



The FERTILE MIND

Change Your
Thoughts
to Reap a
Better Life

Self-Study
Coaching Program
Preview



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Congratulations on purchasing your very own Ready2Go Self-Study Coaching Program!

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 marketing and 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 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 the workshop 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. They are relevant to most target markets and are 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.



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 the 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!

What You Get in Your Ready2Go Coaching Package

Your Ready2Go coaching package includes:

- An editable cover for customizing and delivering your coaching program.
- Coaching modules with a combination of,
 - Teaching and activity set up,
 - Client exercises and handouts,
 - Debrief questions,
 - Follow-up plan which includes,
 - Homework and coaching sessions
- How to use your Ready2Go Coaching Package as a Free Offer to grow your list
- 5 Ways to use your Ready2Go Coaching Package to grow your list and make more money in your business.

Published by Ready2Go Marketing Solutions, Inc.

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Printed in the United States of America

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 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.

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.

Read This First

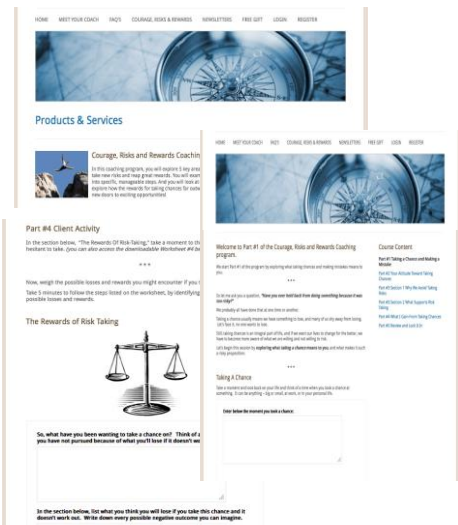
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How to Use the Coaching Program

Your Ready2Go Coaching Program is expertly designed to be delivered in a variety of ways:

1. Popular platform options:

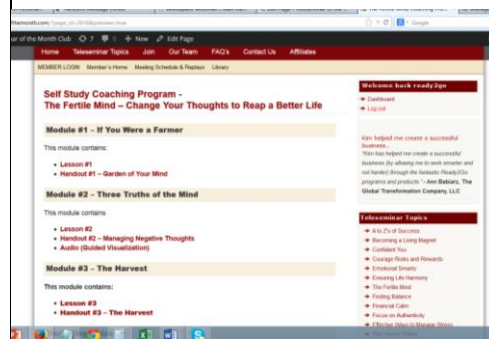
Coaches Console: (www.coachesconsole.com)



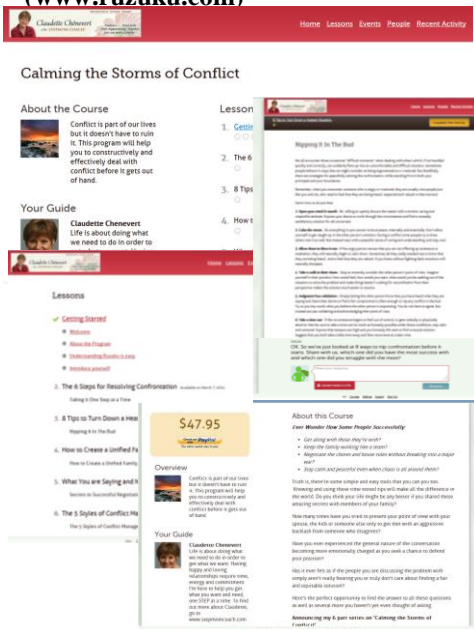
Jigsawbox: (www.jigsawbox.com)



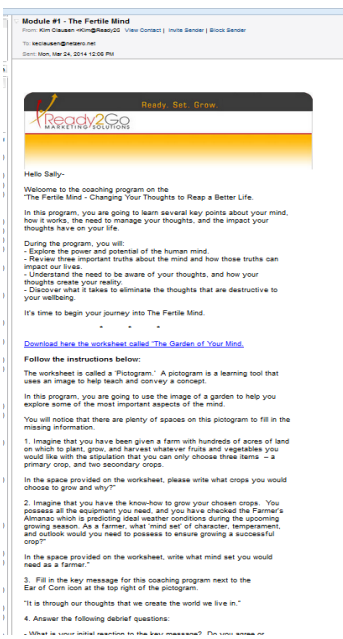
Website:



Ruzuku: (www.ruzuku.com)



Email:



*The Fertile Mind – Changing Your Thoughts to Reap a Better Life
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2. Written word or recorded format.

Your Ready2Go coaching program has been designed to be delivered via the written word or can be recorded and delivered in an MP3 format. Easy to follow instructions are provided in each coaching package.

