

Lighting Your Fire



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

**Audio Training
Program Preview**

**Ready2Go**
MARKETING SOLUTIONS

Lighting Your Fire

Sparking Your Inner Motivation to Reach Your Goals and Change 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 1-3 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 4-6 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 5 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

Lighting Your Fire - Sparking Your Inner Motivation to Reach Your Goals and Change Your Life Audio Training Program Preview

What You Get With Your Ready2Go Audio Training Program®

With the Ready2Go Audio Training Program, you get:

- Six 4-6 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
- 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

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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.

Lighting Your Fire - Sparking Your Inner Motivation to Reach Your Goals and Change Your Life Audio Training Program Preview

How to Use Your Audio Training Program to Grow Your List

How to Use the Audio Training Program To Grow Your List

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.
- d. **Add it to your signature line of your email.** Simple, effective, and will grow your list.
- e. **Use it as a free offer for someone to "check you out" when promoting a teleseminar or event.** This is a great way for people to become more familiar with you first before committing to something such as a teleseminar or workshop. Relationships builds by the prospect being willing to spend more time and then money as the relationship grows. The

Audio Training Program is a great way to gain awareness, develop a relationship and build trust.

- f. **Use it in your 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.
 - g. **Include it in your newsletter.** Include a short blurb and link to your Audio Training Program in your newsletter as a standard item in every edition. Change the topics out regularly to keep it fresh.
3. **Customize.** Customizing the audio training program will attract the attention of your target market to gain the greatest interest. The Ready2Go Audio Training 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 audio training program to your target market will be very powerful in gaining attention, interest and action.

And it's simple. The Audio Training Programs are already scripted and ready to be recorded in your own voice, so all you have to do is customize the title and include brief stories, examples and references that resonate with 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

Tips on How to Record Your Audio Training Series

3 Steps to Creating Your Audio Training Program

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.

2. Create your web pages for listeners to link to play the audio.

Once the files are edited and uploaded to Audio Acrobat, you have two options for distributing them:

1. You can create 6 **customized web pages** that will have the link to the audios. You can create these as simple or elaborate as you desire. There are some that include the link along with testimonials, other offers, and include the previous audio recordings. And there are some with simple verbiage and the link.

To see our audio tips web page, go to
<http://www.Ready2GoMarketingSolutions.com/workshopaudiotraining/tip1.html>

To get more ideas, research how some others in the industry are creating theirs.

If you are not web savvy, most VAs who have web experience, and web designers, can build these web pages for you easily and inexpensively.

2. If you do not want to create customized web pages that play the audio, it is a simple process to embed the audio URL from Audio Acrobat directly into your email. Audio Acrobat's support team can help you do this yourself in just a couple easy steps.

3. PRELOAD INTO AN AUTORESPONDER

After you have recorded the audios, you will then need to pre-load the emails that deliver each audio link for the recording into an auto responder email system. These emails have been pre-written for you and are included in this package.

An auto responder is an automated email message that can be scheduled for delivery and is automatically sent to the recipient. You will indicate how often you want the emails to be sent and they will be mailed automatically.

There are numerous auto responder services on the market that are very easy to use such as 1ShoppingCart (www.1shoppingcart.com) , AWeber (www.aweber.com), or Constant Contact (www.constantcontact.com).

Once you have the audios recorded, web pages built, and the emails loaded into your autoresponder program, **you now have a hands free, automated marketing tool that you will use time and time again to offer a valued added product to your ever growing list.**

And remember, if you need any assistance implementing this program, you can contact us for a consultation. We also can provide referrals to help you to get your Ready2Go Audio Program developed and implemented easily and affordably.

