



kaleidoscope

of choices

Discovering How
Your Thoughts
and Choices

COLOR

Your Life

**Audio Training
Program Preview**



Ready2Go
MARKETING SOLUTIONS

Kaleidoscope of Choices

Discovering How Your Thoughts and Choices Color Your Life

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 5-7 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
- An editable cover to customize to your ideal market, and add your logo
- 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 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.

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 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.

Kaleidoscope of Choices – Discovering How Your Thoughts and Choices Color Your Life Audio Training Package Preview

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 2nd 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). 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
Kaleidoscope of Choices – Change Your Mind to Change Your Life
Audio Training Series

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

NOW AVAILABLE: Radically Reprogram Your Mind to Create the Life You Want

Unfortunately, most people go through their daily lives as if they are powerless - as if they have no control over their destiny, and are at the mercy of other people and circumstances. They relinquish their power to the direction and demands of others, not sure how to break the binds holding them back from their dreams.

But EVERY moment of EVERY day, we ALL hold a lightning bolt of unparalleled strength and ability to CREATE the exact life we desire. We have the golden ticket, the magic key, the silver bullet to take our power back and change EVERYTHING. Yet so many don't know how to use it.

This incredibly powerful “secret ingredient” that you hold governs and controls *every* aspect of your life, and because it's so close, so easy to access, and so effective, you may not even be aware of it. Your ability to create the success you want and the happiness you crave depends entirely on your willingness to embrace and wield this mystical power. When you understand how to *really* use it, you will create freedom, fulfillment and FUN in every area of your life...and you'll finally get to live a life you truly love.

In fact, the most successful people who've ever lived are the ones who used this tool to build their kingdoms, empires, and fortunes.

And it's high time you learned these powerful, ancient secrets.

What is it? It is the POWER OF CHOICE.

Now introducing...

Kaleidoscope of Choices

Change Your Mind to Change Your Life

A 6-Part Audio Training

[Click Here To Get Started Now](#)

The choices you make determine the quality of your life and the opportunities you encounter...and you're *constantly* making choices.

This interactive, 6-part audio training program is chock-full of insightful strategies and easy-to-use tools to help you seize control over every one of your situations and outcomes, despite how limited or incapable you may believe yourself to be.

Each 5-7 minute module is designed to give you the power to **DIRECTLY** impact your life on every level.

These lessons will help you gain more control in every aspect of your personal and professional life, so that you can *STOP holding yourself back* with negative choices and unhealthy patterns.

Your choices are so important, and you make them every day. From the way you wake up, to your pre-bed ritual, you're *constantly* making choices...and most of them are unconscious.

Start using every moment of every day to create the **PROFOUND** life of joy and fulfillment that you deserve.

In this training, you'll learn...

- How the choices you make are holding you back right now
- 2 *common* mistakes that waste your strength and potential
- How to turn your daily micro-choices into mega successes
- The *tested and proven* 4-step limitation busting process
- How to *amplify* the creative power of your choices **EVERY DAY**
- How to create the space you need to make wise choices at any time
- And much, much more...

[Don't waste another precious moment.](#)

These audio trainings are crafted to give you the tools you need to **RADICALLY** reshape your life to get you more of what you need and desire. The strategies contained within will help you grab your life by the horns, and navigate your personal and professional challenges with a great deal more grace, ease and control.

Here's a glimpse at what's in store for you...

Audio #1: A World of Possibilities

Audio #2: 7 Ways to Change Your Mind

Audio #3: The Power of Perception

Audio #4: Regularly Scheduled Programming

Audio #5: Making Space for Better Choices

Audio #6: Signing Your Permission Slip

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

Audio Training Program

Kaleidoscope of Choices

Audio Training

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

Audio #1: A World of Possibilities

Every moment, every day, and every aspect of your human existence comes down to one thing: Choice. And because of this, *everything* you've *ever* wanted in the entire world is at your fingertips and within your grasp.

No pressure.

< PAUSE >

Welcome to *Kaleidoscope of Choices: Change Your Mind to Change Your Life*, a 6-part Audio Training Course designed to help you live the life you really want.

I'm <your name> of <your business>, and today we're laying the foundation for your ultimate success & happiness.

Over the course of these 6 audio modules, you will learn a multitude of simple strategies and tactics you can use anytime, regardless of your circumstances, mood or spiritual beliefs, to navigate your life's challenges with greater grace & ease.

I invite you to take a few notes as we go along. In fact, we'll pause right here so you can grab your notebook and a pen.

< PAUSE >

Ready? Okay, let's get started!

No matter what you're doing, whether waking up in the morning, having your coffee or tea, working out, going to work, or going back to bed...everything comes down to making choices.

While many of your choices are auto-piloted & routine, you still have the ability to veer left or cut right, and take a different course. In other words, at any point in your day or night, you can make the choice to make a new choice.

And all of these choices, whether familiar or new, give you the ability to control your outcomes. Everything that happens in your life is the outcome of choices you've made. Isn't that wild? A little scary, too, isn't it?

I mean, sometimes your life just doesn't look the way you want it to, and that's not your fault is it? External forces beyond your control did that, right?

Well, yes, maybe, AND...you played your part. You made a series of choices that aligned you with those outside forces, and now you're here. That doesn't mean that there's anything *wrong*, only that if you don't like where you are, it's time to make some *different* choices.

And that's the best part of all...no matter what your life looks like right now, you can 100% absolutely do something about it!

The state of your life is a reflection of the choices you make from moment to moment, and those choices are the products of the thoughts & beliefs that you hold onto.

Which means, it all comes down to your ever-developing consciousness. Every choice you've made and everything that's happened in your entire life brought you to this point, and allowed you to learn every lesson you've ever learned, including the ones you're picking up right now.

Everything you've ever lived, from the great & amazing to the not so fun and the downright inconvenient and uncomfortable...all of it is the result of choices that you've made, consciously or unconsciously, to *expand* your understanding of life, love, and your place on this planet.

AND, from this point forward, you have a vast array of new connections, jump-off points and possibilities available to you. If you really like the direction your life is heading, simply continue making the kinds of choices you've been making. If you're less excited about your life, well then congratulations! You get to make NEW, *different* choices. Fun, huh?

And the more AWARENESS you bring to the game, the better you'll play. When you consciously choose your next steps, rather than stumbling blindly into all of them, you suddenly discover a deep well of power and preferences that you can use to steer your ship with greater mastery.

That, my friend, is when life starts getting really fun.

< PAUSE >

Speaking of fun, let's do something, shall we?

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