



# *Lighting Your Fire*

**Sparking Your Inner  
Motivation to Reach Your  
Goals and Change Your Life**

**Self-Study Coaching  
Program Preview**



# Lighting Your Fire!

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The Fundamentals of Motivation

## **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.

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!

## 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](mailto:support@ready2gomarketingsolutions.com) or give us a call anytime.



## 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](http://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 interface. At the top, there's a navigation bar with 'HOME', 'ABOUT US', 'COACHES', 'COURAGE, RISKS AND REWARDS', 'MEMBERSHIP', 'FREE OFFER', 'LOGIN', and 'REGISTER'. Below this is a 'Products & Services' section. The main content area features a large image of a compass rose and the title 'Courage, Risks and Rewards Coaching'. A sub-section titled 'Part #4 Client Activity' includes a 'The Rewards of Risk Taking' section with a scale of justice icon and a 'So, what have you been wanting to take a chance on?' reflection prompt.

### Jigsawbox: (www.jigsawbox.com)

The screenshot shows the Jigsawbox interface for the 'Courage, Risks and Rewards Coaching Program - Part 1'. It features a 'New Content' button and a 'Lessons in Part #4 of the Coaching, Risks and Rewards Coaching program' section. The main text discusses the importance of taking risks and includes a 'So, what have you been wanting to take a chance on?' reflection prompt. There are also 'Questions' listed at the bottom, such as 'What do you see between these two phrases - taking a chance and having a mission?'.

### Website:

The screenshot shows a website for a 'Self Study Coaching Program - The Fertile Mind - Change Your Thoughts to Reap a Better Life'. It features a navigation bar with 'Home', 'Salesmaster Topics', 'Join', 'Our Team', 'FAQ's', 'Contact Us', and 'Affiliates'. The main content area is titled 'Module #1 - If You Were a Farmer' and lists 'Lesson #1 - Garden of Your Mind', 'Module #2 - Three Truths of the Mind', and 'Module #3 - The Harvest'. A sidebar on the right contains a 'Welcome back ready2go' message and a 'Salesmaster Topics' list.

### Ruzuku: (www.ruzuku.com)

The screenshot shows the Ruzuku website for the 'Calming the Storms of Conflict' course. It features a navigation bar with 'Home', 'Lessons', 'Events', 'People', and 'Recent Activity'. The main content area includes 'About the Course', 'Your Guide' (Claudette Cheever), and 'Lessons' (Getting Started, The 6 Step, 8 Tips to I, How to Co). A price tag of '\$47.95' is visible. The 'Lessons' section lists 'Getting Started', 'About the Course', 'The 6 Steps for Resolving Conflicts', and '8 Tips to Turn Down a Hot Response to Your'. The 'Your Guide' section includes a bio for Claudette Cheever and a 'Your Guide' section.

### Email:

The screenshot shows an email from Ruzuku titled 'Module #1 - The Fertile Mind'. It includes a 'Hello Sally!' greeting and a welcome message to the coaching program. The email discusses the program's goals and includes a 'Download here the worksheet called "The Garden of Your Mind"' link. It also contains a 'Pictogram' section with instructions on how to use it and a list of questions for reflection.

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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.

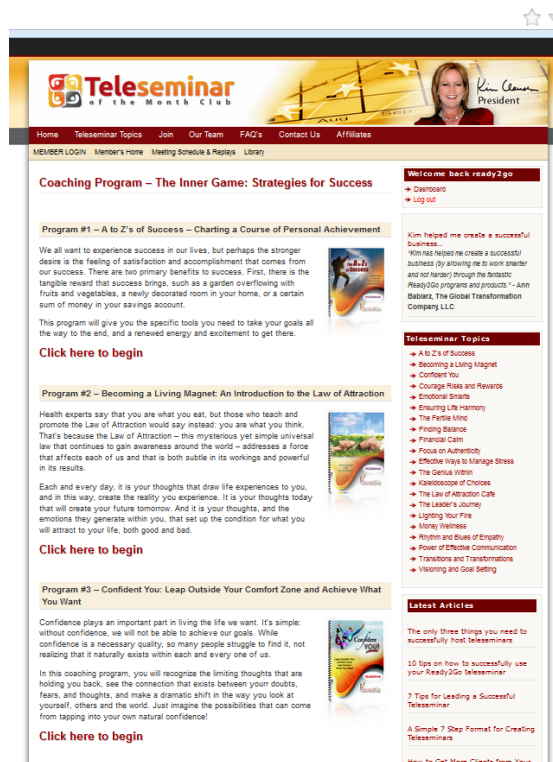
**3. Branding.**

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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# Coaching Package

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# Lighting Your Fire!