10 Tips on How Record an Audio Training Series That Makes an Impact

(Excerpt from The Armchair Speech Therapist by Stewart McLellan, SMP Audio Productions)

1. **Eat right** – It's hard to concentrate if you missed breakfast, or if you just inhaled a couple of cheeseburgers.
2. **Stay hydrated** – Often we are dehydrated before our bodies let us know with a headache.
3. **Rest** – be on your game with plenty of rest. Don't schedule too much before a teleclass, or recording session.
4. **Relax...** - when reading, YOU are the expert. Take pride in the work you are creating. The people who purchase your products and come to your seminars came to see you and your work – you don't have to worry about what anyone else thinks.
5. **Clean Finish, Clean Start** – one reason 'um's and 'ah's happen is because one thought isn't finished before the next one starts. Your brain tells your mouth to say 'uh' while you collect your thought, turn the page, or scratch your nose. Finish a thought, pause, get collected, and continue.
6. **'You Know' ... no, maybe 'You DON'T Know'** – Many people say 'you know' as they speak. Do we honestly know what you're going to say next? Get your thought together and say it. Leave a pause for us to take it in. If you've done your homework, we'll get it. You know?
7. **Do Your Homework** – If you are reading copy, know your material, so you don't need to say 'um' to collect your thoughts.
8. **Do a Test Recording** – it doesn't matter if it's on good gear, do a test recording. You're listening to how you deliver, your tone, inflections, and clarity with which you deliver. Get a couple of friends to honestly evaluate your delivery, and notice any speech issues that might be overlooked. It's easier to listen to what's going right when you're not actually speaking.
9. **Play Act** – When I was learning to do voice overs, I would stand up at the mic, put on a tie, move my hands, whatever it would take to step outside of the monotone and into character. That time playing 'rock star' in front of the mirror as a teenager came in handy.
10. **Be Yourself, Just More You** – A coach and good friend once told me to be myself. Sure, but also take yourself up a couple of notches. You're still you, but make it so people in the cheap seats can see and hear your message.

Provided courtesy of Stewart McLellan Productions. For all your audio production needs, contact Stewart at 250-881-0121, www.smpaudio.com or email him at sm@smpaudio.com

Promotional and Follow Up Copy

Promotional Copy for Lighting Your Fire-Finding Motivation Audio Training Series

(This is partial copy for the Audio Training Program)

Jeremiah wanted to be a mountain man.

He bought all the right equipment and he had his pack horse loaded down with supplies. He read all the books he could find on animals and the wilderness, kept a journal of reference notes, and he felt prepared for the life of thrilling adventure ahead. The only problem was, he was now stuck on the side of a hill in the middle of the worst blizzard he had ever seen.

He would be fine if he could just get that fire going. Piling the tinder perfectly under the shelter of a tree, he cupped his shaking hands around the fragile flame of his last match. Moving slowly, he touched the burning match to the pile of kindling he so carefully constructed from the few dry twigs he could find.

“Ah!” he said, as the small tendrils of fire licked upward, smoke curling into his eyes. He could almost feel the warmth as the flames began to spread. This would be a good size fire, and he and his horse would be able to stay comfortable through the cold, wintry night.

Suddenly, WHOOMP! Just as his small fire was starting to grow, a clump of snow fell off of the lowest tree branch, extinguishing the small blaze in a split second. It was going to be a long cold, frozen night.

Have you ever felt this way? Trying to find your motivation can be like that. It seems that just when you get your “get up & go” up & going, something drops from the sky and puts out your fire.

You know there is so much more you could accomplish, if only you could find the motivation, overcome your doubts and get going. But how?

Of course the answers aren’t always simple, and there is no magic fix to create & maintain motivation. But with a few changes, the right help, and a little effort, *everyone* can discover how to build that fire and make sure it never goes out again.

And now those tips & tactics are readily available for YOU, in a clear, concise & easy-to-follow format.

Now Introducing:

Lighting Your Fire : Finding Motivation

(This is partial copy for the Audio Training Program)

Lighting Your Fire - Sparking Your Inner Motivation to Reach Your Goals and Change Your Life Audio Training Program Preview

1st Email to the 6-Part Audio Series

(6 emails come with this program. This is email #1)

Subject: <first name>, Make The Most of Your Life.

Hi <first name>,

You may not realize it yet, but you have taken an all-important step in transforming your life.

Do you remember those dreams you put aside, so many years ago? Did you want more out of life, but lost your way in a mess of debts, boring jobs, endless frustrations and crippling disappointments?

Well, now you can get it all back. Your new life is out there, quietly waiting for you to go looking for it. Congratulations on joining us for *Lighting Your Fire : Finding Motivation*.

These finely crafted audio downloads are filled with tips & tricks you can use right now to help overcome the challenges of life. You will become stronger, more capable and more confident with each new audio session.

Today's session will give you the confidence and ability to change your outcome and light a fire under your goals & dreams.

Here's a little of what else is coming down the line...

- **How to quickly motivate yourself & others...any time, in any situation**
- **Simple ways to regain your steam when you're tired & ready to quit**
- **How to rediscover your bigger picture & keep your dreams alive**
- **Common motivational pitfalls...and how to avoid them**
- **An almost magical way to call in your expansive support system**
- **The guaranteed motivation booster that nobody talks about**
- **And a whole lot more...**

Let's begin with **Audio 1** – Where is My Spark?

Click the link directly above to download a PDF transcript and start streaming the audio.

See you next time!

(6 emails come with this program. This is email #1.)

Lighting Your Fire - Sparking Your Inner Motivation to Reach Your Goals and Change Your Life Audio Training Program Preview

Audio Training Program

Lighting Your Fire - Sparking Your Inner Motivation to Reach Your Goals and Change Your Life Audio Training Program Preview

Lighting Your Fire - Finding Motivation

Audio Training

(There are 6 audio scripts in this program. This is a partial script of audio #1.)

Audio #1: Where is My Spark?

Hello, and welcome to *Lighting Your Fire : Finding Motivation*, a 6-part Audio Training Course.

I'm <your name> of <your business>, and I'm excited to help you live a richer, more fulfilling life, loaded with love, security, and moments that matter.

Understanding the architecture of motivation has helped millions of people help themselves, then help millions of other people. From inspiration & cultivation to implementation and the final steps of completion, motivation is the often-overlooked, secret ingredient that turns good ideas into spectacular realities. It's not rocket science, but it can be a bit tricky.

Over the course of these 6 training modules you will discover where the driving force of your motivation comes from, then learn how to not only build it, but also fan those flames of inspiration until they become a 4-alarm inferno.

As we uncover these gems, you probably will want to take notes so that you can retain as much as possible, then refer back to your discoveries the next time you get stuck.

We'll pause for a moment here. Go ahead and grab a pen & paper, or open a new note on your laptop...we'll wait for you.

< PAUSE >

Okay, are you ready? Great, let's get started!

In today's module we will examine what motivation looks like for YOU, and how to find the sparks of motivation in any endeavor.

If I asked you "*What is motivation?*" you could probably give me a general definition, or offer an example of a motivational story. The most basic definition is, quite simply, "the desire or willingness to do something."

I'm sure, at some point or another, we've all found the desire or willingness to sit on the couch, eat ice cream and binge watch the latest Netflix Original Series. Finding motivation for easy things is...well...pretty easy.

Lighting Your Fire - Sparking Your Inner Motivation to Reach Your Goals and Change Your Life Audio Training Program Preview



But what happens when you're trying to start a new project & can't seem to find the fire to get going? Where do you begin? When the task at hand isn't immediately pleasurable, how do you find the desire or willingness to press forward into uncharted territory? I mean, you already have a full life, with limited time & energy. Now there's something new that you know you "should" do, but you're not 100% sold on it.

In order to find out how to get that fire going, you must first ask yourself a few questions. As we run through this short list, jot down the first answers that pop up.

(There are 6 audio scripts in this program. This is a partial script of audio #1.)