with you and discover what you do. When you speak, you are seen as a knowledgeable expert who can help them solve their problems and enable them to achieve a specific result or benefit. When you speak to their needs and wants, and provide education and solutions to solve their problems, people connect with you. And when they connect with you they trust you. All long term relationships are built on trust, and speaking is an effective way to begin that trust relationship.

### **It sets the foundation for a long term relationship -**

When a Ready2Go Speech is partnered with other ways for your audience to engage with you, you have the beginnings of a long term relationship. Offer a complimentary follow up session, have them sign up for your electronic newsletter, or give them a download link for a product on your website. Think of creative ways you can capture their contact information by giving them something that is of value such as the Ready2Go Special Report or 6 part Audio Training Program. Once you have their contact information you can start building a relationship with them. And over time, **your audiences will become clients!**

### **You are the expert -**

If you were looking for some help with a specific issue, who would you want to hire? Speakers are generally viewed as subject matter experts. While this certainly varies from speaker to speaker, the very fact that you are in the front of the room distinguishes you from audience members. What a tremendous way to gain "instant" credibility!

You have a captured audience who, before you even begin your talk, is looking to you for insight, guidance, knowledge and direction. As long as you deliver a good talk and develop a connection with the audience, you can position yourself and your products and services as a possible "solution" to their "problem."



## **Speaking Guide Supporting Documents**

*(Included in your speech package)*

- Sample Letter to Meeting Planner
- E-Zine Registration Form
- Complimentary Consultation Sign Up Form
- Product and Services Order Form
- Sample Introduction

# Delivery Tips

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## Delivery Tips for Speakers

- 1. Get to know the organization you are speaking with**
  - a. Ask questions of the meeting planner
  - b. Research the organization on the web
    - i. Find out their core values
    - ii. Discover their purpose
    - iii. Know who their members are
  
- 2. Prior to the meeting**
  - a. Arrive early enough to check out the room set-up
  - b. Make the room yours by imagining that this is your meeting. You are the hostess to the attendees.
    - i. Stand at the lectern or speakers space and look out over the room to get a sense of the room
    - ii. Make sure you can make eye contact with the people who are sitting the farther away
  - c. Greet and meet the attendees.
    - i. Speak to people as they enter
    - ii. Introduce yourself
    - iii. Ask questions. Remember, people like to talk about themselves
      1. *What do you do?*
      2. *How long have you been a member?*
      3. *What project(s) are you working on?*
      4. *What's your favorite part of belonging to this organization?*
  
- 3. Microphone**
  - a. Test the microphone prior to the meeting!
  - b. If the microphone is connected to the lectern, make sure that it is at the correct height for you. Get familiar with the adjustments. Make sure you lean into the microphone to get the most effectiveness from your voice.
  - c. If the microphone is a hand-held and you are comfortable holding it, practice the sound quality.
  - d. If you are comfortable moving around and plan on doing so, test the microphone for the annoying feedback that interferes with the best of speakers. Find the hot spots in the room if there are any.
  - e. If you have a lapel microphone, try it on ahead of time and make sure that your voice is picked up.
  - f. Remember, if you turn your head, the microphone will not pick up your voice as well.

(page 1 of 5 pages)

# Speech Overview, Outline and Script

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## **Confident You!**

Keys To Reclaiming The Confidence  
That Lies Within You

### SPEECH OVERVIEW

#### Overview

This presentation is designed to share insights about confidence. This is a topic that is of interest and benefit to everyone. It is full of useful and practical tips as well as anecdotes that support key points.

Since most meeting planners want to know what you are going to talk about, it is best to describe the speech in terms of benefits. Often this is used in promotional materials.

Here is an easy way to discuss the benefits:

*Your group will walk away with a better understanding of how confidence can and does impact their lives. They will understand what confidence is and how to achieve more confidence. They will walk away with the steps they need to develop more confidence. And they will learn 8 useful tips on how to maintain confidence in a world that sometimes feels hopeless.*

#### Speech Timing

This presentation takes approximately 30 minutes, depending on how much time your introducer takes, the amount of audience interaction, and your own pacing.

To shorten the speech, eliminate or reduce the amount of time spent with the audience participation sections.

Eliminate questions at the end if necessary. A tip to do this is in the footnotes.

Additionally, if you are running short on time, do not eliminate the ending. Instead reduce the number of tips in the 3<sup>rd</sup> section. You could give only 1 or 2 and offer the others as a give-away in exchange for e-mail addresses.