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Self-Study Coaching Program

Write or Record:	Content	Notes
	<p><b>Module #1: “Creating a Fire” – A Way to Define Motivation</b></p> <p>“Welcome to the coaching program on the “Lighting Your Fire! – Sparking Your Inner Motivation to Reach Your Goals and Change Your Life.”</p> <p>In this program you will discover the influences in your life that light your fire, and douse it (and how to avoid them). You will also learn how to rekindle your flames, find your inner strength and achieve the things that matter most.</p> <p>Specifically you will explore:</p> <ul style="list-style-type: none"> <li>▪ What motivation is and how it works,</li> <li>▪ Those influences that can diminish or extinguish your motivation,</li> <li>▪ A process for re-establishing and sustaining motivation once again.</li> </ul> <p>Your discovery begins by defining this mysterious concept of motivation.”</p> <p style="text-align: center;">* * *</p> <p>“This program is called Lighting Your Fire because often the metaphor of a fire is used to help explain what motivation is because it captures some of motivation’s most important qualities such as:</p> <ul style="list-style-type: none"> <li>▪ Intense passion and ardor,</li> <li>▪ Bursts of liveliness and brilliance,</li> <li>▪ Ignition and sparks of excitement.</li> </ul> <p>So defining motivation from the perspective of a fire makes sense.</p>	

But what about you? How would you define the concept of motivation?”

### [Client Activity]

“Take out Worksheet #1 - “A Way to Define Motivation.”

On the worksheet there are various images depicting the concept of motivation.

Look at each of these images depicting and circle up to 3 that resonate with you most. Then at the bottom of your worksheet write how the image(s) represent motivation to you.

Then 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.)*

\* \* \*

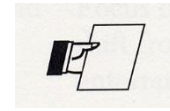
### [Debrief Questions]

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

- Which images did you pick?
- What about these images resonated with you?
- Based on the images you selected, what does motivation mean to you?

*(NOTE: If you are recording, you can:*

- *keep the audio going and record some quiet instrumental music in the background . Tell*



**Handout –**  
Worksheet #1 –  
A Way to Define  
Motivation

*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.)*

\* \* \*

“As you can see in this simple exercise, motivation can be thought of in many ways, but the essence for all of us is the same.

At its core, motivation is a driving force that initiates and directs our behavior. In other words, motivation is a kind of internal energy – like a fire – that drives a person to **do something** in order to **achieve something**.

It’s what drives you towards your goal, whether that goal is to wake up early, change a habit, exercise, run a marathon, write a book, lose weight, organize your life, get out of debt, or countless other things that could better your life.

Motivation is the key, but it’s not always easy, day in and day out, to keep it burning. Just like with a flame, motivation burns bright, and it grows dimmer.

Having a foundational understanding of motivation is important, but it is also important to understand how it works so that when pursuing an important goal, you can keep it burning bright, and learn ways to fuel it when it starts to go dim.

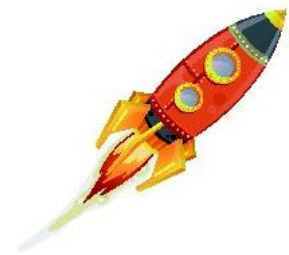
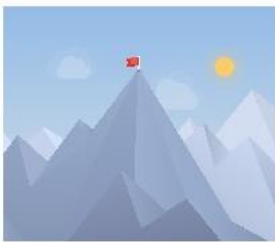
Continue next to Module 2.”



# Activity Sheets

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# Worksheet # 1 – “What is Motivation?”



These images represent motivation to me because: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_