



# Breaking Free

from a

## *World of Worry*

**How to  
Let Go and Find Peace**  
in the Face of Life's  
**Uncertainties**

**Special Report  
Preview**



**Ready2Go**  
MARKETING SOLUTIONS

# Breaking Free from a World of Worry

How to Let Go and Find Peace in the Face of Life's  
Uncertainties

## **Special Report Preview**



## **Congratulations** on purchasing your very own Ready2Go Special Report!

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 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 & designed:**

- Pre-written tweets
- Special reports
- Audio training programs
- Success tips
- Speeches
- Teleseminars and Webinars
- Workshops
- Self-Study Programs

The special report is typically how the relationship begins. As a result of a variety of marketing activities (we provide 10 suggested activities in this package), prospects will come to your site to download your special report. They have now given you permission to send them more **information and you are on your way to converting qualified prospects to paying clients.** But it takes time for familiarity to grow, for trust to be developed and for your prospect to learn how you can solve their needs.

**Maintaining persistent and consistent communication on a regular basis is not easy.** And that is why we developed this multi-component Ready2Go Marketing Solution. This multi-touch marketing strategy, combined with your own marketing communications, gives **you a powerful, effective way to stay in touch and deliver value all year round!**

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.

Here's to your enjoyment and success!

A handwritten signature in black ink, appearing to read 'Kim'.

Kim Clausen, President  
Ready2Go Marketing Solutions, Inc

## **What You Get With Your Ready2Go Special Report**

With the Ready2Go special report, here's what you get:

- A professionally crafted 8-12 page special report about a highly relevant, compelling topic that will drive visitors to your web site to opt-in, so you can begin a relationship
- Promotional copy that you can email or use as an advertisement
- A follow-up email, introducing them to your next offer (i.e., the 6-part audio series)
- 10 tips on how to use this report to grow your list

## Using Your Ready2Go Special Report

Growing your list and staying in touch 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.

Special Reports are an effective tool that help you gain your prospects' attention, give something of value for free, and begin to foster a relationship. It is also a great tool for generating awareness, driving prospects to your website and growing your list.

We recommend using the special report in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>).

Here's a few ways you can use your Ready2Go special report along with the other Ready2Go products:

- Promote it on your social media outlets. Use excerpts or images with a download link in exchange for your prospects' contact information.
- Blog about your special report and use some excerpts in your blog.
- Place an excerpt from your special report in your newsletter.
- Tweet about your special report and invite others to download it.
- Promote you special report on community boards, industry websites, etc.
- After your prospects receive the special report, send them the Ready2Go 6 part audio training program on this topic as a follow up gift.
- Offer as a gift at events, conferences and speaking engagements in exchange for the participants' contact information.
- Give it away as a value-added communication as part of your regular keep-in-touch plan.

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# 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 turnkey 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-and-play marketing solutions, such as fully developed **workshops, teleseminars, speeches, audio training programs, special reports, success tips, tweets, video montages, articles and more!** These tools are ready-made for coaches, consultants, mental health professionals, trainers and speakers to customize and brand as their own, saving tons of time and effort.

We've completely 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 communications and training 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 creative.

Our team includes professional marketers, training developers, writers, copywriters, speech writers and designers who are poised to provide you with the highest quality products and services to grow your business.

And our Ready2Go marketing solutions are easy to follow and implement, **GUARANTEED.**

Plus, if you need 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.

*Ready2Go Marketing Solutions, Inc. provides small business owners with completely developed, ready-to-implement marketing solutions to grow their business. We operate under the strongest ethics and quality standards.*

## 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 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
- **Success tips**, which are 250-350 word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **PowerPoint Slides** to make your teleseminar into a webinar.
- **Coaching Packages using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.
- **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).

