

Financial *Calm*

**Sailing Your Way
Into a Sea
of Prosperity**

**Self-Study
Coaching Program
Preview**



Financial Calm

Sailing Your Way Out of an Ocean of Debt and Into a Sea of Prosperity

Self-Study Coaching Program Preview

Congratulations on purchasing your very own Ready2Go Self-Study Coaching Program!

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 marketing and 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
- Success tips
- Speeches
- Teleseminars
- Workshops
- Self-Study Coaching Packages

When it comes to effective ways to gain exposure and offer a valuable service to your prospects and clients, teleseminars are a sure fire strategy. They are hugely popular in the industry for a reason. They are a cost effective, convenient, and very efficient way to deliver value to your market.

While we hope that you are using the workshop in conjunction with the Ready2Go Marketing Solutions Bundle, this product alone is a great tool for growing your business. With your Ready2Go Teleseminar, you are implementing a powerful strategy for growing your business. And the great news is that the Ready2Go Teleseminar topics are completely developed and ready for you to implement. They are relevant to most target markets and are easily customizable, saving you tons of time and effort. They are also designed to be educational, engaging and fun so that your attendees leave the call feeling that it was time well spent.

If hosting teleseminars is new for you, or even if you are a veteran, then you have come to the right place, as it doesn't get much easier than with a Ready2Go Teleseminar. If you apply the tips you learn in this Teleseminar Guide, and combine it with a professionally crafted Ready2Go Teleseminar, then you are on your way to great success!

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.

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In 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. And doing professional presentations is one of the most effective components of an effective marketing strategy.

Enjoy!

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!

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www.Ready2GoMarketingSolutions.com

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What You Get in Your Ready2Go Coaching Package

Your Ready2Go coaching package includes:

- An editable cover for customizing and delivering your coaching program.
- Coaching modules with a combination of,
 - Teaching and activity set up,
 - Client exercises and handouts,
 - Debrief questions,
 - Follow-up plan which includes,
 - Homework and coaching sessions
- How to use your Ready2Go Coaching Package as a Free Offer to grow your list
- 5 Ways to use your Ready2Go Coaching Package to grow your list and make more money in your business.

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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 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 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 or give us a call anytime.

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Ready2Go Marketing Solutions' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc. to help you to successfully grow your list, nurture relationships by providing great value, market your teleseminar and get new clients.

With these products you receive quality content created by professional copywriters, speech writers and training developers, plus all the instructions and tips that you need to be successful in your implementation. The Ready2Go products are created on topics that are highly relevant to most target markets, and have valuable content that your prospects will find very educational and informative. Plus they are easy to customize and brand as your own.

The full suite of Ready2Go products to coordinate with your teleseminar includes:

- **Pre-written tweets** to gain awareness and promote your special offers and events
- **Special reports** to use to grow your list or send to your list as a gift
- **Professionally scripted audio training programs** that you record in your own voice
- **Success tips**, which are 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally designed workshops** to reach more people, generate income and convert more clients

To learn more about the Ready2Go products, go to www.Ready2GoMarketingSolutions.com.

Read This First

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How to Use the Coaching Program

Your Ready2Go Coaching Program is expertly designed to be delivered in a variety of ways:

1. Popular platform options:

Coaches Console: (www.coachesconsole.com)

The screenshot shows the Coaches Console website interface. At the top, there are navigation tabs: HOME, MY PROFILE, COACH, COURAGE, RISKS AND REWARDS, MINDSET, FREE OFFER, LOGIN, REGISTER. Below this is a 'Products & Services' section. The main content area features an article titled 'Part #4 Client Activity' with a sub-heading 'The Rewards of Risk Taking'. The article includes a balance scale icon and text discussing the benefits of taking risks.

Jigsawbox: (www.jigsawbox.com)

The screenshot displays the Jigsawbox website for the 'Courage, Risks and Rewards Coaching Program - Part 1'. It features a 'New Content' button and a detailed introduction to the program. The text explains that the program is designed to help users explore their beliefs about taking risks and making choices. It includes a 'Download' button and a list of 'Objectives' such as identifying the pros and cons of taking risks and understanding the role of the mind in decision-making.

Website:

The screenshot shows a website for a self-study coaching program titled 'The Fertile Mind - Change Your Thoughts to Reap a Better Life'. The page lists the program's contents, including Module #1 - If You Were a Farmer, Module #2 - Three Truths of the Mind, and Module #3 - The Harvest. Each module includes a lesson and a handout. The website also features a sidebar with navigation links and a 'Welcome back ready2go!' message.

