

A photograph of two people riding horses on a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. The riders are silhouetted against the bright light. The horses are in motion, galloping across the sand. The overall mood is peaceful and joyful.

HAPPY TRAILS!

The
Wondrous Search
for Happiness
and Where
to *Find It*

**Self-Study Coaching
Program Preview**

The logo for Ready2Go Marketing Solutions features a stylized graphic of two upward-pointing arrows, one red and one yellow, with a small yellow circle at their base. The text 'Ready2Go' is in a large, sans-serif font, with '2' in yellow and 'Go' in red. Below it, 'MARKETING SOLUTIONS' is written in a smaller, all-caps, sans-serif font.

Ready2Go
MARKETING SOLUTIONS

Happy Trails!

The Wondrous Search for Happiness and Where to Find it

Self-Study Coaching Program Preview



Happy Trails! – The Wondrous Search for Happiness and Where to Find It 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!

***Happy Trails! – The Wondrous Search for Happiness and Where to Find It Self-Study
Coaching Program Preview***

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.

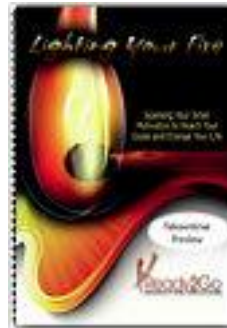
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Build Your In-Depth Coaching Program

Select from the 20+ topics below to bundle and customize your own coaching program. Each program comes with lessons, activities, debrief questions and homework.



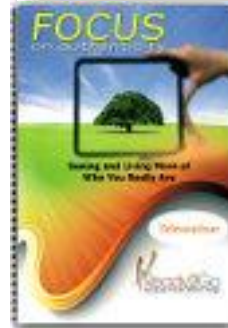
**Motivation Magic:
Awakening in Others
the Inspiration to Excel**



**Lighting Your Fire:
Sparking Your Inner
Motivation to Reach
Your Goals and Change
Your Life**



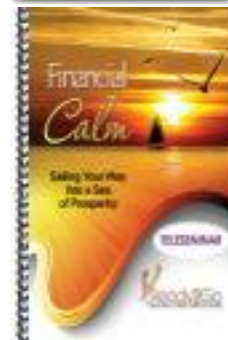
**Money Wellness:
Having a Healthy
Perspective on Earning,
Saving and Spending
Your Money**



**Focus on Authenticity:
Seeing and Living More
of Who You Really Are**



**The Rhythm & Blues of
Empathy:
Resonating With the
Feelings of Others to
Build Rapport**



**Financial Calm:
Sailing Your Way Into a
Sea of Prosperity**

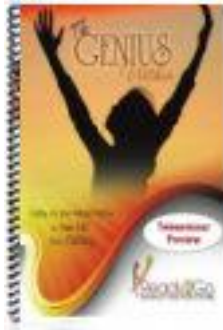


**The Law of Attraction
Cafe :
How To Get What You
Desire In All Areas Of
Your Life**



**The A to Z's of Success:
Charting a Course of
Personal Achievement**

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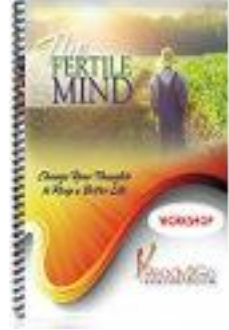
**The Genius Within:
Calling on Your Natural
Talents to Make Life
More Fulfilling**



**Becoming a Living
Magnet:
An Introduction to the
Law of Attraction**



**Courage, Risks and
Rewards:
Taking Chances to
Change Your Life**



**The Fertile Mind:
Change Your Thoughts
to Change Your Life**



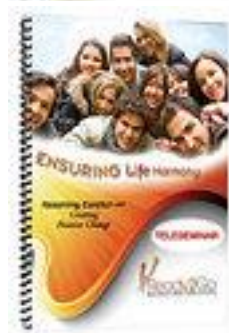
**Kaleidoscope of Choices:
How What You Think
and Choose Colors Your
Life**



