



# Destination: A New You!

**How Self-Discipline is the Key to  
Achieving Success and Creating the Life  
You Want**

---



**AUDIO TRAINING  
PREVIEW**

# Destination: A New You!

---

How Self-Discipline is the Key to Achieving Success and Creating the Life 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 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!

## **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 autopilot 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 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.

# Promotional and Follow Up Copy

---

**Promotional Copy for**  
***Scrapes & Tight Squeezes***  
***How to Problem-Solve Your Way Out of Any Pinch***  
Audio Training Series

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

No matter who you are, where you are, how much money you make or how many friends you have, one thing is for sure.

We've all got problems.

Big problems, little problems, work problems, money problems, family problems, love problems, math problems, health problems, weight problems, self-esteem problems, confidence problems, you name it...we got problems in the White House, problems in Hollywood, problems on Main Street, problems in Timbuktu. And of course, I could go on for DAYS, or even weeks, but I think you get the point. We've all got a few issues.

And it seems that the more problems we solve, the more we find. The more we hide from our problems, the bigger our problems get. No matter what, these problems just won't go away!

So, what do we do about that?

...Well, I think you know the answer.

We solve those problems,  
and then we solve the ones that come after them.  
As quickly, easily and permanently as possible.

The good news is, you're already a pretty good problem solver, because you've been solving problems, in some form or fashion, since the day you were born.

In fact, the success you've created in your life so far is a direct result of your ability to solve the problems that you have faced.

But what about the BIG problems?

It's true, some of the problems that arise in your life don't seem to have an answer. What do we do with those? How do we handle them?

Well fortunately, some of the greatest problem solvers in human history have put their heads together at various times, and they created problem solving formulas to help make things easier for the rest of us.



And now, many of those models are available in an easy-to-follow 6-part audio training, and I'd like to GIVE it to you today, 100% FREE, as my gift to you.

Now introducing...

**Scrapes & Tight Squeezes**  
***How to Problem-Solve Your Way Out of Any Pinch***  
*A 6-Part Audio Training*

*Scrapes & Tight Squeezes: How To Problem-Solve Your Way Out of Any Pinch* is meticulously designed to guide you through the steps needed to develop your higher problem-solving abilities.

It's loaded with tools & techniques that you can start using *right away* to cut through the noise, face your problems head-on, and fast-track the process of getting more of what you want in life.

Because becoming a better problem solver makes your life easier.

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

# Audio Training Program

---

## ***A Brand-New Groove***

### ***Building New Habits of Self-Discipline & Personal Mastery***

Audio Training Series

#### **Audio #1: How to Get a Handle on Yourself**

Former United States' President Teddy Roosevelt once remarked, "With self-discipline, most anything is possible."

Almost 50 years later, another former President, Harry S. Truman told a friend, "In reading the lives of great men, I found that the first victory they won was over themselves...self-discipline with all of them came first."

No matter who you are, if you want to do anything worthwhile in your time on this planet, the best thing you can do is cultivate a strong and healthy practice of self-discipline.

< PAUSE >

Welcome to *A Brand-New Groove: Building New Habits of Self-Discipline and Personal Mastery*.

My name is <your name> of <your business>, and throughout this training program, my goal is to help you develop the habits and practices that support you in reaching your goals, dreams and life-long fulfillment.

During today's training, and the 5 that follow, you will learn how to call forth the best that's within you and bring it to bear on the daily problems and challenges you face.

You will definitely want to take a few notes as we go, so find your notebook and a pen, and let's get started.

< PAUSE >

To start, I'd like to dispel a common myth. This myth was created during a famous study conducted in the 60's and early 70's, known as the Stanford Marshmallow Experiment, led by psychologist, Walter Mischel.

You are probably familiar with it, but just in case, I will give you a quick summary.

Researchers gave a kid a marshmallow, telling the child that he or she could either eat the marshmallow now, or wait 15 minutes and get TWO marshmallows. The researcher then left the room, leaving the child alone to make his or her choice.

Of course, this was done many times over with many children, but the study didn't stop there. The researchers checked back in with the test subjects a decade later, and found that the children who practiced self-control and waited for the second marshmallow lived better lives, as measured by SAT scores, college attendance, body mass index, and other metrics.

In short, the test proved that if you have self-discipline, you will live a better life in every way. Pretty great, huh?

< PAUSE >

Now, of course, nobody is arguing that self-control makes your life better. We all know that to be true. The piece that's worth re-examination is the *other* conclusion:

**You either have it or you don't.**

I'm here to tell you that *that is simply not true.*

Yes, it's true that like athletic ability or baseline IQ, some people come into this world with a natural lean toward discipline and self-control. However, *and this is very important*, so listen closely...

**Self-discipline is a learned skill, *not* something you are born with.**

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