

The Rhythm and Blues *of Empathy*



**Resonating
With The
Feelings Of
Others To
Build Rapport**

**Self-Study
Coaching Program
Preview**

The Rhythm & Blues of Empathy

Resonating with the Feelings of Others to Build Rapport

Self-Study Coaching Package 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.®



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 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.

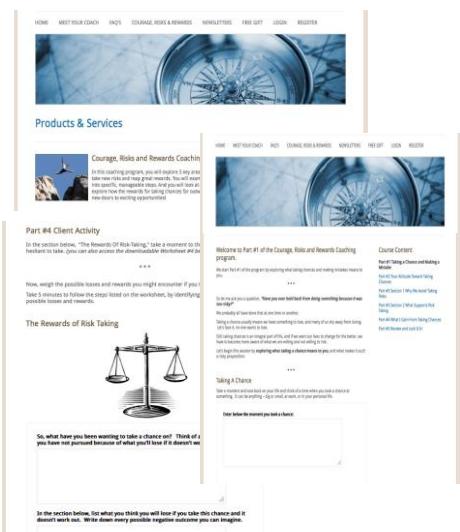
Read This First

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)



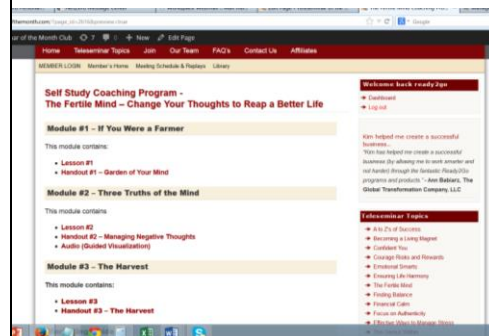
The screenshot shows the Coaches Console website. It features a navigation menu at the top with links like HOME, MEET YOUR COACH, INFO, EDUCATION, RESOURCES & SERVICES, WEBINARS, FREE PDF, LOGIN, and REGISTER. Below the navigation, there are sections for 'Products & Services' and 'Part #4 Client Activity'. The 'Part #4 Client Activity' section includes a 'Courage, Risks and Rewards Coaching' module with a 'Welcome to Part #1 of the Courage, Risks and Rewards Coaching program' text and a 'Course Content' list. There are also sections for 'The Rewards of Risk Taking' and 'Taking a Chance'.

Jigsawbox: (www.jigsawbox.com)



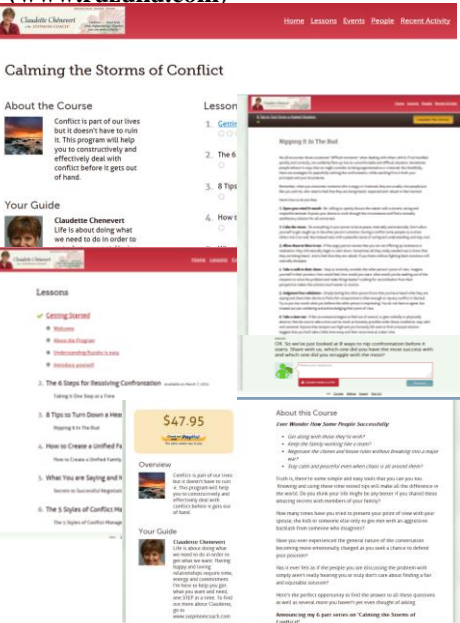
The screenshot shows the Jigsawbox website interface for the 'Courage, Risks and Rewards Coaching Program - Part 1'. It features a navigation menu at the top with links like HOME, MEET YOUR COACH, INFO, EDUCATION, RESOURCES & SERVICES, WEBINARS, FREE PDF, LOGIN, and REGISTER. Below the navigation, there are sections for 'Products & Services' and 'Part #4 Client Activity'. The 'Part #4 Client Activity' section includes a 'Courage, Risks and Rewards Coaching' module with a 'Welcome to Part #1 of the Courage, Risks and Rewards Coaching program' text and a 'Course Content' list. There are also sections for 'The Rewards of Risk Taking' and 'Taking a Chance'.

Website:



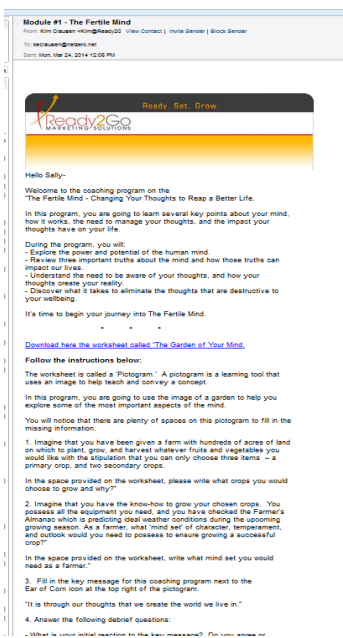
The screenshot shows the Ready2Go website interface for the 'Self Study Coaching Program - The Fertile Mind - Change Your Thoughts to Reap a Better Life'. It features a navigation menu at the top with links like HOME, Testimonials, Topics, Jigs, Our Team, FAQs, Contact Us, and Affiliates. Below the navigation, there are sections for 'Welcome back ready2go', 'Self Study Coaching Program - The Fertile Mind - Change Your Thoughts to Reap a Better Life', and 'Module #1 - If You Were a Farmer'. The 'Module #1' section includes a 'Lesson #1 - Harvest of Your Mind' and a 'Lesson #2 - Managing Negative Thoughts'.