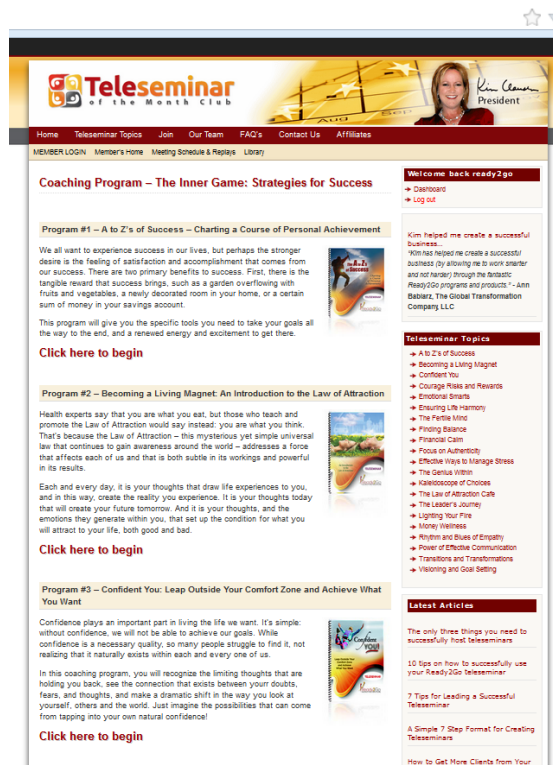
3. Branding.

We have provided an editable cover, coaching program script, activity sheets and additional homework so you can change the content, name, and add your brand.

Currently, the cover image is grouped for easy distribution. To edit the cover image, ungroup the images and fonts to customize as needed.

4. Delivery. Each coaching program is divided into 5-8 modules and will take your clients 60-75 minutes to complete in its entirety. For free programs, you may “drip” the modules (give one at a time through a timed schedule), but it is also recommended to give your clients the choice to have full access as well. Sometimes clients are excited to complete the program and want to work at their own pace and not be forced to wait.

5. Free and Paid. These programs are designed to be delivered as a free gift or a paid program. Additionally they can be delivered as individual programs or bundled together. See the section on “5 Ways to Make Money With Your Ready2Go Coaching Program.”



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Coaching Package

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Content

Notes

Write or Record:

Module #1: If You Were a Farmer

“Welcome to the coaching program on the “The Fertile Mind - Changing Your Thoughts to Reap a Better Life.”

In this program, you are going to learn several key points about your mind, how it works, the need to manage your thoughts, and the impact your thoughts have on your life. During the program, you will:

- Explore the power and potential of the human mind.
- Review three important truths about the mind and how those truths can impact our lives.
- Understand the need to be aware of your thoughts, and how your thoughts create your reality.
- Discover what it takes to eliminate the thoughts that are destructive to your wellbeing.

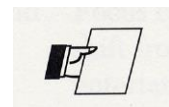
It’s time to begin your journey into The Fertile Mind.”

* * *

[Client Activity]

“Take out the worksheet called “The Garden of Your Mind.”

This worksheet is called a ‘Pictogram.’ A pictogram is a learning tool that uses an image to help teach and convey a concept.



Handout #1 –
“The Garden of
Your Mind”
worksheet

In this program, you are going to use the image of a garden to help you explore some of the most important aspects of the mind.

You will start first by imagining that you have been given a farm with hundreds of acres of land on which to plant, grow, and harvest whatever fruits and vegetables you would like with the stipulation that you can only choose three items— a primary crop, and two secondary crops.

In the space provided on the worksheet, please write what crops you would choose to grow and why?”

(NOTE: If you are recording, you can:

- *keep the audio going and record some quiet instrumental music in the background . Tell clients they have a specific amount of time and remind them when there is 30 seconds left.*
- *ask the client to turn off the recording and resume when they have completed the activity.)*

* * *


“Now imagine that you have the know-how to grow your chosen crops. You possess all the equipment you need, and you have checked the Farmer’s Almanac which is predicting ideal weather conditions during the upcoming growing season. As a farmer, what ‘mind set’ of character, temperament, and outlook would you need to possess to ensure growing a successful crop?”

In the space provided on the worksheet, write what mind set you would need as a farmer.”

(NOTE: If you are recording, you can:

- *keep the audio going and record some quiet instrumental music in the background . Tell clients they have a specific amount of time and remind them when there is 30 seconds left.*
- *ask the client to turn off the recording and resume when they have completed the activity.)*

[Client Activity and Debrief Questions]

“Fill in the key message for this coaching program next to the  **Ear of Corn** icon at the top right of the pictogram.

“It is through our thoughts that we create the world we live in.”

Answer the debrief questions below.

Then return to this module.”

1. What is your initial reaction to the key message?
Do you agree or disagree? Why?
2. What role do your beliefs play in shaping the reality of your world?
3. How have your thoughts affected you financially, physically, and emotionally?

(NOTE: If you are recording, you can:

- *keep the audio going and record some quiet instrumental music in the background . Tell clients they have a specific amount of time and remind them when there is 30 seconds left.*
- *ask the client to turn off the recording and resume when they have completed the activity.)*

* * *

“You can alter your world by altering your thoughts. From this perspective, your mind becomes your most crucial resource – an incredibly rich, fertile piece of land where you can plant and grow whatever you like. If you can become aware of and master the mind’s power, you can consciously create greater happiness, a sense of abundance, and the feeling of freedom in your life.

By understanding that it is your thinking that causes your

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experiences, you then realize how much control you have over the circumstances of your life. Moment by moment, thought by thought, you are a farmer planting seeds for a harvest yet to come.

To continue your journey of The Fertile Mind, move now to Module 2.”

* * *

Activity Sheets

The Garden of Your Mind



Key Message:

Primary crop:

Secondary crop:

Secondary crop:



'Mind set' needed as a farmer:

#1



#2



#3



Planting 'Thought-Seeds':

Leads to...



The Fruit of Your Thoughts:



Our Most Prevalent Thoughts:



The Garden of Your Mind:

