

A woman with long dark hair, wearing a white tank top, is lying in a white mesh hammock on a sandy beach. She has her hands behind her head and is looking towards the camera. The background shows a clear blue ocean and a bright sky.

# Overcoming

# PROCRASTINATION

The ART  
*of* Getting Things  
Done NOW

Teleseminar  
Preview

The logo for Ready2Go Marketing Solutions features two stylized arrows, one red and one yellow, curving upwards and to the right. Below the arrows, the text "Ready2Go" is written in a large, bold, sans-serif font, with "2" in a smaller font size. Underneath "Ready2Go", the words "MARKETING SOLUTIONS" are written in a smaller, all-caps, sans-serif font.

Ready2Go  
MARKETING SOLUTIONS

**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
- 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 and webinars 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 training feeling that it was time well spent.

If hosting teleseminars and webinars 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!

*Overcoming Procrastination – The Art of Getting Things Done Now!*

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. And doing professional presentations is one of most effective components of an effective marketing strategy.

Enjoy!



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 Teleseminar® Program

With the Ready2Go Teleseminar, your 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; and
- Follow-up plan which includes:
  - Homework and coaching sessions

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

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

**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; and
- Preparation for the teleseminar.

**Ready2Go Promotional Guide** with professionally crafted promotional materials including:

- Promotional emails
  - 2 Email invitations;
  - Reminder email; and
  - Follow-up email.

### **ARE YOU A MEMBER OF THE TELESEMINAR OF THE MONTH CLUB?**

If you are a member of the Teleseminar of the Month Club, you get comprehensive training, support, and guidance, all the products listed above, AND these additional done for you products:

- Registration and thank you page copy; and
- Registration and thank you page html files (completely developed web pages ready to put on your website)

The **Webinar** includes:

- Professionally crafted slides to coordinate with your teleseminar, making it a webinar Presentation.

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

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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 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 coaching programs** formatted to be delivered as an independent, self-guided coaching program.

To learn more about the Ready2Go products, go to [www.Ready2GoMarketingSolutions.com](http://www.Ready2GoMarketingSolutions.com).

# Conducting the Teleseminar

## **Overcoming Procrastination! Participant Message**

Have you ever procrastinated? Your answer to this question is most likely – yes!  
In fact, who hasn't put something off, convincing themselves that they will “get to it later”?  
Pretty much everyone.

When we procrastinate, we convince ourselves of all kinds of reasons why we can't start a task just yet. Some believe that they need to be in the right mood before they can work on a task. Others tell themselves that they have to have things organized before they can begin. Some say they work best under pressure and will wait until the last possible minute to start something. While others fear that if they start a task, they'll wind up doing it wrong, so why start it in the first place?

In all cases, procrastination involves an inner conflict between something we want or need to accomplish, and a resistance to actually doing it. It seems like we're prepared to act, but then we do nothing about it. So what gives?

Even though procrastination inevitably shows up in each of our lives, we can't take its presence lightly. Procrastination may be one of the biggest challenges we have to overcome at some time in our lives.

In this training program, you will increase your awareness of what procrastination is, why you do it, and what can be done to overcome it. You will regain your personal productivity, lessen your sense of guilt, re-energize your motivation, and develop specific strategies for dealing with this annoying habit so that procrastination no longer negatively impacts your life.

### **Learner Benefits:**

From this teleseminar you will...

- **How to identify your distraction patterns as soon as they start**
- **How to boost your personal productivity**
- **How to re-train your brain & re-ignite your motivation when it wanes**
- **Your own custom strategies to help you find your focus *at any time***
- **The 3 Key Signs of procrastination and how to intervene before they take over**
- **The most common procrastination traps...and how to avoid them**
- **Easy tips & tricks to get out of that slump & *back in action RIGHT NOW.***

*Overcoming Procrastination – The Art of Getting Things Done Now!*

## **Course Contents:**

### **Introductory Activity – Describing Procrastination**

Activity: “First-hand Experience”

Activity Objective: Participants discuss what procrastination is by looking at examples of it from their own lives.

### **Segment #1 – Why We Procrastinate**

- Activity: “The Reasons We Procrastinate”
- Activity Objective: Participants review the different reasons why we procrastinate and rank them in order.

### **Segment #2 – The Signs of Procrastination**

- Activity #1: “The Signs You’re Procrastinating”
- Activity Objective: Participants learn about the important signs to notice that indicate if they are procrastinating.
- Activity #2: “Warning Signs in My Life”
- Activity Objective: Participants become aware of procrastination warning signs that appear in their lives.

### **Segment #3 – Strategies to Help You Overcome Procrastination**

- Activity: “Procrastination Matrix”
- Activity Objective: Participants learn a procrastination matrix that can help them identify various strategies for overcoming their procrastination, and then apply it to a situation in their own life.

### **Application – Final Thoughts and Learning**

- Activity: “Ad Creation”
- Activity Objective: Participants creatively capture a main point they have learned about the topic of procrastination that they will remember after the training and apply in their life.

