

The
PERSUASION
Equation

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

**Self-Study
Program**



Ready2Go
MARKETING SOLUTIONS

The Persuasion Equation

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

Self-Study Program



The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview

Congratulations on purchasing your very own Ready2Go Self-Study 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 (and webinars)
- Workshops
- Self-Study Packages

When it comes to effective ways to grow your list, deliver great content and offer a valuable product to your prospects and clients, the Ready2Go readymade self-study programs are a sure fire strategy. While we hope that you are using the self-study program in conjunction with the other Ready2Go Marketing Solutions products, this product alone is a great tool for generating income in your business.

Each Ready2Go Self-study program is professionally designed by coaches and trainers to be educational, engaging and fun so your clients feel they have received great value. Plus there are many ways to use them in your business as a free gift, as individual coaching modules, or part of a multi-part training program.

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 including a self-study program is one of the most effective components of an effective marketing strategy.

The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview



If you need a new home study program or want to add fresh content to your existing program(s), then you have come to the right place, as it doesn't get much easier than with a Ready2Go Self-Study program. If you apply the tips in this guide, you will be on your way to great success!

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:

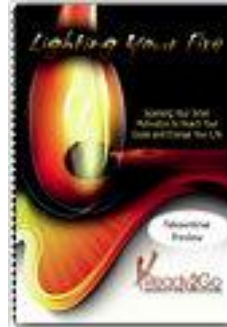
- An editable cover for customizing and delivering your coaching program.
- Coaching modules with a combination of,
 - Teaching and activity set up,
 - Client exercises and handouts,
 - Debrief questions,
 - Follow-up plan which includes,
 - Homework and coaching sessions
- How to use your Ready2Go Coaching 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.

Build Your In-Depth Coaching Program

Select from the 20+ topics below to bundle and customize your own coaching program. Each program comes with lessons, activities, debrief questions and homework.



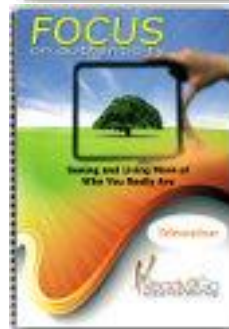
**Motivation Magic:
Awakening in Others
the Inspiration to Excel**



**Lighting Your Fire:
Sparking Your Inner
Motivation to Reach
Your Goals and Change
Your Life**



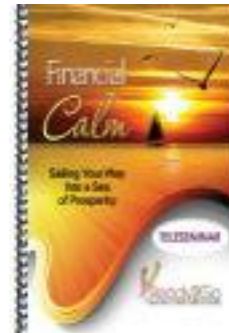
**Money Wellness:
Having a Healthy
Perspective on Earning,
Saving and Spending
Your Money**



**Focus on Authenticity:
Seeing and Living More
of Who You Really Are**



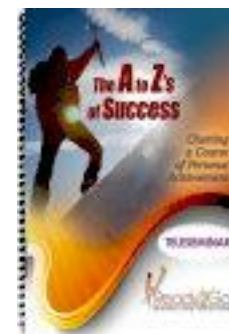
**The Rhythm & Blues of
Empathy:
Resonating With the
Feelings of Others to
Build Rapport**



**Financial Calm:
Sailing Your Way Into a
Sea of Prosperity**

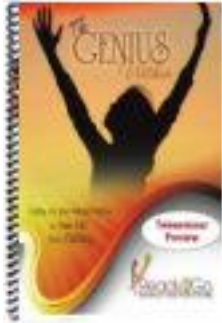


**The Law of Attraction
Cafe :
How To Get What You
Desire In All Areas Of
Your Life**



**The A to Z's of Success:
Charting a Course of
Personal Achievement**

The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview



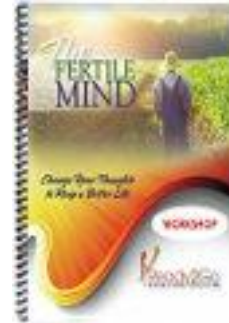
**The Genius Within:
Calling on Your Natural
Talents to Make Life
More Fulfilling**



**Becoming a Living
Magnet:
An Introduction to the
Law of Attraction**



**Courage, Risks and
Rewards:
Taking Chances to
Change Your Life**



**The Fertile Mind:
Change Your Thoughts
to Change Your Life**



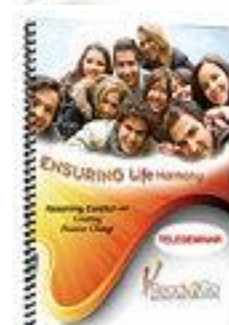
**Kaleidoscope of Choices:
How What You Think
and Choose Colors Your
Life**



