



the
LEADER'S
journey

Discovering Your
Leadership Impact

**Self-Study
Coaching Program
Preview**



The Leader's Journey

From Mindset to Impact

Self-Study Coaching Program Preview



*The Leader's Journey – Discovering Your Leadership Impact
Self-Study Coaching Program Preview*

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.

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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 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.

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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.

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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.

Read This First

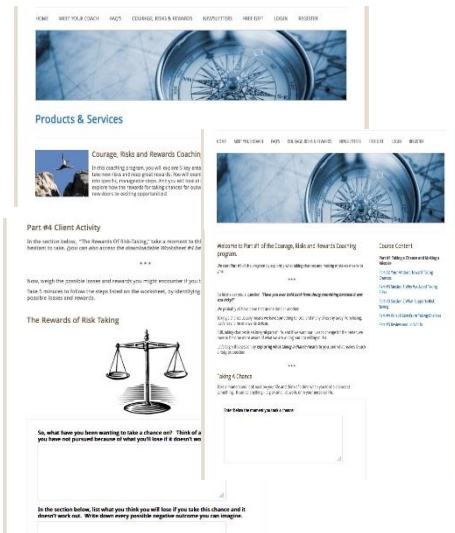
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How to Use the Coaching Program

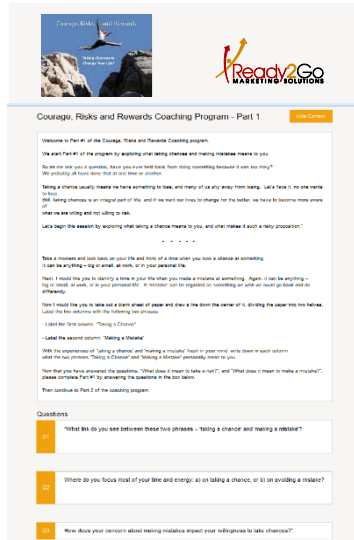
Your Ready2Go Coaching Program is expertly designed to be delivered in a variety of ways:

1. Popular platform options:

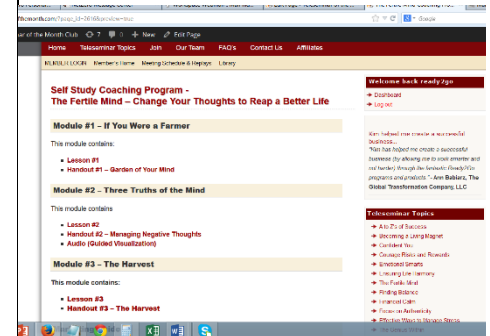
Coaches Console: (www.coachesconsole.com)



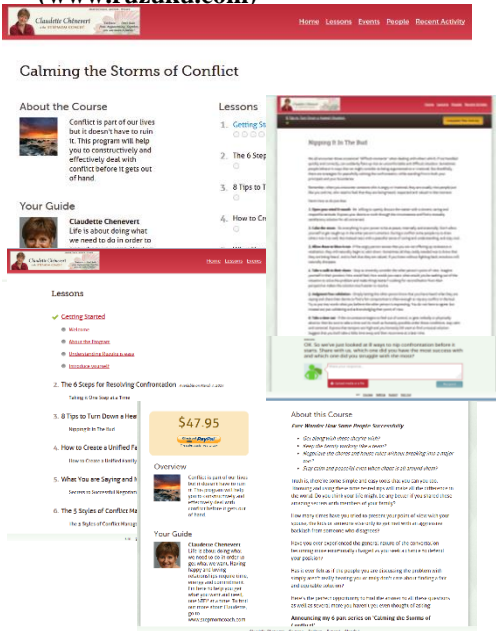
Jigsawbox: (www.jigsawbox.com)



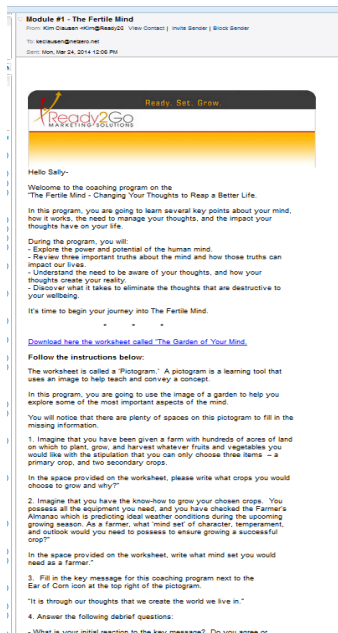
Website:



Ruzuku: (www.ruzuku.com)



Email:



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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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The Leader's Journey

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Write or record:

(Note: This coaching program is designed to have several activities per module which in indicated throughout.)

Module #1 – Mindset, Behavior, Results

“Welcome to the coaching program on The Leader’s Journey – Discovering Your Leadership Impact.

In this program you are going to explore several key points about your mindset, thoughts and behaviors that contribute to your unique leadership style, and how you can maximize your influence as a leader and start getting the results you desire, whether it’s with your family, employees or world leaders.

This program is broken down into the following areas of exploration:

Part I – Mindset, Behavior, Results

- You’ll explore what happens when you continue to do things even when you don’t like the results you’ve been getting.
- You’ll also define the key terms you’ll be using throughout the program: leadership, impact, behavior and mindset.