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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 – Describing Procrastination	10 min
Segment #1 – Why We Procrastinate	15 min
Segment #2 – The Signs of Procrastination	15 min
<b>Make Your Offer Here</b>	<b>5 min</b>
Segment #3 – Strategies for Overcoming Procrastination	15 min
Application - Final Thoughts & Learning	10 min
<b>Total Time</b>	<b>75 Minutes</b>

## **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.

## **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.

# Overcoming Procrastination

## The Art of Getting Things Done Now!

### Teleseminar Script

Time	Content	Notes
15 minutes	<p><b>Segment #1 – Why We Procrastinate</b></p> <p>[Show PowerPoint slide of <i>Now or Later decision.</i>]</p>	<p>Materials Needed: Pen or pencil, and Worksheet #1 – “Why We Procrastinate”</p>
<p><b>Facilitator Says:</b></p>	<p>“People can get very passionate about something they really want. In the beginning, this passion is so powerful that a person goes all out to do his or her best to obtain it.</p> <p>The problem with passionate, big life goals is that the goal is large enough and process long enough that there's rarely enough immediate gratification to keep us going.</p> <p>For example, let's say you want to lose 20 pounds. In the beginning, you lose five pounds right away.</p> <p>But then, you gain three pounds back after a long, lazy weekend, and your passion dwindles, you start feeling frustrated, and you feel as though you haven't gotten anywhere with your goal. It feels like it is going to take too long and be too hard. You may even feel like you've actually failed.</p> <p>The next time you think about losing weight, you don't try again with the same effort, and soon you're putting off losing weight altogether even though it's something you really want.</p> <p>So why does this happen?</p>	

*Overcoming Procrastination – The Art of Getting Things Done Now!*

Time	Content	Notes
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**Learners Do:**

Let’s take a few moments to familiarize ourselves with the reasons we procrastinate even on the important things we want for our lives.”

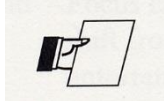
**Activity: “The Reasons We Procrastinate”**

**Activity Objective: Participants review the different reasons why we procrastinate and rank them in order.**



Directions:

1. Show PowerPoint slide of *woman gazing out the window*.
2. Have participants pull out Worksheet #1 – “Why We Procrastinate” that was sent to them prior to the teleseminar.
3. Tell participants that you would like them to take one minute to read over the five main reasons people procrastinate that are listed on the worksheet.
  - Allow participants a minute to become familiar with these reasons.
4. Next, let participants know that you would like them to rank these reasons from 1 to 5, with “1” being the biggest reason for procrastinating and “5” being the smallest.
  - Allow participants a minute or two to rank the reasons.
5. When participants are done, ask for volunteers who would be willing to share which reason they think is the number one reason why people procrastinate.



**Handout – Worksheet #1 - “Why We Procrastinate”**

Time	Content	Notes
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**Facilitator Says:**

- Solicit several responses, and encourage participants to give a short explanation for why they think their choice is the number one reason people procrastinate.
  - Point out any commonalities, discrepancies, and especially differences that begin surfacing between participant responses.
6. After, tell participants that you are going to reveal the results of an Internet survey conducted by leading procrastination experts of the top reasons why people procrastinate.
  7. Click the PowerPoint presentation one at a time to reveal each of the top reasons for why people procrastinate:
    - 1) Fear of failing – 19%
    - 2) Lacking motivation – 13%
    - 3) Lacking focus – 12%
    - 4) Feeling overwhelmed – 10%
    - 5) Task unpleasant – 9%
    - (6-10 are also listed on the slide)
  8. When the entire ranking has been revealed, debrief by asking the following questions:
    - What’s your reaction to this list?
    - How many of these reasons have you personally encountered?
  9. End by making the following key points:



**Key Points to Make:**

[Show PowerPoint slide of *anguished woman*.]



Time	Content	Notes
	<ul style="list-style-type: none"> <li>▪ We avoid tasks, big and small, for one simple truth:  <i>We believe they will cause us some form of discomfort when we act on them.</i></li> <li>▪ The term ‘discomfort,’ broadly speaking, includes such things as fear, hardship, difficulty, or even a feeling of vulnerability.</li> <li>▪ Without realizing it, we attempt to avoid this discomfort by choosing to do nothing, even though we know we’re wasting time or delaying the inevitable. But for some reason, we can’t seem to change this behavior.</li> <li>▪ So how do you overcome procrastination?</li> <li>▪ One of the first things is to realize that most things that are important in life are like a marathon and not a sprint.</li> <li>▪ In order to get good at something such as losing weight, becoming a master at your job, or building a new business, it’s important to realize that you’ve got to move toward your goal little by little, every day.</li> <li>▪ What you’re doing is building a foundation beneath you, and that foundation needs to be strong. And building something strong takes time.</li> </ul>	
<b>Facilitator Says:</b>	<b>Transition to Next Topic:</b> <ul style="list-style-type: none"> <li>▪ Now that we understand better why we procrastinate, it is important to be able to see the signs of when we are procrastinating and how it keeps us from living a fuller life.</li> <li>▪ Let’s look at three warning signs in particular.</li> </ul>	

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## **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.



# Activity Sheets

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## Worksheet # 1 – “Why We Procrastinate”

**Directions.** Take your best guess and rank the following reasons for why we procrastinate from 1 to 5 starting with “1” being the biggest reason we procrastinate and “5” being the smallest.

		<p><b>Feeling Overwhelmed</b> – A feeling that there is too much that needs to be done in order to accomplish a task, thus paralyzing us from even taking the first step towards achieving it.</p>
		<p><b>Task Unpleasant</b> – We view the task as boring or tiring or that it will make us uncomfortable in some way.</p>
		<p><b>Fear of Failing</b> – If we take action towards reaching our goals yet fail to realize them, we fear we will be seen as a failure. We fear being rejected or made to look like a fool.</p>
		<p><b>Lacking Motivation</b> – We find no internal motivation or benefit for doing the task, and there is no penalty for not doing it, leading us to not do it at all. The cost in terms of time and energy seem to outweigh the benefits.</p>
		<p><b>Lacking Focus</b> – Unable to stay on task because something has come up. The ‘something else’ can be anything that distracts the person from continuing to work on a main task.</p>