

The
PERSUASION
Equation

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

**Teleseminar
Preview**



Ready2Go
MARKETING SOLUTIONS

The Persuasion Equation

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

Teleseminar Preview



The Persuasion Equation – How to Influence Others, Sell Your Idea, and Make Things Happen Teleseminar Preview

Congratulations on purchasing your very own Ready2Go Teleseminar!

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 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 and webinars 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 this product 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. And they are relevant to most target markets, and 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 training feeling that it was time well spent.

If hosting teleseminars and webinars 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!

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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. And doing professional presentations is one of 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!

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What You Get in Your Ready2Go Teleseminar® Program

With the Ready2Go Teleseminar, your package includes:

Fully developed teleseminar with:

- Agenda, teleseminar flow, all necessary content, instructions, and scripting
- Participant exercises;
- Activity Sheets for the participants to be emailed or used in a webinar; and
- Follow-up plan which includes:
 - Homework and coaching sessions

Marketing Guide with recommendations on how to effectively market your teleseminar including:

- Logistics on how to coordinate a seamless and successful program
- Marketing timeline, and
- Teleseminar checklist.

Facilitation Guide which includes facilitation instructions for conducting a successful teleseminar including:

- Knowing your role and moving past initial fears;
- Tips on how to lead a successful teleseminar;
- Connecting with the participants; and
- Preparation for the teleseminar.

Ready2Go Promotional Guide with professionally crafted promotional materials including:

- Promotional emails
 - 2 Email invitations;
 - Reminder email; and
 - Follow-up email.

ARE YOU A MEMBER OF THE TELESEMINAR OF THE MONTH CLUB?

If you are a member of the Teleseminar of the Month Club, you get comprehensive training, support, and guidance, all the products listed above, AND these additional done for you products:

- Registration and thank you page copy; and
- Registration and thank you page html files (completely developed web pages ready to put on your website)

The **Webinar** includes:

- Professionally crafted slides to coordinate with your teleseminar, making it a webinar Presentation.

To learn more about the Teleseminar of the Month Club program, [click here](#)

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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
- **Audio training programs** that you record in your own voice
- **Success tips**, which are 200-350 word "mini articles" to send to your list or use as blog posts
- **Speeches** for your in-person presentations
- **Teleseminars and webinars** to engage your prospects and clients through remote training
- **Workshops** to reach more people, generate income and convert more clients
- **Self-study coaching programs** formatted to be delivered as an independent, self-guided coaching program.

To learn more about the Ready2Go products, go to www.Ready2GoMarketingSolutions.com.

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Persuasion Equation

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

Program Summary

Have you ever wished you could be more charming? You know, be like that person who can win others over and convince them to do what they want?

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 may seem all 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 in order to be most successful. Researchers have found that at the heart of persuasion and influence can be found in your ability to focus on human relations.

Persuasion and influencing 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. Since we have to interact with others almost daily, it's important to know what it takes to get people to do something with ease rather than creating an uphill battle. The key is in using your interpersonal skills to move people from resistance to commitment.

For this reason, persuasion and influence are stepping stones towards success, whether in the workplace or in our personal lives. The truth is we are influencing and persuading others in many different ways all the time. How good you are at this essential art of getting things done your way will determine the amount of success you will encounter.

In this teleseminar, your participants will explore what it takes to persuade and influence others to get things done their way. In this highly interactive training course, your participants will discover what not to do, and will gain the proper perspective and strategies for developing their powers of persuading and influencing others in a way that is most effective.

Learning Outcomes:

From this teleseminar your participants will discover...

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

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The Persuasion Equation Course Contents

Introductory Activity – Persuading Others to Your Idea

- Activity: “Magic Lamp”
- Activity Objective: Participants decide on the qualities or traits that would best make them persuasive and influential with others.

Segment #1 – How Most Attempt to Persuade/Influence

- Activity: “What Doesn’t Really Work”
- Activity Objective: Participants review three forms of persuasion and influence commonly used that are ineffective.

Segment #2 – Obstacles and Aids to Persuasion and Influencing

- Activity: “Two Sides of the Persuasion and Influencing Coin”
- Activity Objective: Participants evaluate a list of obstacles and a list of corresponding aids that affect the persuasion and influence of others. They then determine which obstacles and aids are most prevalent in their lives.

Segment #3 – Practicing Your Persuasion and Influencing Skills

- Activity: “Lost in the Rainforest!”
- Activity Objective: Participants practice the relational skills associated with persuasion and influence in a fun survival exercise scenario.