**Say It! Hear It!
The Power of
Effective Communication**



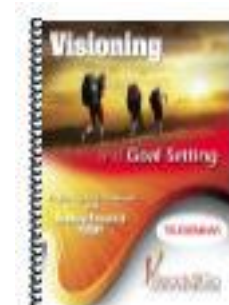
**Confident You!
Leap Outside Your
Comfort Zone and
Achieve What You Want**



**Ensuring Life Harmony:
Resolving Conflict and
Creating Positive Change**



**The Leader's Journey:
Discovering Your
Leadership Impact**

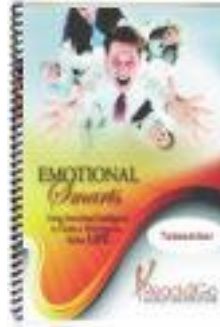


**Visioning and Goal
Setting:
Projecting Your
Tomorrow and Heading
Toward it Today**

The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview



**Transitions and Transformations:
Thriving in the Midst of Change**



**Emotional Smarts:
Using EQ to Create a
More Joyous, Richer
Life**



**Finding Balance:
Reclaim Your Time and
Live a More Fulfilling
Life**

Published by Ready2Go Marketing Solutions, Inc.

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Printed in the United States of America

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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.

The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview

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.

How to Use Your Ready2Go Coaching Program

How to Use the Self-Study Program

Your Ready2Go Self-Study 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 interface. It features a navigation menu at the top with options like HOME, ABOUT US, COACH, COURSE, EVENTS, RESOURCES, AFFILIATES, NEWS, and LOGIN. The main content area highlights the 'Courage, Risks and Rewards Coaching' program, including a description of the program, a list of client activities, and a section titled 'The Rewards of Risk Taking' with an image of a scale of justice.

Jigsawbox: (www.jigsawbox.com)

The screenshot displays the Jigsawbox website for the 'Courage, Risks and Rewards Coaching Program - Part 1'. It includes a video player at the top, followed by a detailed text-based introduction to the program. Below the text are several 'Questions' sections with multiple-choice options, such as 'What do you see between these two phrases - taking a chance and having a risk?' and 'Where do you focus most of your time and energy: on taking a chance, or on avoiding a risk?'.

Website:

The screenshot shows a website for a 'Self Study Coaching Program - The Fertile Mind - Change Your Thoughts to Reap a Better Life'. The page lists the contents of three modules: Module #1 - If You Were a Farmer (Lesson #1: Garden of Your Mind), Module #2 - Three Truths of the Mind (Lesson #2: Managing Negative Thoughts, Audio Guided Visualization), and Module #3 - The Harvest (Lesson #3: The Harvest). A sidebar on the right lists 'Additional Topics' such as 'All 21st of Success', 'Achieving a Long Future', and 'Creating Your Own Rewards'.

Ruzuku: (www.ruzuku.com)

The screenshot shows the Ruzuku website for the 'Calming the Storms of Conflict' course. It features a course overview, a list of lessons (e.g., 'Getting Started', 'The 6 Step', '8 Tips to I'), and a 'Your Guide' section. A price tag of '\$47.95' is prominently displayed. The page also includes a 'Lessons' section with a list of topics and a 'Your Guide' section with a small video player.

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 program, and instructions for downloading a worksheet titled 'The Garden of Your Mind'. It provides detailed instructions on how to use the worksheet, which is a pictogram for visualizing a farm with a primary crop and two secondary crops. The email concludes with a list of tasks for the user to complete, such as filling in the key message and answering a debrief question.

The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview

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.

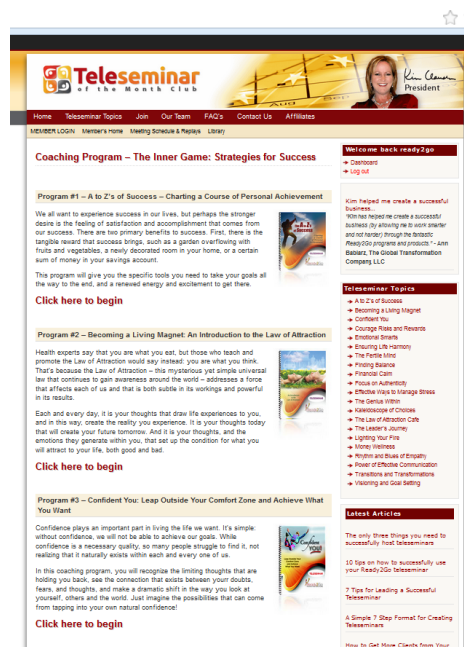
Currently, the cover image is grouped for easy distribution. To edit the cover image, ungroup the images and fonts to customize as needed.

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.”