Part II – Back to the Source

- You’ll identify a problem you’re dealing with, and uncover the behaviors and mindset that contribute to it.

Part III – The Leadership Mindset

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- You'll reframe the problem you identified and look at new behaviors and mindsets that will get you better results.

Part IV – Leadership Choices

- By this point you will have identified a mindset and behaviors that got you unfavorable results...and the mindset and behaviors that will get you better results...and you'll compare the two to discover how you have control over the results you get and the impact you have.

This program begins with looking at mindset, behavior and results.”

* * *

“You’ve probably heard the statement, “If you always do what you’ve always done, you’ll always get what you’ve always gotten.”

You will start this coaching module by looking at what this idea means to you.”

[Client Activity]

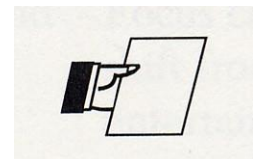
Activity #1a – “Why Does This Keep Happening?”

“Take out Activity Sheet #1a – Why Does This Keep Happening?”

Take a moment to study the image and the quote. Answer questions one and two, then return to this module.”

(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.)*



Activity Sheet #1a - Why Does This Keep Happening?

Content

Notes

* * *

[Client Activity]

Activity #1b - “What is Leadership?”

“Take out Activity Sheet #1b – “What is Leadership?”

As leaders, our values, philosophies and goals affect our behavior, which either positively or negatively impact the people we lead, and therefore our results.

Refer now to worksheet #2, “What is Leadership?”

There are several important terms that will be used throughout this program. They are:

- Mindset
- Behavior
- Impact
- Leadership

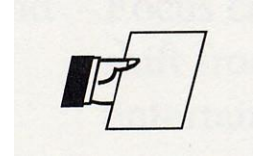
Review the definitions for each of these terms. Circle or underline the words or phrases that resonate with you most. Then create your own definition of each term.

Then return to this module.”

(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.)*

* * *



Activity Sheet #1b - What is Leadership?

Content

Notes

“**Mindset** is the combination of your thoughts, beliefs, and values. As a leader your mindset directly influences your behavior.

A **Leadership Mindset** comes from a place of creativity and resourcefulness that allows you to see possibilities, opportunities, strengths, and what is working.

In contrast, an **Impoverished Mindset** focuses on weaknesses, what’s not working, and being a victim of your circumstances.

Behavior is what you say and do as a result of your mindset – either leadership or impoverished.

Impact is the result you get, whether it was intended or not.

Leadership is proactively setting out to achieve a desired result while monitoring your mindset, noticing your behavior and the impact you have on others, and adjusting as needed, so you can achieve the desired result. (This applies to all circumstances of leadership – whether you are leading your life, a meeting, your family, a team of co-workers, a project, or a business.)

“ If you always do what you’ve always done, you’ll always get what you’ve always gotten” means that your behavior as a leader directly affects the impact you make and the results you get.

As a leader (regardless of what or whom you’re leading), if you are getting effective results from your team, you are having a positive impact. If you are not getting effective results, then you must change your behavior or you’ll keep getting the same results – meaning you will keep having the same negative impact.

Your behavior is representative of your mindset. As a leader, you want to maintain a leadership mindset. In other words, if your mindset is impoverished in some way – if it’s filled with negativity or limiting beliefs it will affect others, and you will get less-than-desirable results. If you

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are focused on abundance, strengths, and positivity (i.e., qualities of a leadership mindset), you will positively impact others and achieve your desired results.

Therefore, why not create a leadership mindset that will fuel the behaviors that have the impact and get the results you are seeking?

Continue next to Module #2.”

Notes

Activity Sheets

Activity Sheet #1a

*“Why Does This Keep
Happening?”*

**“If you always do what you’ve
always done,
you’ll always get what you’ve always
gotten.”**



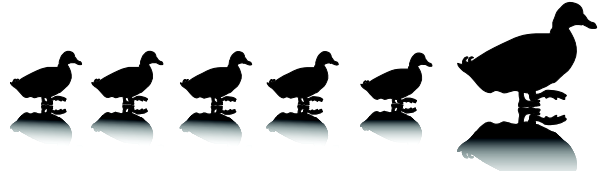
1. What does this statement mean to you?

2. What happens when you continue to do things even when you don't like the results you've been getting?

REMEMBER: Everyone is a leader.

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Activity Sheet #1b - "What is Leadership?"



In this program you will explore several key components of leadership - mindset, behavior, impact and leadership. Review the definitions below and highlight key words and phrases that resonate with you most. Then write your own definition of the 4 concepts.

Mindset:

- the ideas and attitudes with which a person approaches a situation.
- an attitude, disposition, or mood.
- an intention or inclination.
- a fixed state of mind

My definition of mindset: _____

Behavior:

- the way in which one acts or conducts oneself, especially toward others.
- manner of behaving or acting.
- the aggregate of responses to internal and external stimuli.
- the action or reaction of any material or person under given circumstances manner of behaving or acting.

My definition of behavior: _____

Impact:

- influence; effect.
- the force exerted by a new idea, concept, technology, or ideology.
- have a strong effect on someone or something.

My definition of impact: _____

Leadership:

- a person who guides or directs.
- ability to lead.
- an act or instance of leading; guidance; direction.
- leader of a group of people or an organization.
- a person who rules, guides, or inspires others.
- one who has influence or power.

My definition of leadership: _____