# 10 Tips for Using Your Special Report to Grow Your List

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## 10 Tips for Using Your Special Report to Grow Your List

- 1. Place it in a highly visible location on every page of your website.** This is the most common way special reports are used. Once you have driven people to your website through different mediums, they will download the report, opt in to receive more information, and you can then begin to nurture a relationship with someone who has already expressed an interest in your products and services.
- 2. Offer it as a freebie at a speaking engagement.** Since the idea is to capture a name and email address so that you can begin a relationship, you do NOT want to just hand out your special report. You DO want to give a compelling summary of what you have to offer. Then you want people to fill in a sign-up sheet or drop off their business cards to have you send it to them. Note: you could also send them to your website to download it themselves, but the danger is that as time passes people will get distracted by other things and won't make it to your site.
- 3. Promote it on the back of your business card – call attention to it when you hand out your card.** Let people know that your business card is also their ticket to valuable information. They will be much more likely to hang on to it until they are in front of their computer again. Again, make your description of the report compelling enough to draw attention from the target market you most want to reach.
- 4. Add a compelling description of your special report to the signature line of your email.** You probably email hundreds of people each week, and even though they're not all connected to you through your business, you never know who they know. Make sure everybody in your network knows what you have to offer. This technique is one of the simplest yet most effective ways to grow your list.
- 5. Use it as an introductory offer when promoting a teleseminar or event.** This is a great way for people to become more familiar with you before committing to something such as a teleseminar or workshop. As you build your relationship, a prospect will become willing to spend more time and then money. A special report is like the earliest stage of a courtship.
- 6. Alert your social network.** 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 get attention, attract followers and show your expertise. Then, periodically announce that you have

this special report available. Note: You may want to switch up your offers once in awhile to keep them fresh; consider having two or three reports that you can rotate.

- 7. Advertise in an organization's newsletter that reaches your target market.** You will really stand out amongst traditional ads. While other people are selling their products and services, you are offering something for free. If you don't want to pay for advertising space, see if you can submit an article. Write a brief article that introduces the topic of your report, and then in your bio you can provide a link to you website where people can download the full report.
- 8. Post snippets from the report in your blog.** This is another great way to gain exposure, engage your audience and drive them to your website wanting more. In your blog post, you will want to be sure to include key words that are relevant to your target audience. So this is a great opportunity for you to customize the content to your audience, adding your own personal touch with stories, anecdotes, resources and experiences.
- 9. Offer it as a low priced entry level product in your business.** By offering a Ready2Go Special Report, you are showing your client that you provide professional products, with high quality, relevant information. This builds trust, and makes your clients feel safe to purchase additional products, programs and services in the future.
- 10. Customize.** Ready2Go special reports apply to just about any target market, as they discuss highly relevant topics that educate and inform people while addressing common problems and needs. And that's what people want – for you to solve a problem and fill a need. To make them more impactful for your audience, consider adding a few references or relevant points that resonate even more with your specific target market and bring the message home. One way to do this is with the report title. For example, a business coach might use the title "How You Communicate Can Make You Break Your Business," while a relationship coach might change it to "How to Speak So Your Spouse Will Listen."

# Promotional Copy

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## Long form Promo Copy for Special Report

(This is a sample of the promotional copy that comes with this package.)

*Special Report Now Available :*

### Don't Worry, Be Happy (By Embracing Your Worries)

WARNING: Over 40 million people in the United States suffer from some form of anxiety disorder.

Millions more go undiagnosed every year, and at the root of every one of those cases is an overactive, worried mind.

Don't let this happen to you. Life is too short to get crippled by chronic worry.

In my *BRAND NEW* Special Report, you'll learn what worry really is, where it comes from, and what you can do about it.

[Click Here to Download Yours Now](#)

<link this phrase to your download link>

In this enlightening brief, you'll discover...

- How worry affects your brain, and why it's important to catch it early
- The root causes of your worry, and how to overcome them now
- The top indicators that *your* worry is destroying you
- Why “*Think Positively*” is actually HORRIBLE advice
- The #1 secret to a *REAL* worry-free life
- What “Healthy Worry” sounds like...and how to use it to your advantage
- How to break out of the “Worry Chain,” and get back on track FAST
- Super simple techniques used by Tibetan Monks to wipe out worry

And much, much more...

If worrying has ever kept you from expressing your gifts or living your best life, then this Special Report is just for you.

You'll also get helpful tools you can use *immediately*, such as...