The screenshot shows a web browser displaying the Ready2Go website. The page is titled "Coaching Program – The Inner Game: Strategies for Success". It features a navigation bar with links like Home, Teleseminar Topics, Join, Our Team, FAQs, Contact Us, and Affiliates. Below the navigation, there are sections for "Program #1 – A to Z's of Success – Charting a Course of Personal Achievement", "Program #2 – Becoming a Living Magnet: An Introduction to the Law of Attraction", and "Program #3 – Confident You: Leap Outside Your Comfort Zone and Achieve What You Want". Each program section includes a brief description and a "Click here to begin" link. On the right side, there is a "Welcome back ready2go" message, a "Teleseminar Topics" list, and a "Latest Articles" section.

The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview

How to Use Your Ready2Go Coaching Program to Grow Your List

How to Use the Coaching Program as a Free Offer to Grow Your List

Your Ready2Go Coaching Program is a powerful tool that allows you to offer a free valuable service to grow your list and attract more clients. While we recommend using the Coaching Program combined with the Ready2Go products, you can use this program in a variety of ways to grow your list:

1. **Give it away as a free offer on your website to grow your list.** It is recommended to have a valuable free gift to offer visitors of your website, so you can get their contact information and begin to develop a relationships. Offer your coaching program as a multi-part free gift that you deliver every 2-7 days.
2. **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 then by filling out a form or turning in their business card, or have them go to your website. Having people sign up at the event 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.
3. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The Coaching 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.
4. **Add it to your signature line of your email.** Simple, effective, and will grow your list.
5. **Use it as a free offer for someone to "check you out" when promoting a workshop.** This is a great way for people to become more familiar with you first before committing to something such as a workshop. Relationships build by the prospect being willing to spend more time and then money as the relationship grows. The Coaching Program is a great way to gain awareness, develop a relationship and build trust.
6. **Promote it through social networking.** People often find out about you through your social networking circles before they've ever been to your web site. So be sure to use all the tools that are available through your social networks to attract visitors, gain their attention, show relevance, and drive them to your site so they can learn more about you, and you can begin to develop a relationship. Send people to your website to opt-in with their contact information.
7. **Include it in your newsletter.** Include a short blurb and link to your Coaching Program in your newsletter as a standard item in every edition.
8. **Give it away as a bonus or incentive for someone to take action.** Your Ready2Go Coaching Program can be a great bonus to give if someone signs up to purchase a

The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview

product, program or service.

Be sure to customize. Customizing the coaching program will attract the attention of your target market to gain the greatest interest. The Ready2Go Coaching Programs discuss highly relevant topics that educate, inform and address peoples' problems and needs. And that's what people want – for us to solve a problem and fill a need. Therefore customizing the core content of this program to your target market will be very powerful in gaining attention, interest and action.

And it's simple. The Coaching Programs are already scripted and can be recorded in your own voice or delivered through the written word, so all you have to do is customize the title and include any relevant stories, examples and references to your market.

While our Ready2Go titles are also very effective, think about how the topic relates to you your target market and determine how you can **generate more interest by customizing the title to speak more directly to YOUR target market.**

Here are a few examples of enticing titles specific to target markets:

- How You Communicate Can Make or Break Your Business
- How to Speak So Your Spouse Will Listen
- 7 Keys to Eliminate Conflict and Create Synergy in the Workplace
- Communicate With Power and Influence
- 5 Ways to Connect With Your Spouse on a Whole New Level
- Everyone is a Leader – Discover the Leader in You
- Confident You! Feeling Your Very Best During Your Job Search, Interviews & Negotiations

Promotional Emails

Persuasion Self-Study Emails

(This is an excerpt from 1 of 4 emails that you receive with the package)

1st Email

Subject: Why you're not getting what you want...

Hi <first name>,

Are there are things you would like to have, but they seem just beyond your reach?
Are there luxuries you'd like to afford, opportunities you want to pursue, and so much life to experience...but no matter how much you dream about it all, it's just not happening?

Maybe you've made a vision board.

Maybe you've meditated and prayed and asked the universe for assistance.

Maybe you're even putting in your time working hard every day to bring these things about, and yet they're still elusive.

Something's missing, right?

I've got good news for you. The piece that you're missing is really simple, and it's pretty easy to learn.

If you want to get what you want, you simply need to master your persuasion game.

Just about anything worthwhile we've ever accomplished was done so with the help of others. And ask any world-renowned athlete, author, composer or entrepreneur and they will tell you they acquired their success through the support of those who believed in them.

So how do you learn to take control of your destiny, live *your own* life, and authentically influence other people to make decisions that benefit you *and* them ...without being pushy?

Introducing my educational and highly insightful Self-Study Program on:

The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Self-Study Program Preview

The Persuasion Equation: How to Influence Others, Sell Your Ideas, and Make Things Happen

During this enlightening self-directed training program, you will discover...