Ruzuku: (www.ruzuku.com)

The screenshot shows the Ruzuku website for a course titled 'Calming the Storms of Conflict'. The course is presented by Claudette Cheever. The page includes a 'Your Guide' section with a photo of Claudette Cheever and a 'Lessons' section listing topics such as 'Getting Started', 'About the Course', and 'Your Guide'. A price tag of \$47.95 is visible. The course description emphasizes learning to deal with conflict constructively and effectively.

Email:

The screenshot shows an email newsletter from Ready2Go Marketing Solutions. The email is addressed to Kim Dausen and is titled 'Module #1 - The Fertile Mind'. It includes a 'Hello Sally!' greeting and a welcome message to the coaching program. The email provides instructions on how to use the program, including downloading a worksheet called 'The Garden of Your Mind'. It also includes a list of objectives and a call to action to begin the program.

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2. Written word or recorded format.

Your Ready2Go coaching program has been designed to be delivered via the written word or can be recorded and delivered in an MP3 format. Easy to follow instructions are provided in each coaching package.

3. Branding.

We have provided an editable cover, coaching program script, activity sheets and additional homework so you can change the content, name, and add your brand.

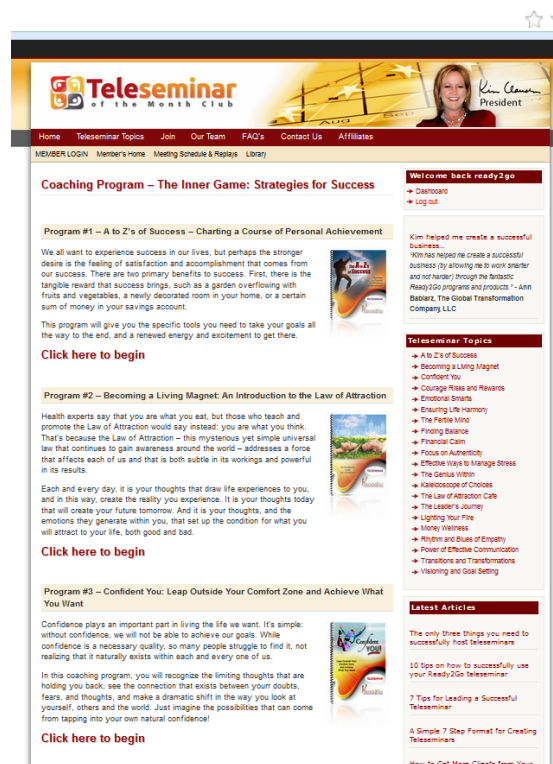
Currently, the cover image is grouped for easy distribution. To edit the cover image, ungroup the images and fonts to customize as needed.

4. Delivery.

Each coaching program is divided into 5-8 modules and will take your clients 60-75 minutes to complete in its entirety. For free programs, you may “drip” the modules (give one at a time through a timed schedule), but it is also recommended to give your clients the choice to have full access as well. Sometimes clients are excited to complete the program and want to work at their own pace and not be forced to wait.

5. Free and Paid.

These programs are designed to be delivered as a free gift or a paid program. Additionally they can be delivered as individual programs or bundled together. See the section on “5 Ways to Make Money With Your Ready2Go Coaching Program.”



The screenshot shows the website for 'Teleseminar of the Month Club' with a navigation bar including Home, Teleseminar Topics, Join, Our Team, FAQ's, Contact Us, and Affiliates. The main content area features a coaching program titled 'Coaching Program – The Inner Game: Strategies for Success'. It includes three program descriptions:

- Program #1 – A to Z's of Success – Charting a Course of Personal Achievement**: Discusses the desire for success and provides a path to achieve it.
- Program #2 – Becoming a Living Magnet: An Introduction to the Law of Attraction**: Explains the Law of Attraction and how to use it to attract what you want.
- Program #3 – Confident You: Leap Outside Your Comfort Zone and Achieve What You Want**: Focuses on building confidence to overcome challenges.

Each program description includes a 'Click here to begin' link. The right sidebar contains a 'Welcome back ready2go' section with 'Dashboard' and 'Log out' links, a 'Teleseminar Topics' list, and a 'Latest Articles' section with titles like 'The only three things you need to successfully host Teleseminars'.

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Coaching Package

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Content

Notes

Write or Record:

Module #1 - A Hole Lot of Debt

“Welcome to the coaching program on “Financial Calm – Sailing Your Way Out of an Ocean of Debt and Into a Sea of Prosperity.”

In this coaching program you are going to discover how to eliminate your debt and free up your money to do the things you really want to do. This program will allow you to free yourself from the credit trap, reclaim your life, and once again live on your terms.