- Worry Health Report: How these 2 Strains Affect Your Wellness
- The 4-Step Method designed to STOP Worry in its tracks
- Worry Survey: Where do *YOU* land on the Worry Risk Spectrum?

Get Your Copy of ‘Don’t Worry, Be Happy –  
By Embracing Your Worries’ Today  
<link this phrase to your download link>

(This is a sample of the promotional copy that comes with this package.)

# Special Report

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(This is a sample of the special report that comes with this package.)

### **Don't Worry, Be Happy (By Embracing Your Worries).**

*Here's a little song I wrote  
You might want to sing it note for note,  
Don't worry, be happy.  
In every life we have some trouble  
But when you worry you make it double,  
Don't worry, be happy.  
From the song, 'Don't Worry, Be Happy' by Bobby McFerrin.*

Go on. Admit it. Your head is bobbing along to this blast-from-the-past 'earworm'. It's okay. It's a fun tune. It's hard not to tap your toes along. '*Don't Worry, Be Happy*' was written by musician Bobby McFerrin and it became a massive hit in the late '80's. It was the first a cappella song to reach the billboard top 40. It also won four Grammy awards including Song of the Year and Record of the Year. In fact, the inspirational, feel-good anthem became a catchphrase that's still in use more than 30 years later. Who can argue with the simple, upbeat, and universal message of leaving your troubles behind in favor of feeling happy?

But here's what you may not know. Before '*Don't Worry, Be Happy*' came out, McFerrin was a virtual unknown. He was a working musician trying to eke out a living writing songs, singing, and producing. His hit song was a fluke of sorts. As any songwriter will tell you it can take months, even years to come up with a hit song and no amount of talent or effort can predict whether a tune will strike a chord (or hit a sour note) with the listening public.

As it turns out, it didn't take McFerrin months, days, or even hours to write the tune. He wrote it in less than 30 minutes while taking a break from recording an entirely different list of songs.

So what happened after the instant, considerable success of '*Don't Worry, Be Happy*'? McFerrin stood on the edge of breakout success. Requests to perform the song came in from all over the country and around the world, including a coveted invitation to perform at the Grammy's.

No doubt about it, it was a struggling musician's dream come true. McFerrin was on the verge of cashing in on the biggest hit of his career. But with so many opportunities and a bright future ahead of him, what did McFerrin decide to do? He disappointed tens of

thousands of fans when he stopped singing the song altogether. Not only that, he walked away from the spotlight entirely. Why would someone sitting on the mega hit of the decade make the decision to never perform it in public again?

In part, it was because the song was a studio creation. He overdubbed, or layered, his own voice seven times making it difficult, if not impossible, to recreate live. But, even back then, technology could have come to the rescue.

No, the real reason he chose to walk away was more personal. McFerrin was worried he'd be pigeonholed and become creatively stagnant. It was a worry that prevented him from fully capitalizing on the biggest payday of his career. And because of that worry, this multiple-Grammy-winning artist did the unthinkable – he virtually disappeared from the recording industry.

If worry sidelined the man who penned the most famous anti-worry anthem ever written can there be any hope for the rest of us when it comes to worry?

I sure hope so.

Though few of us will ever face the decision to cash in or walk away from a-once-in-a-lifetime opportunity like Bobby McFerrin's, who among us hasn't let worry get in our way at one point or another? Our worries can lead to missed opportunities. It can prevent us from living up to our full potential. It can paralyze us into inaction. It can convince us to avoid taking risks that could potentially improve our lives. It can stop us from pursuing our dreams. Why do we let worry stand in our way? What can we do to worry less? How can we learn to act in spite of our worries?

This special report is designed to answer those questions and more. In this report we identify the two types of worry and how they impact your health and overall well-being. You'll also learn what's at the core of your worries and how to address and activate change to overcome them. We introduce the concept of 'what if' thinking that cultivates our worries and how to break out of the "worry chain". And, finally, we show you how to use the S.T.O.P. technique to discover ways to boost your tolerance for uncertainty. But before we can do that, we must first explore what worry really is.

(This is a sample of the special report that comes with this package.)