

# What Matters Most

Building a Fulfilling Life  
*on the Foundation of*  
**Your Values**

---

Self-Study  
Program Preview

**Ready2Go**  
MARKETING SOLUTIONS



# What Matters Most

---

Building a Fulfilling Life on the Foundation of Your Values

**Self-Study Program Preview**



*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program 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.

***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***



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 Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***



## 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.

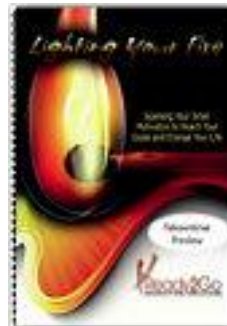
***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***

## 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**



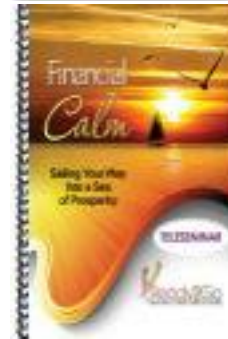
**Money Wellness:  
Having a Healthy  
Perspective on Earning,  
Saving and Spending  
Your Money**



**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**

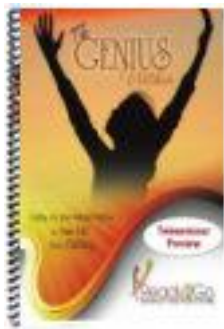


**The Law of Attraction  
Cafe :  
How To Get What You  
Desire In All Areas Of  
Your Life**



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

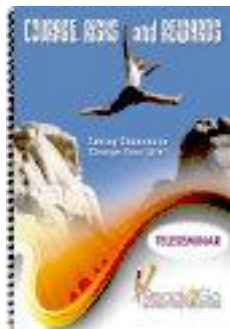
***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***



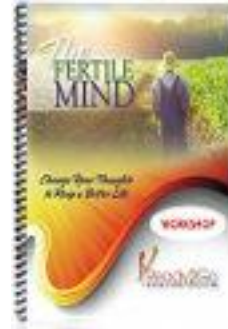
**The Genius Within:  
Calling on Your Natural  
Talents to Make Life  
More Fulfilling**



**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**



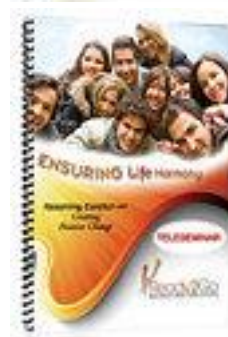
**Kaleidoscope of Choices:  
How What You Think  
and Choose Colors Your  
Life**



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

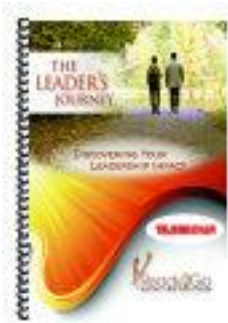


**Confident You!  
Leap Outside Your  
Comfort Zone and  
Achieve What You Want**



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

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*



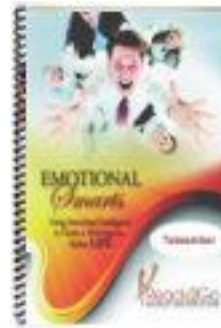
**The Leader's Journey:  
Discovering Your  
Leadership Impact**



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



**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**

***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***





---

Published by Ready2Go Marketing Solutions, Inc.

Copyright © 2010 by Ready2Go Publishing, LLC

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system now known or to be invented, without permission in writing from the publisher, except by a reviewer who wishes to quote brief passages in connection with a review written for inclusion in a magazine, newspaper or broadcast.

"This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering professional service of any kind. If expert assistance is required, the services of a competent professional person should be sought."

#### DISCLAIMER

This publication is sold with the understanding that neither the author nor the publisher is engaged in rendering professional services. Questions relevant to the specific professional needs of the reader should be addressed to practicing members of those professions.