**Say It! Hear It!
The Power of
Effective Communication**



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

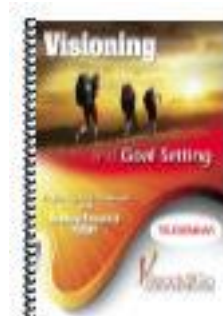


**Ensuring Life Harmony:
Resolving Conflict and
Creating Positive Change**

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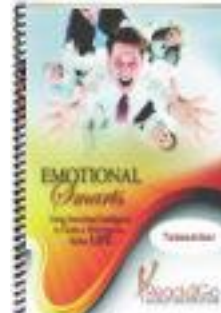
**The Leader's Journey:
Discovering Your
Leadership Impact**



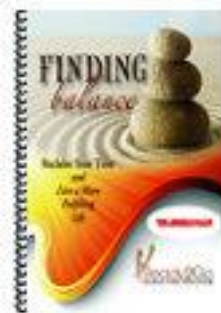
**Visioning and Goal
Setting:
Projecting Your
Tomorrow and Heading
Toward it Today**



**Transitions and
Transformations:
Thriving in the Midst of
Change**



**Emotional Smarts:
Using EQ to Create a
More Joyous, Richer
Life**



**Finding Balance:
Reclaim Your Time and
Live a More Fulfilling
Life**

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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.

How to Use Your Ready2Go Coaching Program

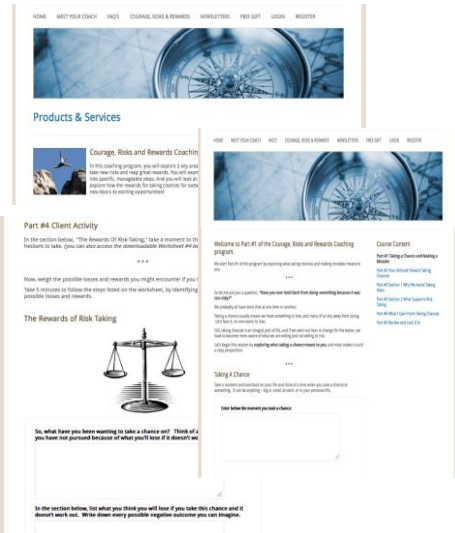
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How to Use the Coaching Program

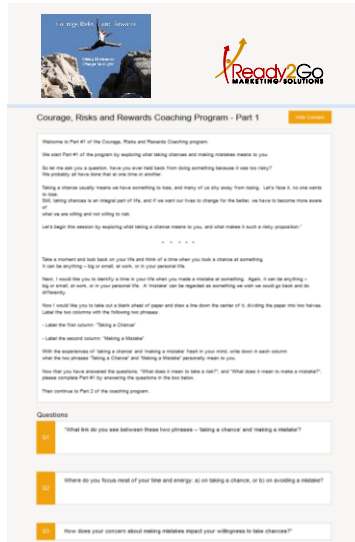
Your Ready2Go Coaching Program is expertly designed to be delivered in a variety of ways:

1. Popular platform options:

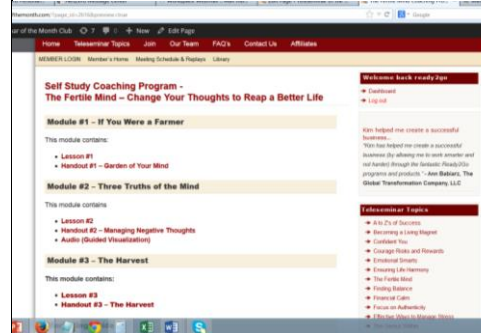
Coaches Console: (www.coachesconsole.com)



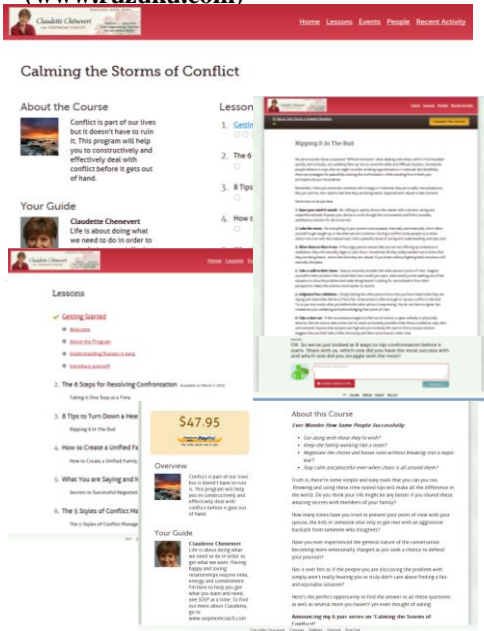
Jigsawbox: (www.jigsawbox.com)