Ruzuku: (www.ruzuku.com)



The screenshot shows the Ruzuku website interface for the 'Calming the Storms of Conflict' course. It features a navigation menu at the top with links like HOME, Lessons, Events, Focus, and Recent Activity. Below the navigation, there are sections for 'About the Course', 'Your Guide', and 'Lessons'. The 'Lessons' section includes a 'Lesson 1: Getting Started' and a 'Lesson 2: The 6 Steps for Resolving Conflict'. There is also a 'Your Guide' section with a 'Claude Cheveret' profile and a 'Your Guide' section with a 'Claude Cheveret' profile.

Email:



The screenshot shows an email from Ready2Go Marketing Solutions. The subject is 'Module #1 - The Fertile Mind'. The email content includes a welcome message, a description of the coaching program, and instructions for using the 'The Fertile Mind' program. It includes a list of instructions for using the program and a list of questions for reflection.

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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.

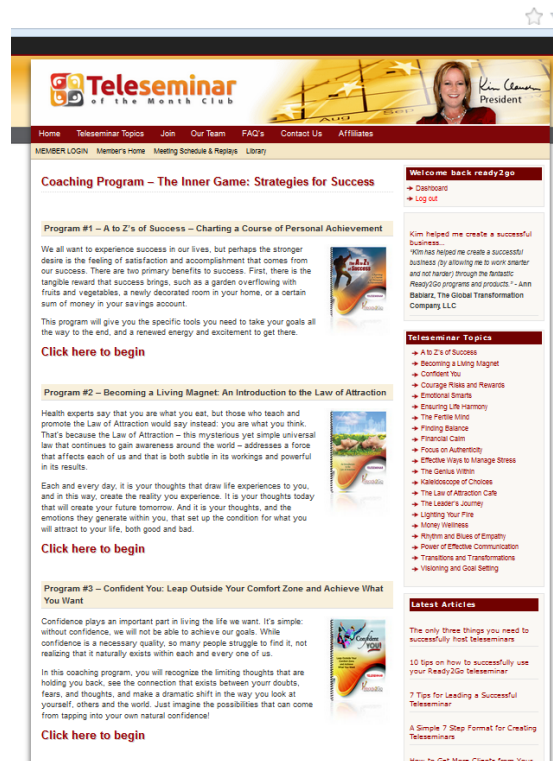
3. Branding.

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 – In Introduction to Empathy

“Welcome to the coaching program on the “The Rhythm & Blues of Empathy – Resonating with the Feelings of Others to Build Rapport.”

In this coaching program you are going to explore how to build rapport with others, create trusting relationships, deepen relationships with the important people in your life, and make people feel more comfortable around you.

In this program you will:

- Define what empathy is and recognize why it is such an important skill to have in life.
- Realize that you have the capacity to be more empathetic in your dealings with others, and that you can build rapport even with people you disagree with.
- Review simple, practical, powerful ways to develop your level of empathy when interacting with others.

Module #1 starts with exploring the concept of empathy.”

* * *

“Excellent communication is essential for a fulfilling life and for more successful relationships. One of the necessary components of excellent communication is empathy. But what exactly is empathy?

To start to answer this question, read *[listen to]* this simple story.”

“The Blind Man”

“An old man with dark glasses was sitting on a busy street corner during rush hour. He was playing a saxophone and begging for money. On a cardboard sign, next to an empty tin cup, it said: ‘Blind – Please Help.’”

Despite the sign, no one was stopping and giving him any money.

After a while, a young advertising writer walked past and saw the blind man with his sign and empty cup, and also saw the many people passing by completely unmoved, let alone stopping to give him money.

The advertising writer took a thick marker from his pocket, turned the sheet of cardboard over and rewrote the sign, and then went on his way.

Immediately, people began putting money into the tin cup.

After a while, when the cup was overflowing with coins and dollar bills, the blind man asked a stranger to tell him what the sign now said.

“It says,” said the stranger, “It’s a beautiful day. You can see it. I cannot.””

End of Story

* * *

[Debrief Questions]

“Please answer the questions below, then return to this module:

1. How did this story make you feel?
2. Why do you think the second message elicited a stronger response from the people?

3. How do you think this story relates to our topic of empathy?"

(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.)*

* * *

“We react to stories that have a strong emotional element. This story illustrates how we connect to others through our emotions.

Emotional story components can tug at the compassionate side of who we are. Identifying with and understanding someone else’s situation is what empathy is all about. As the 18th Century English poet Samuel Taylor Coleridge once said, “What comes from the heart, goes to the heart.”

True empathy requires us to be aware of others and the emotions they are experiencing. In the next module, you will look further into how empathy is defined, and recognize the ways in which this skill can impact your life in positive ways.”

* * *