The information, ideas, and suggestions contained herein have been developed from sources, including publications and research, which are considered and believed to be reliable, but cannot be guaranteed. Moreover, because of the technical nature of the material and the fact that laws are never static, but ever changing, the assistance of a competent, qualified professional is recommended when implementing any plans or ideas discussed in this publication, in whatever medium the material in this publication is used.

The publisher specifically disclaims any liability, loss, or risk, personal or otherwise, incurred as a consequence directly *or* indirectly of the use and application of any of the techniques or contents of this publication.

This publication and the contents herein are provided without any warranty, express or implied, as to their effect, completeness, or results received.

#### TERMS OF USE

By purchasing or using this publication and the contents herein, you agree that they may only be used for your personal use and may not be sold or redistributed without the written consent of Ready2Go Marketing Solutions, Inc. The publisher of this package has no way of knowing the specific needs of the reader. It is necessary then that you understand the limitations of this or any other package.

#### LICENSE

This publication is copyrighted. The buyer of this publication is given a limited license to use its contents for his or her use.

This package and all its contents are sold to you, the buyer, with the agreement that your purchase entitles you to a non-exclusive right to use this package and the material contained herein for personal educational use.

**Printed in the United States of America**

***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***



# Table of Contents

<b>ABOUT READY2GO MARKETING SOLUTIONS, INC.® .....</b>	<b>10</b>
<b>HOW TO USE YOUR READY2GO COACHING PROGRAM .....</b>	<b>13</b>
<b>HOW TO USE YOUR READY2GO COACHING PROGRAM TO GROW YOUR LIST .....</b>	<b>17</b>
<b>PROMOTIONAL EMAILS .....</b>	<b>20</b>
<b>SELF-STUDY PROGRAM PREVIEW .....</b>	<b>23</b>
<b>ACTIVITY SHEET .....</b>	<b>27</b>

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*



# About Ready2Go Marketing Solutions, Inc. ®

---

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*



## 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.

***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
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](http://www.Ready2GoMarketingSolutions.com).

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*



# How to Use Your Ready2Go Coaching Program

---

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*

# How to Use the Coaching Program

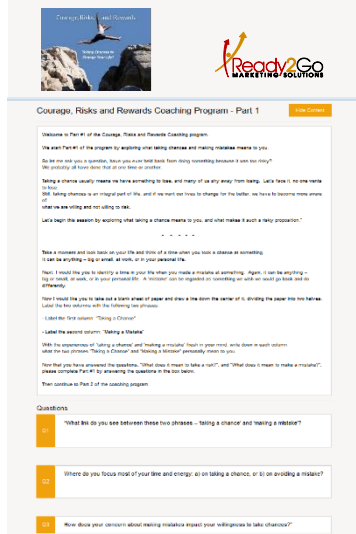
Your Ready2Go Coaching Program is expertly designed to be delivered in a variety of ways:

## 1. Popular platform options:

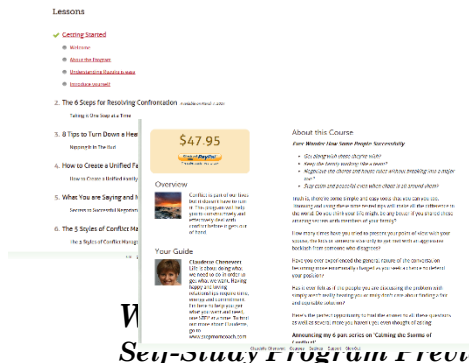
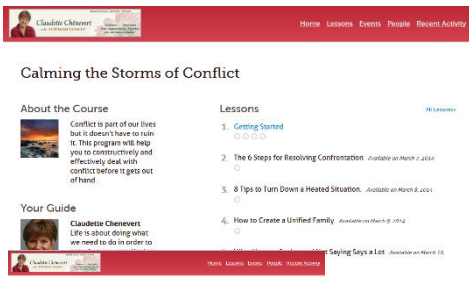
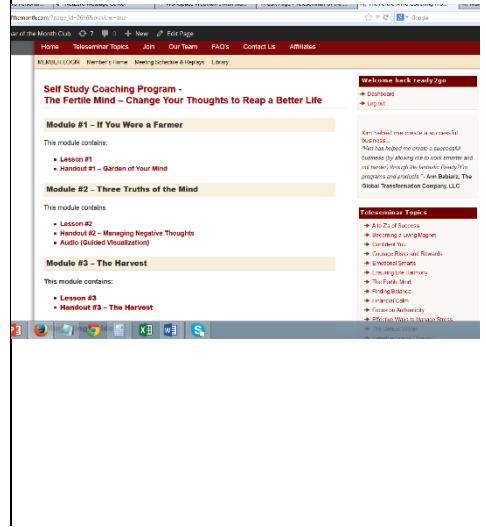
### Coaches Console: (www.coachesconsole.com)



