



New **BEGINNINGS**

**How to Create a Future
You are Excited About!**



**Special Report
Preview**

New Beginnings

How to Create a Life You are Excited About!

Special Report Package Preview

New Beginnings – How to Create a Life You are Excited About!
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 Online Courses
- One-on-One Coaching 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 black ink, appearing to read 'Kim', written in a cursive style.

Kim Clausen, President
Ready2Go Marketing Solutions, Inc

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

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)
- 10 tips on how to use this report to grow your list

***New Beginnings – How to Create a Life You are Excited About!
Special Report Preview***

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 your 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.

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

Published by Ready2Go Marketing Solutions, Inc.

Copyright © by Ready2Go Publishing, LLC

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system now known or to be invented, without permission in writing from the publisher, except by a reviewer who wishes to quote brief passages in connection with a review written for inclusion in a magazine, newspaper or broadcast.

"This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering professional service of any kind. If expert assistance is required, the services of a competent professional person should be sought."

DISCLAIMER

This publication is sold with the understanding that neither the author nor the publisher is engaged in rendering professional services. Questions relevant to the specific professional needs of the reader should be addressed to practicing members of those professions.

The information, ideas, and suggestions contained herein have been developed from sources, including publications and research, which are considered and believed to be reliable, but cannot be guaranteed. Moreover, because of the technical nature of the material and the fact that laws are never static, but ever changing, the assistance of a competent, qualified professional is recommended when implementing any plans or ideas discussed in this publication, in whatever medium the material in this publication is used.

The publisher specifically disclaims any liability, loss, or risk, personal or otherwise, incurred as a consequence directly or indirectly of the use and application of any of the techniques or contents of this publication.

This publication and the contents herein are provided without any warranty, express or implied, as to their effect, completeness, or results received.

TERMS OF USE

By purchasing or using this publication and the contents herein, you agree that they may only be used for your personal use and may not be sold or redistributed without the written consent of Ready2Go Marketing Solutions, Inc. The publisher of this package has no way of knowing the specific needs of the reader. It is necessary then that you understand the limitations of this or any other package.

LICENSE

This publication is copyrighted. The buyer of this publication is given a limited license to use its contents for his or her use.

This package and all its contents are sold to you, the buyer, with the agreement that your purchase entitles you to a non-exclusive right to use this package and the material contained herein for personal educational use.

Printed in the United States of America

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

Table of Contents

ABOUT READY2GO MARKETING SOLUTIONS, INC.	8
10 TIPS FOR USING YOUR SPECIAL REPORT TO GROW YOUR LIST.....	11
SPECIAL REPORT	14

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

About Ready2Go Marketing Solutions, Inc.

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview



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 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.

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

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 professionally crafted 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
- **Audio training programs** that you record in your own voice
- **Success tips**, which are 200-350 word "mini articles" to send to your list or use as blog posts
- **Speeches** for your in-person presentations
- **Teleseminars and webinars** to engage your prospects and clients through remote training
- **Workshops** to reach more people, generate income and convert more clients
- **Self-study online courses** formatted to be delivered as an independent, self-guided course.
- **One-on-One Coaching programs** to take your client through highly interactive, introspective, and engaging coaching sessions on areas of life that will bring the most change and transformation.

To learn more about the Ready2Go products, go to www.Ready2GoMarketingSolutions.com.

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

10 Tips for Using Your Special Report to Grow Your List

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

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.

*New Beginnings – How to Create a Life You are Excited About!
Special Report Preview*

- 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

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

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

New Beginnings – How to Create a Future You are Excited About!

*“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*

In search of a new beginning, an awkward college drop-out leaves home to study law in the U.K. He graduates, returns home to start his law practice, and fails. Looking for a fresh start, he moves his young family to South Africa and begins working at a new law firm. He tries his first case and freezes in court. He changes his focus, practicing law outside of the courtroom.

One day, he's thrown off a train for refusing to give up his first-class seat to a European traveller. Angered and inspired by the experience, he starts fighting back. Mahatma Gandhi's struggle evolves into a lifelong pursuit of justice for human rights. He inspires a country-wide non-violent resistance movement, eventually resulting in the successful campaign for India's independence from Great Britain.

New beginnings, like the people who create them, come in all different shapes and sizes. Some are bold and ambitious, while others are subtle and sublime. They can be sweeping life changes like quitting a job, getting married, moving across country or across the world. They can also be the routine changes we make every day like choosing a new hair style or starting an exercise program, for instance. Regardless of scope, it pays to choose your new beginnings thoughtfully and intentionally.

What exactly is a new beginning? Why is starting something new so important? What can you do to make the most of your new beginnings? How do you increase the odds of a successful transition? How do you deal with inevitable setbacks? How do you stay on track on the days you 'don't feel like it'? Whew!

All good questions. To get some clarity it helps to explore the nature of new beginnings. But where do we get started? At the beginning, of course!

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview

What is a new beginning?

Starting over. A fresh start. Starting from scratch. A clean slate. Square one. There are as many ways to describe new beginnings as there are new beginnings.

Simply put, a new beginning is like creating a new groove in a record album. You have to remove yourself from the old groove to begin a new one in order to keep the music playing. Creating that groove is the hardest part. It's critical to stick with the initial effort to ensure a successful and lasting change. Once you've got the momentum going you're well on your way!



*This is the beginning.
Almost anything can happen.
This is where you find
the creation of light, a fish wriggling onto land,
the first word of Paradise Lost on an empty page.
Think of an egg, the letter A,
a woman ironing on a bare stage
as the heavy curtain rises.
This is the very beginning.
~ Poet Billy Collins*

Whether it's our curiosity, a zest for adventure, a love of learning, restlessness, a desire to break out of our comfort zone, or an eagerness to improve our status quo, there are always compelling reasons to start something new. And, while they can be scary and challenge us to stretch beyond our comfort zone, they also offer the chance for us to pursue the very best version of ourselves we can be.

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

New Beginnings – How to Create a Life You are Excited About!
Special Report Preview