



# kaleidoscope

of choices

Discovering How  
Your Thoughts  
and Choices

**COLOR**

Your Life

**Special Report  
Preview**



**Ready2Go**  
MARKETING SOLUTIONS

# Kaleidoscope of Choices

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Discovering How Your Thoughts and Choices Color Your Life

## **Special Report Package Preview**

*Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty*  
*Special Report Preview*

**Congratulations** on purchasing your very own Ready2Go Special Report!

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 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 & designed:**

- Pre-written tweets
- Special reports
- Audio training programs
- Success tips
- Speeches
- Teleseminars and Webinars
- Workshops
- Self-Study Programs

The special report is typically how the relationship begins. As a result of a variety of marketing activities (we provide 10 suggested activities in this package), prospects will come to your site to download your special report. They have now given you permission to send them more **information and you are on your way to converting qualified prospects to paying clients.** But it takes time for familiarity to grow, for trust to be developed and for your prospect to learn how you can solve their needs.

**Maintaining 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, gives **you a powerful, effective way to stay in touch and deliver value all year round!**

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.

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.

Here's to your enjoyment and success!

A handwritten signature in cursive script that reads 'Kim'.

Kim Clausen, President  
Ready2Go Marketing Solutions, Inc

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## **What You Get With Your Ready2Go Special Report**

With the Ready2Go special report, here's what you get:

- A professionally crafted 8-12 page special report about a highly relevant, compelling topic that will drive visitors to your web site to opt-in, so you can begin a relationship
- Promotional copy that you can email or use as an advertisement
- A follow-up email, introducing them to your next offer (i.e., the 6-part audio series)
- An editable cover to customize and brand as your own
- 10 tips on how to use this report to grow your list

## Using Your Ready2Go Special Report

Growing your list and staying in touch in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using numerous tools and delivering them through a variety of mediums allows you to be creative in your marketing which is more attractive to your prospects and clients.

Special Reports are an effective tool that help you gain your prospects' attention, give something of value for free, and begin to foster a relationship. It is also a great tool for generating awareness, driving prospects to your website and growing your list.

We recommend using the special report in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>).

Here's a few ways you can use your Ready2Go special report along with the other Ready2Go products:

- Promote it on your social media outlets. Use excerpts or images with a download link in exchange for your prospects' contact information.
- Blog about your special report and use some excerpts in your blog.
- Place an excerpt from your special report in your newsletter.
- Tweet about your special report and invite others to download it.
- Promote you special report on community boards, industry websites, etc.
- After your prospects receive the special report, send them the Ready2Go 6 part audio training program on this topic as a follow up gift.
- Offer as a gift at events, conferences and speaking engagements in exchange for the participants' contact information.
- Give it away as a value-added communication as part of your regular keep-in-touch plan.

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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 turnkey 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-and-play marketing solutions, such as fully developed **workshops, teleseminars, speeches, audio training programs, special reports, success tips, tweets, video montages, articles and more!** These tools are ready-made for coaches, consultants, mental health professionals, trainers and speakers to customize and brand as their own, saving tons of time and effort.

We've completely 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 communications and training 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 creative.

Our team includes professional marketers, training developers, writers, copywriters, speech writers and designers 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 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.*

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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 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
- **Professionally scripted audio training programs** that you record in your own voice
- **Success tips**, which are 250-350 word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **PowerPoint Slides** to make your teleseminar into a webinar.
- **Coaching Packages using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.
- **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](http://www.Ready2GoMarketingSolutions.com).

# 10 Tips for Using Your Special Report to Grow Your List

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## 10 Tips for Using Your Special Report to Grow Your List

- 1. Place it in a highly visible location on your website.** This is the most common way special reports are used. Once you have driven people to your website through different mediums, they will download the report, opt in to receive more information, and you can then begin to nurture a relationship with someone who has already expressed an interest in your products and services.
- 2. Offer it as a freebie at a speaking engagement.** Since the idea is to capture a name and email address so that you can begin a relationship, you do NOT want to just hand out your special report. You DO want to give a compelling summary of what you have to offer. Then you want people to fill in a sign-up sheet or drop off their business cards to have you send it to them. Note: you could also send them to your website to download it themselves, but the danger is that as time passes people will get distracted by other things and won't make it to your site.
- 3. Promote it on the back of your business card – call attention to it when you hand out your card.** Let people know that your business card is also their ticket to valuable information. They will be much more likely to hang on to it until they are in front of their computer again. Again, make your description of the report compelling enough to draw attention from the target market you most want to reach.
- 4. Add a compelling description of your special report to the signature line of your email.** You probably email hundreds of people each week, and even though they're not all connected to you through your business, you never know who they know. Make sure everybody in your network knows what you have to offer. This technique is one of the simplest yet most effective ways to grow your list.
- 5. Use it as an introductory offer when promoting a teleseminar or event.** This is a great way for people to become more familiar with you before committing to something such as a teleseminar or workshop. As you build your relationship, a prospect will become willing to spend more time and then money. A special report is like the earliest stage of a courtship.