### Jigsawbox: (www.jigsawbox.com)



### Website:



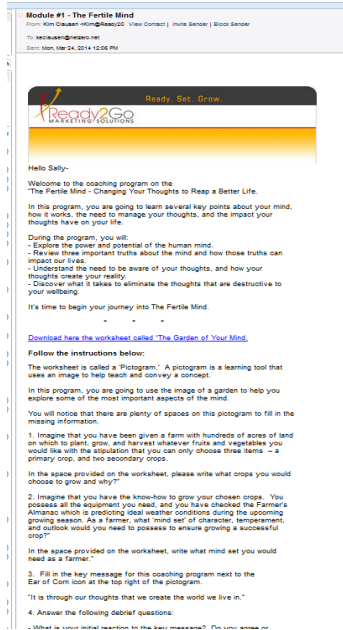
Building a Fulfilling Life on the Foundation of Your Values

Self-Study Program Review

**Ruzuku:**  
(www.ruzuku.com)



**Email:**



***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values 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.

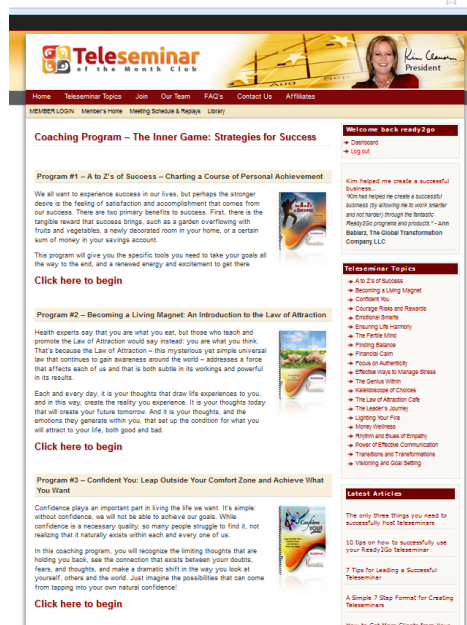
**3. Branding.**

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.”



***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values Self-Study Program Preview***

# How to Use Your Ready2Go Coaching Program to Grow Your List

---

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*

## **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.

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*



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 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

***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***

# Promotional Emails

---



## What Matters Most Self-Study Emails

*(There are 4 emails in this package. This is partial copy of Email #1)*

### 1st Email

Subject: Why your happiness is just out of reach...

Hi <firstname>,

You wake up in the morning, push back the curtains, and relish the smell of brewing coffee. Overall you feel good...rested...**but something is missing.**

It's not that you're depressed, it's just that you're profoundly dissatisfied with the details of your life...and you can't quite put your finger on why.

I'm going to let you in on a little secret...happiness comes from being in touch with your core values and acting upon them with alignment and congruence.

When you're out of touch with your core values, it's hard to be truly happy. It's hard to be satisfied with life, because you're not in control of your life.

And the uncomfortable truth is, it's not easy to live in alignment with your core values. Your parents, friends, religious organizations, and society at large try to create your values for you. They all tell you how you "should" act, what you "should" believe, and they use these "shoulds" to try to shape your values.

There's nothing wrong with this, per se. After all, most of these influencing factors are well-meaning. The trouble comes when what you truly believe is at odds with what you're supposed to believe. This robs you of precious life energy, satisfaction & happiness. AND, it keeps you from getting where you want to go.