In this program you will specifically explore:

- The five truths about debt that you really need to know if you want to change your current debt situation.
- The four steps to take to get yourself ready to get out of debt. (There is preparatory work that is required first before getting out of debt.)
- The four important actions that will help you successfully pay off your debt even sooner than you might think.

Throughout this program, you will be asked to look at your income, debt, and spending habits. While you will be asked personal information, you will not be asked to share your results. Should you elect to share your information, everything will be kept confidential.

With that said, be truthful when completing the worksheets throughout this program. Otherwise, you do a disservice to yourself.

Your journey begins with Module #1 and “A Hole Lot of Debt.”

* * *

“Debt has become such a common and accepted part of our lives. Unfortunately, people end up digging very deep financial holes for themselves that can take a great deal of effort to climb out of.

So, how is your financial hole? Is it a big hole, little hole, or are you one of the fortunate few who have no hole? Even if you have a little or no hole, this program will teach you skills to continue to stay out of debt and help others you care about get and stay out of debt too.”

[Client Activity]

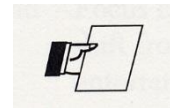
“Take out Worksheet #1 – “A ‘Hole’ Lot of Debt.”

Review *[Listen to]* and answer “yes” or “no” to the questions on “A Hole Lot of Debt”, then return to this module. Remember, you will not be asked to share your results, so please be truthful when answering the assessment questions.”

(NOTE: If you are recording, pause as you read these statements so clients can fill them in.

If you are not recording, remove them from the module as they are on the worksheet.)

1. I carry credit card balances for a long time and often pay only the minimum amount due.
2. I am at or near my borrowing limit on one or more of my credit cards.
3. I try to manage my money to a budget, but I often come up short when I sit down to pay my bills.
4. I use cash advances from credit cards or the overdraft feature on my checking account to pay



**Handout –
Worksheet #1 -
“A ‘Hole” lot of
Debt”**

bills and basic living expenses.

5. I borrowed from friends or family when money was tight and haven't paid it all back yet.

6. I don't have the money saved to pay irregular bills, such as car insurance or license plates.

7. I no longer pay attention to how much I owe.

8. I hold my breath when my credit card is swiped because I never know if it will be accepted.

9. More and more of my income is going to paying for my debts.

10. I use money intended for other things to pay bills.

11. I borrow money or use a credit card to pay for things I used to buy with cash.

12. I often pay my bills late.

13. I often dip into my savings to pay current bills.

14. I put off visits to the dentist or doctor because I can't afford them."

* * *

[Debrief Questions]

"Answer the debrief questions below, then return to this module."

- How can this assessment help point people to indicators of a potential debt situation that may arise for them?
- What makes people ignore debt warning signs when they see them show up in their lives?
- What do you suppose makes it hard for people to admit they may have a debt problem?"

(NOTE: If you are recording, you can:

- keep the audio going and record some quiet instrumental music in the background. Tell clients they have a specific amount of time and remind them when there is 30 seconds left.*
- ask the client to turn off the recording and resume when they have completed the activity.)*

* * *

“It is very likely that most of us will carry some debt during our lives. The reason we are likely to have more debt than people 50 years ago is because today credit is far easier to get than a generation ago.

With credit so easily available, it takes much more discipline and effort to handle our finances, and live a debt-free life. And if we do end up in a debt situation, getting out of this predicament takes time, commitment, and sacrifice. But it can be done, and this program will show you how.

In Module #2, you will dive further into your exploration of debt by first busting some misperceptions people have about debt, and looking at the truths around what debt really is.”

Activity Sheets

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Worksheet # 1 – “A ‘Hole’ Lot of Debt”

Answer the following ‘yes’ or ‘no’ questions to more clearly assess your debt situation.

Yes	No	Question
		1. I carry credit card balances for a long time and often pay only the minimum amount due.
		2. I am at or near my borrowing limit on one or more of my credit cards.
		3. I try to manage my money to a budget, but I often come up short when I sit down to pay my bills.
		4. I use cash advances from credit cards or the overdraft feature on my checking account to pay bills and basic living expenses.
		5. I borrowed from friends or family when money was tight and haven’t paid it all back yet.
		6. I don’t have the money saved to pay irregular bills, such as car insurance or license plates.
		7. I no longer pay attention to how much I owe.
		8. I hold my breath when my credit card is swiped because I never know if it will be accepted.
		9. More and more of my income is going to paying for my debts.
		10. I use money intended for other things to pay bills.
		11. I borrow money or use a credit card to pay for things I used to buy with cash.
		12. I often pay my bills late.
		13. I often dip into my savings to pay current bills.
		14. I put off visits to the dentist or doctor because I can't afford them.