Application –A Symbol for Your Learning

- Activity: “Emoticon Learning Symbol”
- Activity Objective: Participants choose an emoticon that symbolizes the main value they have received from the training course and discuss key takeaways.

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Teleseminar Schedule

The following agenda is meant to be a guideline and not a hard and fast schedule to keep.

Topic	Time Estimate
Starting the Call	5 min
Introductory Activity – Persuading others to your idea	10 min
Segment #1 – How people attempt to persuade and influence	10 min
Segment #2 – Obstacles and aids to persuading and influencing	20 min
Make Your Offer Here	5 min
Segment #3 – Practicing your persuasion and influencing skills	15 min
Application – What’s been learned?	10 min
Total Time	75 Minutes




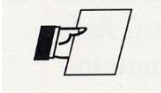
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Step #1 – Prepare Participants for Learning




Preparing participants to learn is a critical step. This step arouses interest in participants, generates positive feelings about the learning they are about to experience, and gets them primed to learn.

Create a positive learning environment by humanizing the tele-seminar, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial.

The importance of getting off to a good start cannot be overstated. What you say and do in the first few minutes of the program can make all the difference in the world between a rich learning experience for participants and a frustrating expectation of what lies ahead for the next hour.

Time	Content	Notes
10 minutes	<p>Introductory Activity – Persuading Others to Your Idea</p> <p>[Show PowerPoint slide of the term <i>accepting your ideas</i>.]</p>	<p>Materials Needed: none</p> 
Facilitator Says:	<p>“The ability to persuade and influence may be the ultimate advantage in life.</p> <p>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.</p> <p>But how do you get others to accept your ideas? What’s the secret ingredient?</p> <p>As we contemplate this question, let’s explore what the terms ‘persuade’ and ‘influence’ mean.”</p>	
Learners Do:	<p>Activity: “Magic Lamp”</p> <p>Activity Objective: Participants decide on the qualities or traits that would allow them to better convince others.</p>  <p>Directions:</p> <ol style="list-style-type: none"> 1. Show PowerPoint slide of <i>magic lamp</i>. 2. Have participants pull our Worksheet #1 – “Magic Lamp” that was sent to them prior to the teleseminar. 3. Tell participants to imagine that they have just found a magic lamp and when they rub it – surprise, a genie appears! 	  <p>Handout – Worksheet #1 - “Magic Lamp”</p>

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Time	Content	Notes
<p>Facilitator Says:</p>	<p>4. Tell participants that this genie is going to grant them the ability to be more convincing with others.</p> <p>[Click to reveal a genie and then click again to reveal the qualities and traits associated with people who are more convincing.]</p> <ul style="list-style-type: none"> ▪ All they have to do is decide which three qualities or traits listed on the PowerPoint they feel would be most helpful in being more persuasive. ▪ Tell participants to be prepared to explain why they feel the qualities or traits they chose are the most beneficial. <p>5. Allow participants a minute to make their selections.</p> <ul style="list-style-type: none"> ▪ Remind participants when 30 seconds remain. <p>6. When time is up, ask for volunteers to share what three qualities/traits they selected and why.</p> <ul style="list-style-type: none"> ▪ Solicit several responses. 	
	<p>7. After, debrief the activity by asking the following:</p> <ul style="list-style-type: none"> ▪ What common threads do you see behind all the qualities and traits listed here? <p>8. End by making the following key points:</p> <p> Key Points to Make:</p> <ul style="list-style-type: none"> ▪ The ability to persuade others to act or think in a certain way is a fundamental quality of all successful people. 	

Time

Content

Notes

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

- So what's the difference between these two terms?

[Click to reveal each definition on the PowerPoint one at a time.]

- 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:

[Click to reveal key message.]

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



Step #2 – Content Presentation & Practice

This is the part of the workshop where participants first encounter new knowledge.

True learning means that participants acquire a deeper understanding of a topic by pushing past the boundaries of their own awareness of the concept.

This means participants become conscious of new ideas and possibilities through their own discovery and experience of the topic. In other words, total participant involvement is necessary.

Learning is not passive; it's not an act of consumption. Instead, learning is an act of creation.

What participants think, say, and do is more important than what the facilitator thinks, says, and does. The facilitator's role is simply to initiate the learning process and then get out of the way.

Step #3 – Course Review & Application

Reviewing what has been learned is critical for long-term retention by participants. This step is the culmination, the fulfillment, of all the learning that has gone on during the workshop.

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Activity Sheets

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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:

- 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



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