



*The*  
**PERSUASION**  
*Equation*

*How to Influence Others,  
Sell Your Ideas, and  
Make Things  
Happen*

**Audio Training  
Program Preview**

**Your Logo Here**

# The Persuasion Equation

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How to Influence Others, Sell Your Ideas and Make Things Happen!

## **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 4-6 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!

***The Persuasion Equation – How to Influence Others, Sell Your Ideas and Make Things Happen Audio Training Package Preview***

## What You Get With Your Ready2Go Audio Training Program®

With the Ready2Go Audio Training Program, you get:

- Six 4-6 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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## 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 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](mailto: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.*

***The Persuasion Equation – How to Influence Others, Sell Your Ideas and Make Things Happen Audio Training Package Preview***

# How to Use Your Audio Training Program to Grow Your List

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## 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 2<sup>nd</sup> 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

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## 3 Steps to Creating Your Audio Training Program

*(page 1 of 3 pages)*

Your Six 4-6 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](http://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

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**Long Form Promotional Copy for**  
***The Persuasion Equation -***  
***How to Influence Others, Sell Your Ideas and Make Things Happen!***  
**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, you're going to need to persuade someone to see things from your perspective or convince them to do something you want.

...Have you ever built a company from the ground up, and hired people to manage your operations, sales, marketing, and customer service?

...Have you ever thrown a surprise party and needed someone to bring the food, keep the secret, come early, and distract the guest of honor?

... Or have you ever simply needed a hand cleaning up around the house?

These are all times when you have put the art of  
persuasion & influence into practice.

You were born with these incredibly powerful tools, but if you are like most people, you have *no idea* how to actually use them.

Rather than wielding them wisely, we can sometimes fall into the all-too-common traps of manipulation, nagging or just being bossy.

And if your requests are rough and insensitive, people will soon grow to resent you, and you'll be hard-pressed to find any help...

I've got a little secret to share with you...people *want* to help you, and when asked the right way, they will quickly and easily respond to your desires and requests. However, if you never ask, they will never help, and your dreams will always be just beyond reach.

You can get the help you need, and you can do it the right way.

If you want to live a powerful life of community, service, connection and love, it's time to start learning the art of Persuasion & Influence.

Now introducing...

## **The Power of Persuasion**

*A 6-Part Audio Training*

*The Power of Persuasion* is carefully crafted to help you master the skills of other great influencers so that you too can create stronger connections with others, build better relationships, and be a more powerful communicator. Using these tools will make your life A LOT easier and far more fulfilling.

You are surrounded by intelligent, capable people who care about you. It's time you learn how to call upon them in healthy, productive ways. This program will show you how.

Each audio module is only 5-7 minutes long, so you can listen at your leisure and quickly apply these lessons to your life. It's amazing how many things improve when you have access to the right tools and you *use them well*.

### **During this easy to follow audio program, you will learn:**

- What persuasion and influence are, why you can't have one without the other, and the super-power capabilities of these combined skills,
- The #1 best way to build healthy, lasting relationships with others,
- How to establish yourself as a leader, regardless of circumstance,
- The 4 keys of effective persuasion,
- Common pitfalls on the path to influence...and how to avoid them,
- A simple 3-step formula for winning the support of others,
- The 7 universal motivators and how to use them to create win/wins,
- The 4 things you should *NEVER* Do if you want to earn and keep others' respect,

And a lot more...

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

# Audio Training Program

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## ***The Power of Persuasion***

### **Audio Training**

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

#### **Audio #1: Persuasion 101**

Hello, and welcome to ***The Power of Persuasion***, a 6-part Audio Training Course designed to help you unlock your hidden abilities of persuasion and influence so that you can make greater connections, have stronger relationships, inspire others, and achieve your goals.

I'm <your name> of <your business>, and I'm excited to share these eye-opening, uplifting secrets with you today.

< PAUSE >

We're going to jump right in by uncovering some of the fundamentals of persuasion, dispelling a few myths, and getting crystal clear on the foundations of how to get what you want.

I invite you to take some notes as we go along so that you can quickly reference this information anytime you need a little refresher.

In fact, we'll pause right here for a second so you can grab a notebook and something to write with.

< PAUSE for 5 seconds>

Ready? Alright, let's begin!

For starters, how do you define persuasion? Have you ever really thought about it?

Take a moment right now, and write down what persuasion means to you. I will give you about 15 seconds.

<PAUSE for 15 seconds>

Great!

At its most basic level, persuasion is simply "getting someone to do something."

Whether it's convincing a client to hire you, or talking your kids out of a tantrum, when you are persuading, you are negotiating for a desired outcome in some way or another.

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Persuasion uses logic and reason, and when done well, some sort of emotional influence.

<PAUSE>

Think about your day today. In what ways did you encounter the successful art of persuasion? Was it through an advertisement on TV? Did you ask anyone for a favor and they said “yes”?

<PAUSE>

And sometimes persuasion doesn't work so well either. Think about the unsuccessful attempts today at persuasion. Maybe someone tried to convince you to give them money. Maybe you tried to talk your child into eating his veggies.

Take a moment and write down 3-5 times that you attempted to persuade someone else, or they tried to persuade you, just in the last 24 hours. I'll give you about 30 seconds.

<PAUSE for 30 seconds>

If you need more time, feel free to pause this audio and think on it. Chances are, though, that you instantly spotted at least one. Persuasion is EVERYWHERE, and for you to improve this skill, it is essential that you are able to recognize it when you see it happening.

<PAUSE>

Now we are going to shift gears a little bit, and look at another concept that is often associated with persuasion.

Can you guess what it is?

<PAUSE>

If you said INFLUENCE, then you hit the nail on the head.

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