- The 3 *WORST* ways to influence others, and you've probably used at least one of these this week
- How to easily get your ideas accepted & championed
- The difference between Persuasion & Influence...and why you need BOTH
- How to use emotions to make an impact and win more support
- 10 things that cripple influence, and how you can overcome them
- The best way to express yourself, and get what you actually want
- 3 traits *you already* have that will catch others' attention RIGHT NOW

...And of course, much, much more.

(This is an excerpt from 1 of 4 emails that you receive with the package)

The Persuasion Equation

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

Self-Study Coaching Program Preview
(Each coaching program has 4-8 modules.)

Content

Notes

Write or Record

Introductory Activity – Persuading Others to Your Ideas

“Welcome to the self-study coaching program on The Persuasion Equation.

Frequently in our lives we need to sell our point of view to others, or influence others to take a certain action, and that means we need to effectively persuade and influence.

On the surface, persuading and influencing others seems to be about our ability to present a sound and logical argument. And although this is an important part of the persuasion equation, it’s not enough on its own. Appealing to a person’s mind will only get you so far; you have to also appeal to a person’s heart.

Having strong persuasion and influence skills can make a huge difference in your life, whether you are dealing with a family member, buying something at a store, or trying to get work done through the help of others.

For this reason, persuasion and influence are stepping stones towards success, whether in the workplace or in our personal lives.

Throughout this coaching program, you discover how to effectively persuade others to your ideas and will practice these valuable skills. You will:

1. Discover the three forms of persuasion and influence that are commonly used (you may even be using them yourself) that are not as effective as you may think.

Content

Notes

2. Learn the obstacles to persuasion and influence that impact your ability to influence others to your ideas.
3. Explore and practice new skills that can enhance your ability to have more influence when dealing with others.

Let's get started!"

* * * * *

The ability to persuade and influence may be the ultimate advantage in life.

To have others accept your ideas, agree with you, or do what you ask of them can truly lead to more success, both yours and theirs.

But how do you get others to accept your ideas? What's the secret ingredient?

As we contemplate this question, let's explore what the terms 'persuade' and 'influence' mean."

Take out Worksheet #1 – "Magic Lamp".

Imagine that you have just found a magic lamp and when you rub it – surprise, a genie appears!

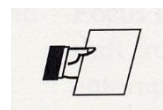
This genie is going to grant you the ability to be more convincing with others.

All you have to do is decide which three qualities or traits listed on the PowerPoint you feel would be most helpful in being more persuasive.

Take a moment now to select your three traits and write your reasons why you chose that trait on your worksheet

When complete, return to this module."

(NOTE: If you are recording, you can:



Handout –
Worksheet #1 -
"Magic Lamp"

Content

Notes

- *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.)*

[Debrief Questions]

“Answer the debrief questions below. When complete, return to this module.”

- What common threads do you see behind all the qualities and traits listed here?
- How do you see these traits affecting your ability to persuade others more effectively?

(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.)*

* * * * *

Write or Record:

The ability to persuade others to act or think in a certain way is a fundamental quality of all successful people.

Whether it is leaders, scientists, artists, politicians, or successful authors, just to name a few, they are able to convince others of their ideas.

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Content

Notes

So what's the difference between these two terms?

We define the term 'persuasion' as *the process of changing attitudes, beliefs, opinions or behaviors toward an outcome through voluntary compliance.*

We define the term 'influence' as *"the act or power of producing an effect without apparent exertion of force or direct exercise of command."*

Both of these concepts are important to changing someone's thoughts, feelings, attitudes or behaviors in a personal way.

In short, persuasion and influence is about connecting people, on an emotional level, to your ideas AND making logical arguments to support them.

So if you don't take any other learning away from this teleseminar, I want you to leave remembering this:

*To persuade and influence others requires connecting with people on a personal level.
Win their hearts, not just their minds.*

But it's important to be able to distinguish between approaches that can truly win the hearts of others versus using tactics that are more manipulative, and may have significant negative consequences.

First, let's look at the three primary ways people attempt to persuade and influence, and explore why these approaches are ineffective when dealing with others.

Continue next to Module #2.

* * * * *

Activity Sheets

Worksheet # 1 – “Magic Lamp”

Circle or highlight three qualities below that you feel would be most helpful to you in being more persuasive with others, and write the reasons why.

- Be a better public speaker
- Make the mundane interesting
- Possess more communication skills
- Have more passion around interests
- Find the positive in things
- Have the confidence to act
- Be more focused
- Have more charisma
- Be more flexible and adaptable
- Have better timing
- Freely give compliments
- Be more prepared
- Be kinder
- Build better trust
- Be more giving
- Strive to be more helpful
- Have a more open mind

