

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 background is a mix of orange, yellow, and red tones.

HAPPY TRAILS!

The
Wondrous Search
for Happiness
and Where
to Find It

**Teleseminar
Preview**

The logo for Ready2Go Marketing Solutions features a stylized graphic of two upward-pointing arrows, one red and one yellow, with a small figure jumping between them.

Ready2Go
MARKETING SOLUTIONS



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Teleseminar Preview



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Congratulations on purchasing your very own Ready2Go Teleseminar!

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
- 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 and webinars 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 this product 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. And they are relevant to most target markets, and 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 training feeling that it was time well spent.

If hosting teleseminars and webinars 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!

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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. And doing professional presentations is one of 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!



What You Get in Your Ready2Go Teleseminar® Program

With the Ready2Go Teleseminar, your package includes:

Fully developed teleseminar with:

- Agenda, teleseminar flow, all necessary content, instructions, and scripting
- Participant exercises;
- Activity Sheets for the participants to be emailed or used in a webinar; and
- Follow-up plan which includes:
 - Homework and coaching sessions

Marketing Guide with recommendations on how to effectively market your teleseminar including:

- Logistics on how to coordinate a seamless and successful program
- Marketing timeline, and
- Teleseminar checklist.

Facilitation Guide which includes facilitation instructions for conducting a successful teleseminar including:

- Knowing your role and moving past initial fears;
- Tips on how to lead a successful teleseminar;
- Connecting with the participants; and
- Preparation for the teleseminar.

Ready2Go Promotional Guide with professionally crafted promotional materials including:

- Promotional emails
 - 2 Email invitations;
 - Reminder email; and
 - Follow-up email.

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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.

With these products you receive quality content created by industry professionals, 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.

That full suite of professionally crafted Ready2Go products 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
- **Audio training programs** that you record in your own voice
- **Success tips**, which are 200-350 word "mini articles" to send to your list or use as blog posts
- **Speeches** for your in-person presentations
- **Teleseminars and webinars** to engage your prospects and clients through remote training
- **Workshops** to reach more people, generate income and convert more clients
- **Self-study coaching programs** formatted to be delivered as an independent, self-guided coaching program.

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

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Conducting the Teleseminar

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Teleseminar Schedule

The following agenda is meant to be a guideline and not a hard and fast schedule to keep.

Topic	Time Estimate
Starting the Call	5 min
Introductory Activity – Our View of Happiness	10 min
Segment #1 – Moving Away from Unhappiness	20 min
Segment #2 – Moving Towards Happiness	20 min
Make Your Offer Here	5-8 min
Segment #3 – Making Others Happy	10 min
Application – Committing to Happiness	5 min
Total Time	75 Minutes

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Step #1 – Prepare Participants for Learning

Preparing participants to learn is a critical step. This step arouses interest in participants, generates positive feelings about the learning they are about to experience, and gets them primed to learn.

Create a positive learning environment by humanizing the tele-seminar, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial.




The importance of getting off to a good start cannot be overstated. What you say and do in the first few minutes of the program can make all the difference in the world between a rich learning experience for participants and a frustrating expectation of what lies ahead for the next hour.

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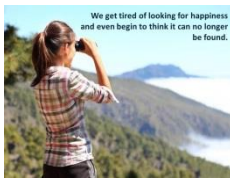
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Teleseminar Script

Time	Content	Notes
10 minutes	Introductory Activity – Our View of Happiness	Materials Needed: Pen or pencil, note paper.
Facilitator Says:	<p>“At some time we all have asked ourselves or been asked by someone else:</p> <p style="text-align: center;">[Show PowerPoint slide of <i>question</i>.]</p> <p>“Are you happy?”</p> <p>Seems like a simple question? But before we answer, we might want to take a moment and reflect on whether we even know what happiness is, or what it takes to have it.</p> <p>So let’s begin our time together by exploring what happiness looks like for each of us, and then we’ll explore how it can be attained.”</p>	
Learners Do:	<p>Activity: “Spotting Happiness”</p> <p>Activity Objective: Participants choose images that represent what happiness looks like to them.</p>  <p>Directions:</p> <ol style="list-style-type: none"> 1. Show PowerPoint slide of <i>peeking over a wall</i>. 2. Say to participants: <ul style="list-style-type: none"> ▪ “Whatever country or culture we live in, we all have the same deep desire to be happy.” 	

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Time	Content	Notes
<p data-bbox="211 1344 381 1417">Facilitator Says:</p>	<ol style="list-style-type: none"> <li data-bbox="446 430 1136 577">3. Tell participants that in a moment they will be looking at some random images, and from those images they will pick up to three that define what happiness means to them. <li data-bbox="446 640 1169 745">4. Ask participants to take out <i>Worksheet #1, "What is Happiness?"</i> that was sent to them prior to the teleseminar. <li data-bbox="446 787 1055 871">5. Next, reveal the images by clicking on the PowerPoint slide of <i>Images of Happiness</i>. <ul style="list-style-type: none"> <li data-bbox="503 903 1128 1018">▪ Give participants a minute to look over the images and decide which three best represent what happiness is to them. <li data-bbox="446 1050 1136 1270">6. After, ask for volunteers who would be willing to share which images they selected and to briefly explain how these images represent happiness to them. <ul style="list-style-type: none"> <li data-bbox="503 1228 868 1270">▪ Solicit several responses. <li data-bbox="446 1302 1023 1344">7. End by making the following key points: 	
	<p data-bbox="406 1333 479 1459"> Key Points to Make:</p> <p data-bbox="487 1501 1079 1543">[Show PowerPoint slide of <i>woman searching</i>]</p> <ul style="list-style-type: none"> <li data-bbox="446 1575 1161 1858">▪ One reason so many people are unhappy is that they have simply stopped looking for happiness. <ul style="list-style-type: none"> <li data-bbox="503 1659 1161 1732">○ They've stopped savoring their experiences and the gratification the present moment can bring. <li data-bbox="503 1753 1161 1858">○ They no longer look for ways to remain engaged in what they do in their jobs or chosen careers. 	

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Time	Content	Notes
	<ul style="list-style-type: none"> ○ 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. 	
<p>Facilitator Says:</p>	<p>Transition to Next Topic:</p> <ul style="list-style-type: none"> ▪ If we are going to pursue happiness, we need to first make the conscious decision to move away from those things that make us unhappy and toward the things that make us happy. ▪ So let's see what we can do to remove the unhappiness we feel in our lives. 	

Step #2 – Content Presentation & Practice

This is the part of the workshop where participants first encounter new knowledge.

True learning means that participants acquire a deeper understanding of a topic by pushing past the boundaries of their own awareness of the concept.

This means participants become conscious of new ideas and possibilities through their own discovery and experience of the topic. In other words, total participant involvement is necessary.

Learning is not passive; it's not an act of consumption. Instead, learning is an act of creation.

What participants think, say, and do is more important than what the facilitator thinks, says, and does. The facilitator's role is simply to initiate the learning process and then get out of the way.



Step #3 – Course Review & Application

Reviewing what has been learned is critical for long-term retention by participants. This step is the culmination, the fulfillment, of all the learning that has gone on during the workshop.

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Activity Sheet

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