- 6. Alert your social network.** 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 get attention, attract followers and show your expertise. Then, periodically announce that you have this special report available. Note: You may want to switch up your offers once in awhile to keep them fresh; consider having two or three reports that you can rotate.
- 7. Advertise in an organization's newsletter that reaches your target market.** You will really stand out amongst traditional ads. While other people are selling their products and services, you are offering something for free. If you don't want to pay for advertising space, see if you can submit an article. Write a brief article that introduces the topic of your report, and then in your bio you can provide a link to you website where people can download the full report.
- 8. Post snippets from the report in your blog.** This is another great way to gain exposure, engage your audience and drive them to your website wanting more. In your blog post, you will want to be sure to include key words that are relevant to your target audience. So this is a great opportunity for you to customize the content to your audience, adding your own personal touch with stories, anecdotes, resources and experiences.
- 9. Offer it as a low priced entry level product in your business.** By offering a Ready2Go Special Report, you are showing your client that you provide professional products, with high quality, relevant information. This builds trust, and makes your clients feel safe to purchase additional products, programs and services in the future.
- 10. Customize.** Ready2Go special reports apply to just about any target market, as they discuss highly relevant topics that educate and inform people while addressing common problems and needs. And that's what people want – for you to solve a problem and fill a need. To make them more impactful for your audience, consider adding a few references or relevant points that resonate even more with your specific target market and bring the message home. One way to do this is with the report title. For example, a business coach might use the title "How You Communicate Can Make Your Break Your Business," while a relationship coach might change it to "How to Speak So Your Spouse Will Listen."

# Special Report

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*Beating Burnout – How to Refill Your Tank When Life has You Feeling Empty  
Special Report Preview*

(This is a sample of the special report that comes with this package.)

## **The Choice is Yours - How to Master the Choices That Shape Your Life**

*“No matter what the situation, remind yourself, ‘I have a choice.’” ~ Deepak Chopra*

In 1983, were it not for the choice one man had to make, the world as we know it would have ended.

When many of us think back to the 1980’s we remember feathered hair and questionable fashion trends - yes, we’re looking at you “MC Hammer” pants, fingerless gloves, and big shoulders (a la TV shows like *Dallas* and *Dynasty*). It was an era where *The Cabbage Patch Kids*, *The Smurfs*, *New Coke*, and ‘*ThighMaster*’ were all ‘*like, totally awesome!*’

But the 1980’s were also a time when relations between the (then) Soviet Union and United States were marred by a collective distrust, volatility and instability. The atmosphere was so severely strained, the Kremlin became convinced a first strike nuclear attack by the U.S. was inevitable. Subsequently, the Soviet Union began to prepare for a preemptive attack that would lead to each country’s mutually assured destruction.

In the midst of this tension, on September 26, 1983, several alarms sounded at the Oko Soviet early warning base indicating the United States had launched a missile attack against the Soviet Union. Protocol dictated a swift, nuclear retaliatory strike in response. This was the dreaded moment – nuclear war was real, and it was imminent.

The ultimate decision to initiate retaliation rested with one man; Stanislav Petrov. It was Petrov’s job alone to ultimately interpret the alarms and pass his findings on to his superiors. He knew relations between his country and the Americans had put the two super powers on the verge of all-out war. He was also aware that his superiors were looking for any sign of provocation to justify launching their own pre-emptive strike.

*"The siren howled, but I just sat there for a few seconds, staring at the big, back-lit, red screen with the word 'launch' on it," Petrov says. It was confirmed; America had launched a missile. "A minute later the siren went off again. The second missile was launched. Then the third, and the fourth, and the fifth. Computers changed their alerts from 'launch' to 'missile strike'," he says.*

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Special Report Preview***

Petrov was a phone call away from putting a nuclear war in motion. He knew the safety of the world was at stake. The choice he faced was clear, as were the consequences: initiate a potential nuclear apocalypse or, face severe personal consequences if he was wrong.

Complicating his decision was the fact Petrov was receiving conflicting information from another radar source. Something didn't feel right to him. Petrov hesitated. He chose to not make the call. It turns out that choice was a significant one; there was a glitch in the warning system that indeed meant it was a false alarm. There was no missile attack. Nuclear war was averted, all thanks to a single choice Petrov made.

We all make choices each and every day. While only a rare few will encounter the kind of decision Stanislav Petrov faced, our choices can, nonetheless, forever alter the course of our lives and those of the people around us.

Many of our choices result in relatively low-impact consequences, like choosing which brand of toothpaste, yogurt, or soda we stock up on. But we're often faced with more complex choices that can change our lives in an instant – choices with far-reaching repercussions, like deciding which college major to pursue, where to live, who to have relationships with, and whether to get married (or divorced).

And, while circumstances beyond our control play a role – call it what you will; luck, fate, fortune, destiny, or the hand of God - the shape of our lives is significantly influenced by the deliberate calculations, or choices we make every day. We possess more control of our lives than we often realize. That can be an empowering, and intimidating, realization.

*“Your beliefs become your thoughts, your thoughts become your words, your words become your actions, your actions become your habits, your habits become your values, your values become your destiny.” ~ Mahatma Gandhi*

The choices we make aren't limited to the practical areas of life like dental hygiene or tangible things like snack preferences. We're also in charge of choosing a host of intangibles like thoughts, behaviors, actions, attitudes, and even our moods. Every choice we make impacts the direction of our lives.

Put another way, each of us is ultimately in charge of the person we are (and who we become). And that puts us in the driver's seat. It makes us responsible for creating the kind of life we have.

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That's a lot of responsibility. As such, it's incumbent upon each of us to be conscious, efficient stewards of our choices, both big and small. After all, we'll have to live with the results of those choices, perhaps for the rest of our lives.

*"The moment you take responsibility for everything in your life is the moment you can change anything in your life." ~ Hal Elrod*

The good news is we can learn to leverage our thoughts, moods, and attitudes to help us make smart choices. Would it be helpful to learn how to manage your decision-making muscle to the point where you could, by default, make choices that benefit your personal and professional development, ultimately leading to a happier more fulfilling existence? Of course it would, and we'll be getting to some practical tips on how to do just that. But, first let's explore a little more the concept of choice.

(This is a sample of the special report that comes with this package.)