



# *The* **PERSUASION** *Equation*

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

**Success Tips  
Preview**



**Ready2Go**  
MARKETING SOLUTIONS

# The Persuasion Equation

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

## Success Tips Preview

**Congratulations** for embarking on a multifaceted marketing campaign that includes your Ready2Go Success Tips.

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 Ready2Go 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
- Educational Articles
- Success tips
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

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. With 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.

Incorporating a regular communication strategy takes work, and incorporating Ready2Go products is the most comprehensive, effective and easiest solution on the market.

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 look forward to hearing your successes!

***The Persuasion Equation - How to Influence Others, Sell Your Ideas and Make Things Happen Success Tips Preview***

## **What You Get With Your Ready2Go Success Tips**

With the Ready2Go Success Tips package, here's what you get:

- 12 professionally written success tips that are inspirational and educational
- Suggestions on how to use your success tips to create greater awareness, grow your list, and touch your list in a meaningful way on a regular basis
- Tips on how to set up your success tips to send automatically

# 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 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](mailto: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.

With these products you receive quality content created by industry professionals, 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.

That full suite of professionally crafted Ready2Go products 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
- **Professionally written articles** to include in your newsletters
- **Success tips**, which are 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Inspirational video montages**, which are 2- to 3-minute inspirational movies that you brand with your logo and contact information
- **Professionally crafted Speeches** for your in-person presentations
- **Professionally developed Teleseminars** to engage your prospects and clients through remote training
- **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](http://www.Ready2GoMarketingSolutions.com).

# Tips on Setting Up and Using Your Success Tips

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## Setting Up Your Success Tips

If you would like to automate your marketing, you can set up your success tips to be automatically sent to your list on a regular basis by pre-loading them into your database management system. Most database management software systems have the capability of sending automated or timed emails so that you load them once, schedule their delivery and leave them alone. Examples of the more popular email management systems are AWeber ([www.aweber.com](http://www.aweber.com)), Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)), iContact ([www.icontact.com](http://www.icontact.com)), 1ShoppingCart ([1shoppingcart.com](http://1shoppingcart.com)), Infusionsoft ([www.infusionsoft.com](http://www.infusionsoft.com)), or Ontraport ([www.ontraport.com](http://www.ontraport.com)). You can research these to determine which solution is a best fit for your business needs.

For blog posts, you can simply preload your blogs and schedule in advance the days you want them to post.

As always, we recommend that you customize these success tips with your own stories, anecdotes and personal messages. But keep them short as that is what makes this tool so effective!

## Using Your Success Tips

Staying in touch with your list in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using numerous tools and delivering them through a variety of mediums allows you to be creative in your marketing which is more attractive to your prospects and clients.

Success Tips are a fantastic tool to use because they are short, provide great value, and can be delivered in written, audio or video form.

We recommend using your Success Tips in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>), as all the Ready2Go products coordinate together.

Here are a few ways you can use your Ready2Go Tips: (also, for consistency with this bulleted list either add a period to all or remove from all)

- Blog posts
- A “Thought of the Week” or “Success Tip of the Week”, that provides value, is easy to read, and is a meaningful touch.
- A short article in your newsletter
- Can be recorded and emailed in audio form, placed on your blog, on your website or sent in your newsletter.
- Can be developed into a short video training and be emailed to your list, placed on your blog, on your website, or sent in your newsletter.

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# The Persuasion Equation Success Tips

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## **The Secret Keys of Persuasion**

There are the aspects of persuasion that we all like to acknowledge, such as charm, wit, likeability, and agreement. Then there are those that tickle the part of our minds that fears losing out on something.

Those methods fall under the category of “Secret Keys,” because they’re extremely valuable and highly effective, and when you use them well, you can create profoundly positive results for yourself, those you love, and everyone around you.

Here are 3 that you can use almost anytime.

### **1. Promise a Secret**

People love to know what others don’t. We all love to hear secrets. If you promise to reveal something that was previously hidden, you’ll capture others’ attention quickly. Then when you give them the bit of secret information, you will have added value to their lives, which brings up our second point...

### **2. The Law of Reciprocity**

There is something funny that happens in the mind of humans when they receive something of value - they want to repay the favor. And they may even reciprocate with a gesture far more generous than their original good deed.

That’s why many businesses offer free pens, Christmas baskets, and other promotional deals to their customers who give them their business. Give your partner something - information, a physical gift, or a favor, and they’ll likely pay you back with their loyalty.

### **3. Create Scarcity**

Value depends on basic supply and demand. Diamonds and gold are expensive because we believe they are rare. Limited edition art prints fetch a higher price than common posters. The more scarce a commodity, the more people want it. This also applies to your time, your advice, and anything else you have to offer. Make an opportunity rare, and people will scramble for it.

These secret keys are very powerful tools for persuasion. Just like anything else, they can be used for the benefit of all humanity, or for simple, selfish personal gain. Use your powers for good, and you will win the long-standing trust of those around you.

**How will YOU use your Secret Keys of Persuasion TODAY?**