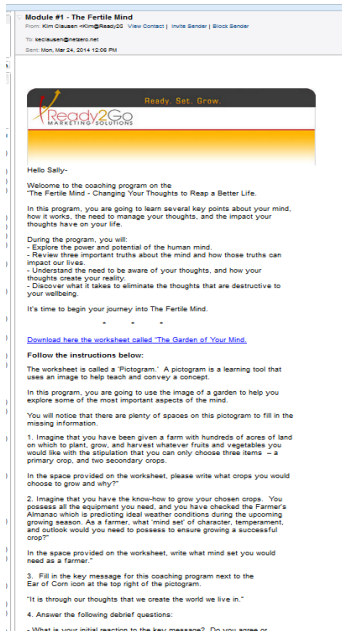
Website:



Ruzuku: (www.ruzuku.com)



Email:



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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.

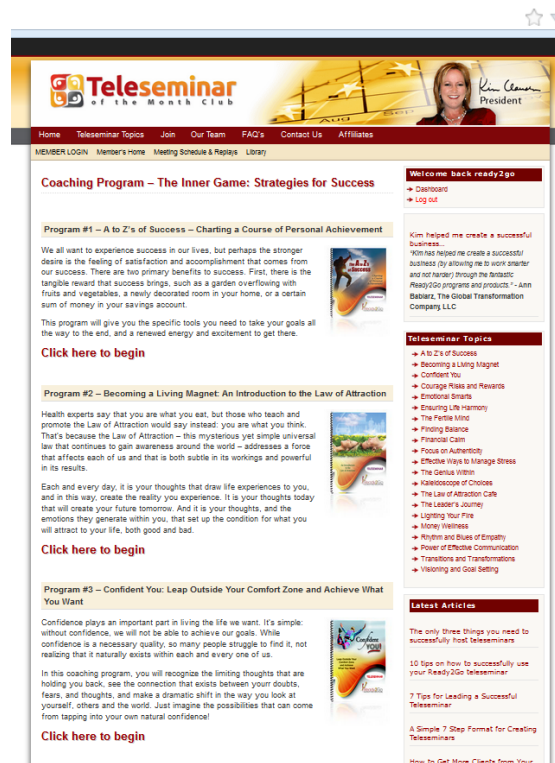
3. Branding.

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.”



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How to Use Your Ready2Go Coaching Program to Grow Your List

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How to Use the Coaching Program as a Free Offer to Grow Your List

Your Ready2Go Coaching Program is a powerful tool that allows you to offer a free valuable service to grow your list and attract more clients. While we recommend using the Coaching Program combined with the Ready2Go products, you can use this program in a variety of ways to grow your list:

1. **Give it away as a free offer on your website to grow your list.** It is recommended to have a valuable free gift to offer visitors of your website, so you can get their contact information and begin to develop a relationships. Offer your coaching program as a multi-part free gift that you deliver every 2-7 days.
2. **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 then by filling out a form or turning in their business card, or have them go to your website. Having people sign up at the event 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.
3. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The Coaching 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.
4. **Add it to your signature line of your email.** Simple, effective, and will grow your list.
5. **Use it as a free offer for someone to "check you out" when promoting a workshop.** This is a great way for people to become more familiar with you first before committing to something such as a workshop. Relationships build by the prospect being willing to spend more time and then money as the relationship grows. The Coaching Program is a great way to gain awareness, develop a relationship and build trust.
6. **Promote it through social networking.** People often find out about you through your social networking circles before they've ever been to your web site. So be sure to use all the tools that are available through your social networks to attract visitors, gain their attention, show relevance, and drive them to your site so they can learn more about you, and you can begin to develop a relationship. Send people to your website to opt-in with their contact information.
7. **Include it in your newsletter.** Include a short blurb and link to your Coaching Program in your newsletter as a standard item in every edition.

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8. **Give it away as a bonus or incentive for someone to take action.** Your Ready2Go Coaching Program can be a great bonus to give if someone signs up to purchase a product, program or service.

Be sure to customize. Customizing the coaching program will attract the attention of your target market to gain the greatest interest. The Ready2Go Coaching Programs discuss highly relevant topics that educate, inform and address peoples' problems and needs. And that's what people want – for us to solve a problem and fill a need. Therefore customizing the core content of this program to your target market will be very powerful in gaining attention, interest and action.

