

What Matters Most



Building a Fulfilling Life
on the Foundation of
Your Values

Teleseminar
Preview

**Ready2Go**
MARKETING SOLUTIONS



What Matters Most

Building a Fulfilling Life on the Foundation of Your Values

Teleseminar Package Preview



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



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 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
- Coaching Packages

When it comes to effective ways to gain exposure and offer a valuable service to your prospects and clients, teleseminars are a surefire 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 them 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. The topics are 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!

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What You Get in Your Ready2Go Teleseminar® Programs

With the **Ready2Go Teleseminar**, your teleseminar 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.



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:

- **PowerPoint Slides** to make your teleseminar into a webinar.
- **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 200-350 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
- **Coaching Packages using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.

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

Promotional Emails



Values Teleseminar 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 teleseminar.

AND as part of my inner circle, you are invited to join us at absolutely no cost to you.

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What Matters Most :
Building a Fulfilling Life On the Foundation of Your Values
<insert time, date, pertinent info>

During this content rich online workshop, 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)

Conducting the Teleseminar

How to Use the Teleseminar Instructor’s Guide

This guide has been written in a set-by-step approach that will allow you to easily and successfully present this program. For each step, we have included time estimates, key content and activities, as well as the training materials you will need. We have included the icons below to make this guide easy to follow.

Instructor’s guide icons used:

 <p>Directions:</p>	<p>Used to indicate the steps you will need to follow in order to conduct the program’s activities.</p>
 <p>Key Concepts</p>	<p>Refers to the most important concepts you will want participants to learn from this workshop.</p>
	<p>You will find this icon where the participant fills in an answer on their activity sheet.</p>
	<p>Denotes debriefing questions meant to challenge participant’s thoughts on what they just experienced in an activity.</p>

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 Training	5 min
Introductory Activity – The Concept of ‘Value’	10 min
Segment #1 – A World of Values	15 min
Segment #2 – Determining Your Core Values	20 min
Make Your Offer Here	5-8 min
Segment #3 – Creating Your Value System	10 min
Application – Working With Your Core Values	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



Directions:

1. Show PowerPoint slide of *probing questions*.

Have participants pull out Worksheet #1 – “The Concept of Value” that was sent to them prior to the teleseminar.

2. Say to participants:

- By answering a few questions we can make the concept of our value more clear.

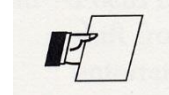
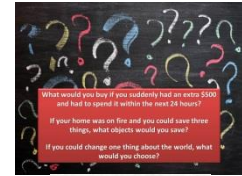
3. Tell participants that you are going to put three different questions up on the screen, and that you’d like for them to jot down answers to each on the worksheet.

- Encourage participants to be honest in their responses as there is no right or wrong response in this activity.

4. Display the 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? (All people and pets are safe and out of the house.)
- 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 could spend more time on one thing, what would it be?


- Allow participants a minute or two to jot down their responses.



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



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Time	Content	Notes
Facilitator Says:	<p>5. After, ask for volunteers who would be willing to share their responses.</p> <ul style="list-style-type: none"> ▪ Repeat the process for each question. ▪ Note: Participant answers to these questions will vary wildly, which is the point of this brief, introductory activity. What is deemed valuable varies largely from person to person. The idea of something being of value is subjective. <p>6. After soliciting answers to each of the questions, end by making the following key points:</p>	
	 <p>Key Points to Make:</p> <ul style="list-style-type: none"> ▪ What is of value may be 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, we can start to determine what their cores values may be. ▪ Values share the common thread of expressing <i>what matters most</i> to a person, what that person feels is essential to their happiness. ▪ Conversely, it also means that if we are not happy then it's a safe bet that our unhappiness stems from us not living in alignment with what we find of value. 	
Facilitator Says:	<p>Transition to Next Topic:</p> <ul style="list-style-type: none"> ▪ Let's now dive deeper and explore this idea of what we value and how it links to the notion of '<i>what matters most.</i>' 	

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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.

Activity Sheets

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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: