

MONEY

Wellness

Having a Healthy Perspective
on Earning, Saving and Spending
Your Money

TELESEMINAR

The logo features two upward-pointing arrows, one red and one gold, with a small black dot at their base. Below the arrows, the text 'Ready2Go' is written in a red, sans-serif font, and 'MARKETING SOLUTIONS' is written in a smaller, black, sans-serif font below it.
Ready2Go
MARKETING SOLUTIONS



Money Wellness!

How to Have a Healthy Perspective on Earning, Saving, and Spending Your Money



Money Wellness! – How to Have A Healthy Perspective on Earning, Saving, and Spending Your Money



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
- Educational articles
- Success tips
- Speeches
- Teleseminars
- Workshops

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 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 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.

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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 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!

Ready2Go Marketing Solutions, Inc.® 5023 W 120th Ave #184, Broomfield, CO 80020 303-465-0454
www.Ready2GoMarketingSolutions.com

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What You Get in Your Ready2Go Teleseminar® Program

With the Teleseminar of the Month Club, your teleseminar 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.
- Follow-up plan which includes,
 - Follow-up recommendations.

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

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

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.
- Preparation for the teleseminar.

Additionally, with the [Teleseminar of the Month Club](#) **Premium Membership**, you also receive:

Ready2Go Promotional Guide with professionally crafted promotional materials including,

- Promotional emails
 - 2 Email invitations.
 - Reminder email.
 - Follow-up email.
- Registration and thank you page copy
- Registration and thank you page html files (completely developed web pages ready to put on your website)

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The Webinar Guide includes:

- Professionally crafted slides to coordinate with your teleseminar, making it a webinar presentation
- Tips for hosting a successful webinar presentation

To learn more about the [Teleseminar of the Month Club](#) membership options, click here

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About Ready2Go Marketing Solutions, Inc. ®

Money Wellness! – How to Have A Healthy Perspective on Earning, Saving, and Spending Your Money



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 or give us a call anytime.

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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. 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.

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Read This First

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Knowing Your Role

We believe that the key to a successful teleseminar rests with your ability as the facilitator to create a safe and comfortable learning environment for all attendees. As the facilitator, it is also your responsibility to ensure that attendees have what they need to learn. This first means that you have done the necessary preparation - you know the workshop material and you have everything ready before you deliver it.

Second, it means approaching and delivering this teleseminar from the point of view of just being you. If you don't have much experience being a facilitator, don't worry. Just follow this instructor's guide, and you will be fine. And if you do make a mistake in the delivery of this teleseminar, don't worry about it. Remind yourself that all you are doing is giving it your best. Don't be afraid to try for fear of making a mistake or getting something wrong. One thing is for certain: if you never make a mistake, you're not doing anything.

In using this instructor's guide, don't forget to incorporate your own stories and experiences into it in order to stress the points you are trying to make. Also, be sure to make your questions relevant to your audience as the more relevant the exploration, the deeper the learning. This guide is like a blueprint for building a house; it may tell you what the house is supposed to look like when it is finished, but it doesn't indicate how it should be decorated.

The artful design of this teleseminar, coupled with your personal facilitation of it, will result in a high degree of attendee satisfaction. So remember to add your own personal style to it so that it comes across as yours.

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Moving Past Initial Fears

If you are an experienced teleseminar leader, you will quickly discover how professionally crafted these teleseminars are, and you will be able to execute them with ease.

If you are new at hosting teleseminars, you may be thinking, “Can I successfully pull this teleseminar off? Can I really confidently lead this teleseminar with a group of others that I cannot see? I’m not an expert; will people ask me something I don’t know?”

It is quite normal to have these concerns when confronted with having to deliver a training program. After all, most of our learning experiences have pretty much been the same - there is a teacher going on and on with a lecture about the subject, while students passively take notes.

This teleseminar is not designed like that. Instead, it has been developed based on the idea of being learner-centered. What this means is simple. You as the facilitator are not the center of attention, nor are you the sole dispenser of knowledge. In other words, learning happens as a result of your attendees being allowed to do the work of learning for themselves. You can only really learn how to swim, for example, by swimming. Yes, an instructor may be there to help, but there really is no substitute for a person just diving in with their whole mind and body and experiencing a concept for themselves. There simply is no substitute for doing. This is how this teleseminar has been designed, rather than on conventional notions of what learning is.

If you keep this in mind, then any fears that arise about whether you can do this, or how you will come across to others, should quickly fade away. Learning will happen because your participants will be far better teachers of their own learning than you. Moreover, this teleseminar has been designed this way to intentionally take the burden off of you. Remember, whatever your participants can do for themselves, discover for themselves, or talk about for themselves – they will own. As a facilitator, all you have to do is manage the learning process. With this program, you will be able to do just that.

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Conducting the Teleseminar

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Tele-seminar 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 – Money Mindfulness	10 min
Segment #1 – Where You Are With Your Money Today	15 min
Segment #2 – Where You Want to be With Your Money Tomorrow	15 min
Make Your Offer Here	5 min
Segment #3 – What’s in the Way?	15 min
Application – Getting from where you are to where you want to be	10 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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(This is one of several activities in this 75 minute teleseminar)

Time	Content	Notes
10 minutes	<p>Introductory Activity – Money Mindfulness</p> <p>[Show PowerPoint slide of <i>money</i>.]</p>	<p>Materials Needed: Pen or pencil, note paper.</p> 
Facilitator Says:	<p>“Money! It’s such an important part of life. We all need it for the essentials of life – to eat, buy clothing and have a place to live.</p> <p>It also plays an important part in our future plans. We all have dreams we want to fulfill, and money is probably going to be needed in order to make those dreams come true.</p> <p>But we face a BIG problem with money; we never seem to have enough of it. The checking account is close to zero, and the next paycheck isn’t coming for another week. Of course, several bills are also due. Looks like we’ll have to rob from Peter to pay Paul – again!</p> <p>Why is it so difficult to make ends meet from month to month?</p> <p>Why does there never seem to be enough money to cover our needs and wants?</p> <p>Well, part of the reason financial health eludes so many is that we don’t pay attention to it. We think we do, but really we don’t, or at least we don’t pay enough attention to it.</p>	

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Time	Content	Notes
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Learners Do:

Let me show you what I mean.”

Activity: “What’s on the Bill?”

Activity Objective: Participants test how familiar they are with what’s printed on their currency.



Directions:




1. Show PowerPoint slide of *blank screen*.
2. Tell participants that you would like to test their knowledge around something that’s quite familiar to them – their currency.
3. If they haven’t already, ask participants to get one of their paper currencies for this exercise.
4. Let participants know that you are going to ask them several questions to see how familiar they are with what’s printed on their currency.
5. Ask participants to picture their currency in their mind.
 - **Note:** No cheating by looking! They must go from memory.
6. When everyone is ready, ask participants the following questions:





Front Side of Bill:

- How many times is the value printed on the front?
- Is the value numerical or spelled out?

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Time	Content	Notes
<div style="background-color: #cccccc; width: 100%; height: 100%;"></div>	<ul style="list-style-type: none"> ▪ Is there a person or a building? ▪ If so, what is it? ▪ What direction is it facing? ▪ What is the color of the currency? ▪ Is there a motto or phrase? ▪ If so, what is it? 	
	<p>7. Click blank PowerPoint slide to reveal the <i>images of currencies</i></p>	
	<p>8. Tell participants that you are going to ask the questions again, but this time you are going to allow them to study the front side of their bill for 30 seconds before you ask the questions.</p>	
	<p>9. When 30 seconds are up, show the next PowerPoint slide with <i>the bills and the question mark</i>, and then tell participants that you are ready to ask them the questions once more.</p>	
	<p>10. When everyone is ready, ask the questions a second time:</p> <p><i>Front Side of Bill:</i></p>	
	<ul style="list-style-type: none"> ▪ How many times is the value printed on the front? ▪ Is the value numerical or spelled out? ▪ Is there a person or a building? ▪ If so, what is it? 	

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Time	Content	Notes
<p>Facilitator Says:</p>	<ul style="list-style-type: none"> ▪ What direction is it facing? ▪ What is the color of the currency? ▪ Is there a motto or phrase? ▪ If so, what is it? <p>11. After asking the questions a second time, assess how participants did.</p> <ul style="list-style-type: none"> ▪ Note: Participants will likely answer all the questions correctly this time. 	
	<p>12. Next, show PowerPoint slide of <i>Piggy Bank and Hammer</i>.</p> <p>13. End by making the following key points:</p> <p> Key Points to Make:</p> <ul style="list-style-type: none"> ▪ Familiarity often breeds mindlessness. Yes, I did say ‘mindlessness.’ We end up becoming mindless, unaware, and take for granted those things that are commonplace in our lives. ▪ This definitely holds true for money. It’s there. We spend it. But at the same time we become unaware of the details surrounding its use – just like we become unaware of what’s actually printed on our common currency. ▪ Because we don’t give our money the attention it deserves – understanding how much we make, spend, save, and owe – we end up living with a great deal of financial anxiety and stress. 	

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Time	Content	Notes
<p>Facilitator Says:</p>	<ul style="list-style-type: none"> ▪ The good news is that we can do something about this situation. We can take charge of our money by simply growing our awareness around how we are making it and spending it. This alone can make our money wellness much healthier than it currently is. 	
	<p>Transition to Next Topic:</p> <ul style="list-style-type: none"> ▪ So, just as you would take charge of your health by deciding to exercise more and eat right, your money wellness can also improve by making a few simple changes to the way you regard your money. ▪ Over the course of this teleseminar, we'll look at three steps you can take that will help you become more aware of your financial situation. ▪ By breaking the management of your finances down into these three steps, you can become more aware of your money illnesses, and develop a cure! ▪ So let's begin with Step 1 in the process of increasing your overall money wellness. Step 1 is to look at where you are today with your money. 	

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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