And it's simple. The Coaching Programs are already scripted and can be recorded in your own voice or delivered through the written word, so all you have to do is customize the title and include any relevant stories, examples and references to your market.

While our Ready2Go titles are also very effective, think about how the topic relates to you your target market and determine how you can **generate more interest by customizing the title to speak more directly to YOUR target market.**

Here are a few examples of enticing titles specific to target markets:

- How You Communicate Can Make or Break Your Business
- How to Speak So Your Spouse Will Listen
- 7 Keys to Eliminate Conflict and Create Synergy in the Workplace
- Communicate With Power and Influence
- 5 Ways to Connect With Your Spouse on a Whole New Level
- Everyone is a Leader – Discover the Leader in You
- Confident You! Feeling Your Very Best During Your Job Search, Interviews & Negotiations

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Coaching Package Preview

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Happy Trails!

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(Each coaching program has 4-8 modules.

This is a module form the Rebel Within program)

Content

Notes

Write or Record:

Module #1: Spotting Happiness

“Welcome to the coaching program on the “Happy Trails – The Wondrous Search for Happiness and Where to Find It”.

From this program, you will be well on your way to a happy future, free from anxiety and full of empowering personal choices. In this self-study program you will explore three areas for finding happiness:

#1 – Moving Away from Unhappiness – We can’t experience happiness or even expect to have it in our lives if we aren’t first willing to move away from those things that make us unhappy. You’ll look then at what you need to change in order to make a space for happiness to show up.

#2 – Moving Towards Happiness – Researchers in the field of happiness have identified a dozen, what they call, Therapeutic Lifestyle Changes (TLC’s, for short) that a person can pursue that will move them towards happiness in the form of a healthier lifestyle, self-empowerment, and greater mental health and well-being.

In this section, you’ll explore what these strategies are and determine which ones would be most beneficial for you to move toward happiness.

#3 – Making Others Happy - Finally, you’ll look at how you can experience more happiness when you put time and attention into making others happy.

It’s time to begin your journey to Happy Trails.”

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* * *

“At some time we all have asked ourselves or been asked by someone else: “Are you happy?” Seems like a simple question? But before you answer, you might want to take a moment and reflect on whether you even know what happiness is, or what it takes to have it.

So let’s begin our time together by exploring what happiness looks like for you, and then we’ll explore how it can be attained.”

* * *

[Client Activity]

“Take out Worksheets #1A & 1B, “What Does Happiness Mean to Me?” Look over the images and decide which three best represent happiness to you. Then share what it is about these images that feels like happiness.

When complete, return to this module.”

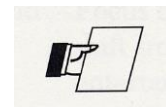
NOTE: If you are recording, you can:

- *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.)*

* * *

“One reason so many people are unhappy is that they have simply stopped looking for happiness.

- They’ve stopped savoring their experiences and the gratification the present moment can bring.
- They no longer look for ways to remain



Worksheet #1A & 1B – “What Does Happiness Mean to Me?” worksheet

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engaged in what they do in their jobs or chosen careers.

- They forget to look for new ways to make their lives more meaningful.
- They've stopped noticing all the ways in which they are blessed and saying 'thank you' for what they have been given.
- They've stopped searching for ways to express kindness towards others.

So it's no wonder that people's cloudy moods about life and the struggles they face never seem to lift. People have lost sight of happiness and have stopped remembering that it's something they need to commit to pursue each day.

The fact is happiness is a choice, and like anything truly meaningful in our lives, it takes energy, discipline and effort. Happiness is not based on circumstance, but practice. It doesn't just show up and happen only for a select few. Anyone can have happiness, but it's up to that person to pursue it.

* * *

If you are going to pursue happiness, you need to first make the conscious decision to move away from those things that make you unhappy and toward the things that make you happy.

So let's see what we can do to remove the unhappiness you may feel in your life. Continue next to Module #2.

Activity Sheets

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Activity Sheet #1A – What Does Happiness Mean to Me



Activity Sheet #1B – What Does Happiness Mean To Me

Review the images on the previous page and select 3 images that best represent happiness to you. Then share what about these images represent happiness to you.

1. _____

What about this image represents happiness to me? _____

2. _____

What about this image represents happiness to me? _____

3. _____

What about this image represents happiness to me? _____