Trying to get where you want to go in life without knowing your true values is like trying to journey to your grandmother's house using only the North Star.

When you find your personal core values, it's like using the highest-powered GPS available to go visit grandma. There is complete clarity & laser-focused direction, and within no time, you're where you want to be, eating fresh-baked cookies.

I want to provide you with the GPS towards a more fulfilled, successful, and happy life, which is why I created a BRAND NEW self-study coaching program:

***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***

## **What Matters Most : Building a Fulfilling Life On the Foundation of Your Values**

By working through this powerful, content rich self-study program, you will discover:

- How to find & align with your true values in any situation
- How to minimize drama & maximize success
- How your values can open the doors to happiness, health, wealth and fulfilling relationships
- The #1 most effective trick to overcoming ANY challenge
- How to develop a bullet proof 3-part value system
- And much, much more...

*(There are 4 emails in this package. This is a partial of Email #1)*



# Self-Study Program Preview

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*



## What Matters Most

**Building a Fulfilling Life on the Foundation of Your Values**

*Self-Study Coaching Program Preview  
(Each coaching program has 4-8 modules.  
This is a module from the “What Matter Most” program)*

### Content

### Notes

**Write or Record:**

#### **Module #1 – The Concept of Value**

“Welcome to the Self-Study Coaching Program on “What Matters Most.”

This topic is an all-time favorite because everyone wants to live by their values. We want to make decisions that make us feel alive, happy, and that we are honoring our truest self. And it is in knowing our values that we can do that.

Discovering your true values sets you up for success in every area of your life. And this program is the roadmap to get you there. Throughout the course of this coaching program, you will explore:

- What are values and why knowing your values is so important.
- The two different types of values a person can have.
- What your values are and how your daily life reveals them.
- How your values are prioritized.
- Your own personal value system.

Let’s get started!”

\* \* \* \* \*

## Content

## Notes

“If I was to ask you what your values are, would you be able to name them? This is actually a really important question when you consider the fact that our happiness is directly linked to our values.

Whether we realize it or not, values influence our behaviors, our choices and our emotions. They influence our habits, our lifestyle and, in a broader sense, our way of being and interacting in the world. So it’s supremely important that we get to know what our values are and be able to name them.

As indicated in the title of this coaching program, the best place to start figuring out your values is to identify what matters most to you.”

\* \* \* \* \*

“Take out Worksheet #1 – “The Concept of Value.”

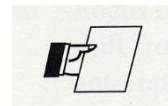
By answering a few questions you can make the concept of your values more clear.

On your worksheet there are four questions. Review the questions and record your answers on the worksheet. Be honest in your responses as there is no right or wrong response in this activity.

When complete, return to this module.”

*(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.)*



**Handout –  
Worksheet #1 -  
“Procrastination  
Monster”**

***What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview***

## Content

## Notes

\* \* \* \* \*

“What is of value is unique to each person, but that doesn’t mean the concept of value is complex. By simply looking as what a person regards as valuable, both in monetary and non-monetary ways, they can start to determine what their cores values are.

Values share the common thread of expressing *what matters most* to a person, what that person feels is essential to their happiness.

Conversely, it also means that if someone is not happy then it’s a safe bet that their unhappiness stems from them not living in alignment with what they find of value.

In Module #2, you will dive deeper and explore this idea of what you value and how it links to the notion of ‘*what matters most.*”

\* \* \* \* \*





# Activity Sheet

---

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values  
Self-Study Program Preview*

## Worksheet # 1 – “The Concept of Value”

Give a response to each of the following three questions.

-  **1** What would you buy if you suddenly had an extra \$500 and had to spend it within the next 24 hours?
-  **2** If your home was on fire and you could save three things, what objects would you save?
-  **3** If you could change one thing about the world, what would you change?
-  **4** If you had all the time in the world, and you could spend more time on one thing, what would it be?



**Your responses:**