## **Confident You!**

### Keys To Reclaiming The Confidence That Lies Within You

#### SPEECH OUTLINE

#### I. Opening

- a. How confident are you?
  - i. Driving a car
  - ii. A car with no mirrors
  - iii. A car with no brakes
- b. 3 questions
  - i. What is confidence?
  - ii. How do I get more confidence?
  - iii. How do I maintain a confident presence?
- c. Why is this important?
  - i. Our confidence has been shaken
  - ii. Rapidly changing world
  - iii. Confident people are happier people

#### II. What is confidence?

- a. Exercise – let the audience answer the question
  - i. What is confidence?
- b. Self efficacy
  - i. belief in ability to accomplish a goal
  - ii. belief in ability to manage a situation
- c. Self esteem
  - i. Self worth
- d. Confidence defined
  - i. Capable of identifying and getting what I want and having the belief that I am worthwhile
- e. Exercise –
  - i. Recall a confident moment
- f. Characteristics of confidence
  - i. Smiling
  - ii. Good posture
  - iii. Eye contact
  - iv. Receptivity



### III. How do I get more confidence?

- a. Example – Kristen’s story
- b. Exercise –
  - i. Think about something you want to accomplish
- c. Exercise – divide group in ½
  - i. ½ group - what should Kristen do to lose weight?
  - ii. ½ group – what should Kristen do to make friends at work?
- d. 5 point plan for gaining confidence:
  - i. Identify realistic goals
  - ii. Create manageable action steps
  - iii. Enlist an accountability partner
  - iv. Identify your fears
  - v. Fail Well
    1. Oops, I goofed!

### IV. 8 tips on how to maintain a higher level of confidence

- a. Make a list of previous accomplishments
- b. Make a list of your gifts
- c. Notice when/where you have been confident
- d. Invest in relationships
- e. Boost other people
- f. Congratulate yourself –
  - i. Stephanie’s story
  - ii. Yea ME!
- g. Say “thank you”
- h. Accept feedback graciously

### V. Questions and Answers

#### VI.

#### VII. Closing

- a. Unstoppable ----- Scare out of your wits
- b. Remove self-imposed breaks
- c. Helen Keller
  - i. Never bend your head – always hold it high – and look the worlds straight in the face (with confidence)

## **Confident You!**

### Keys To Reclaiming The Confidence That Lies Within You

#### SCRIPT

*(This is the partial script. The speech package comes with a full 30 minute script)*

How confident are you? **(As you say this, smile broadly and look around the room – in other words, be confident!)**

Let's see –

If I asked you to drive your car a couple miles around town – and then come back here -- how many of you are confident that you could do it?

**(Pause very briefly and acknowledge the hands with a smile and a nod of your head.)**

What if I asked you to drive the car **without using any of your mirrors?** **(Pause)**

You probably feel you could do it, but may have had to briefly “check in with yourself” – play it out in your mind – very briefly – to be sure. For most of us, there was probably just a little pause – a little hesitancy – and once we felt that we could do it, our confidence level rose.

Now... what if I asked you to drive the car, using no mirrors **and** no brakes?

Are you beginning to get a little nervous? Or think that I'm a little crazy? ☺ ☺

Did you feel your confidence shift from “Oh, no problem” in the first situation, to “let me think about it – okay I can do that” in the second scenario? To “No, I don't think I could drive with no brakes and make it back safely – in fact I wouldn't even want to try”?

Today, we're not going to talk about driving a car, but about what is driving your confidence.  
**(Pause)**

Confidence is an odd thing isn't it? We feel the most confident about the things that we do on

auto-pilot. We feel confident about the tasks we know how to perform and can predict the outcome of.

**Lack of confidence**, on the other hand, shows up when we are not sure how well we can perform – or measure up – **and** we are not sure of the outcome.

Today I'm going to answer the three most common questions I get about confidence:

1. What is confidence?
2. How do I get more confidence?
3. How do I maintain a confident presence?

These are important questions to ask and answer for several reasons.

With all the changes in our world and economy, our confidence has been somewhat shaken lately, wouldn't you agree? (**Rhetorical question**)

The economy has taken an unprecedented nose dive.

The job market is more difficult than ever before.

And no one is painting a particularly bright future.

Additionally, if you are like most people I know and work with, you are not as sure as you might have once been about your own ability to keep up with such a rapidly changing world. In fact, if you are like me, you barely figure out one type of technology before it is completely obsolete -- and don't even ask me the difference between a twitter and a tweet! 😊😊 (**Pause**)

And another reason the answers to these questions are so important to you is this:

Confident people are happier people. Of course, most of us know that confident people are happier and that they seem to be the ones who “get ahead” in life. (**Pause**)

But for the record --numerous studies indicate that happy people are more confident, and therefore are more successful in all aspect of their lives, specifically in their careers and relationships.

What may be even more important to know is that confidence and happiness have a direct link to positive mental and physical health.

*(This is the partial script. The speech package comes with a full 30 minute script. To purchase the entire speech, go to <http://www.Ready2GoMarketingSolutions.com/order.html>)*