



The FERTILE MIND

Change Your Thoughts
to Reap a Better Life

**AUDIO TRAINING
PROGRAM PREVIEW**



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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 2-3 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 5-7 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 multi 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

P.S. Please be sure to tell us about your experiences. We are excited to hear!

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What You Get With Your Ready2Go Audio Training Program®

With the Ready2Go Audio Training Program, you get:

- Six 5-7 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

About Ready2Go Marketing Solutions, Inc.®

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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.

How to Use Your Audio Training Program to Grow Your List

How to Use the Audio Training Program to Grow Your List

(page 1 of 2 pages)

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.

Tips on How to Record Your Audio Training Series

3 Steps to Creating Your Audio Training Program

(page 1 of 3 pages)

Your Six 5-7 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.

Promotional and Follow Up Copy

**Promotional Copy for
*The Fertile Mind***

Audio Training Series

(This is the partial copy. The complete promotional copy comes with your audio training program.)

No matter who you are, where you're from, or what you do, at some point or another, your mind plays tricks on you.

Have you ever been absolutely convinced about something, only to find out later that it's false?

Have you ever talked yourself out of doing something that was potentially fun, adventurous, or really good for your or career?

Have you ever convinced yourself that you're not good enough, strong enough, young enough, or smart enough to do what you really want to do?

Well, that's your mind playing tricks on you.

It's not that your mind is mean, malicious, or "out to get you" ...no, it's just trying to help.

You were born with an incredibly powerful tool built into your system, and if you're like most people, you have *no idea* what it's capable of.

You let it operate on overdrive with no guidance or supervision, and then you wonder why you've got trouble & messes scattered throughout your life.

I've got a little secret to share with you...Your mind *wants* to work on your behalf, and it will follow the orders you give it. However, if you don't consciously give it something to do, it will keep itself busy, taking orders from the random input you provide it...and that's when things get tricky.

You remember that movie you watched last week? Last night's television "programming"? The magazines you read, the websites you visit, the conversations you have...these are all sources of input. Unless you're actively managing your mind, these become your marching orders.

If you want to live a powerful life of your own choosing, it's time to start managing your mind, and choosing your thoughts.

If you're ready to think more clearly, make better choices, and live your life in alignment with your own designs, then I've got something for you.

Now introducing...

(This is the partial copy. The complete promotional copy comes with your audio training program)

1st Email to the 6-Part Audio Series

(This is a partial email of 6 emails that comes with your audio training program)

Subject: <first name>, your Mind Management training starts TODAY.

Hi <first name>,

Have you ever struggled to focus and stay on track?

Do you ever feel like you're spinning your wheels and going nowhere?

Do you ever wish you could turn down the noise in your head for a while...?

Don't worry, you're not alone. Most of us were taught to do what we're told, follow orders and stay in line. We were never really taught how to think for ourselves, much less *manage* the thoughts we have.

This leads to easy distraction, confusion, and a mind that just won't stop rambling.

Fortunately, you've chosen to do something about all that, and it starts NOW.

Welcome to the FIRST module of your NEW audio training series, *The Fertile Mind*.

These powerful audio training sessions are filled with tips & wisdom you can use TODAY to navigate your challenges with ease, both at home and in your work.

With each new module, you will become more focused, aware, and confident in your ability to handle just about anything.

Over the course of these next 6 trainings, you will discover...

- Why mind management is essential to your overall success & happiness
- Specific tools for staying focused on what's most important to you
- 4 easy steps to eliminating negative self-talk, every time it pops up
- Power phrases you can use any time to instantly improve your mind
- The #1 most effective mind management tool you'll ever use
- How to get what you really want in life
- The 4 things YOU should be doing every morning to start your day.

And a lot more...

(This is a partial email of 6 emails that comes with your audio training program)

Audio Training Program

The Fertile Mind
Audio Training
*(This is partial copy of one of six scripts. All six scripts and instructions
for recording come with your audio training program.)*

<IMPORTANT: Delete/edit everything in <brackets> before you upload the transcript for your listeners.>

<Put your company name and/or logo here>

Hello, and welcome to *The Fertile Mind*, a 6-part Audio Training Course on Mind Management.

I'm <your name> of <your business>, and I'm excited to share this training with you. My number one goal is helping people like you live richer, more joyful, fulfilling lives through personal coaching and powerful programs, such as this.

Over the course of these 6 Mind Management training modules, you will learn how to make peace with your mind, choose which thoughts & feelings you feed, and eliminate the mental chatter that holds you back, so that you can stay focused on what's most important to you.

What do you say? Are you ready to live a more powerful life?

<PAUSE>

Great! Let's get started.

As always, I encourage you to take notes so that you can make the most of our time here together. In fact, I'm going to give you a moment right now to grab something to write with.

<PAUSE>

Alright, are you ready? Let's go!

In today's session we're looking at Mind Management, why it's important, and how it benefits your overall success and happiness.

So what exactly is Mind Management?

Mind Management, at it's simplest form, is the practice of directing your thoughts & feelings toward what you want in life.

I like to think about it like the act of tending a garden.

<PAUSE>

Imagine, for a moment, what you would do if you and your family were hungry, you didn't have access to grocery stores or restaurants, and someone gave you a small patch of rich, wild, fertile land.

The soil is dark and rich, loaded with minerals and bursting with potential. Nearby neighbors are happy to lend you their wisdom, and you have access to a massive seed bank overflowing with anything you could ever want to grow.

Your family is getting hungry, and while the land boasts a few native, edible species, it's mostly an untended mess of stickers, vines, and other random brambles that snag your socks and make your skin itch.

What do you do?

Do you leave your land to chance, hoping to survive off the scattered wild onions and blackberries, or do you get intentional and start setting up your garden?

<PAUSE>

I'm betting that you would roll up your sleeves and get to work. After all, in a relatively short amount of time, you can turn a wild, feral patch of poison ivy, stickers and thistles into a beautiful garden, full of delicious vegetables to fill your belly, and feed your family for years to come.

<PAUSE>

Just like this patch of land, your mind is ripe, fertile ground. Its rich soil wants to give life to your seeds of thought, and it will start on any seed that sticks around long enough to take root. Those seeds of thought grow into beliefs & actions, and those beliefs and actions become your life.

That's why it's important that you fill your mind with seeds you *want* to grow. Then, if you want your garden to be truly fruitful, you must nurture your seedlings every day with simple, yet consistent action.

<PAUSE>

Of course, that's not the easiest path. Why not leave it all to chance and see what happens?

Well, when you choose to ignore the work of actively managing your mind, you don't stop "the harvest" from coming. A few wild, wonderful things may grow, but most of your harvest will be a mess of weeds that choke out your precious, chosen seedlings.

You don't get to be who you want to be, because you spend all your energy tangled up in the weeds.

If you're ever going to live a powerful life of your own choosing, you must actively tend the garden between your ears. You must give direction to the life force that flows through you. Fortunately, it's a pretty simple process, and much easier than you think, once you get started.

< PAUSE >

However, before we get started managing our minds, let's take a look at what "the mind" actually is...

(This is partial copy of one of six scripts. All six scripts and instructions for recording comes with your audio training program.)