



Confident **YOU!**

Leap Outside Your
Comfort Zone
and Achieve
What You Want

**Teleseminar
Preview**

Ready2Go
MARKETING SOLUTIONS



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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 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
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

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.

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 the most effective components of an effective marketing strategy.

Enjoy!

A handwritten signature in cursive script that reads "Kim".

Kim Clausen, President
Ready2Go Marketing Solutions, Inc.®

P.S. Please be sure to tell us about your successes. We are excited to hear from you!

What You Get in Your Ready2Go Teleseminar® Program

With the Ready2Go Teleseminar®, you get more than 80 pages of content and instruction:

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.

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.
- Preparation for the teleseminar.

Marketing guide with recommendations on how to effectively market your teleseminar including,

- Logistics on how to coordinate a seamless and successful program.
- Professionally crafted promotional correspondence including,
 - Email invitation.
 - Reminder email.
 - Follow-up email.
 - Relevant article to send with your marketing emails.
- Marketing timeline.

Follow-up plan which includes,

- Follow-up recommendations.
- Follow-up email.



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 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.

Conducting the Teleseminar

Learning Outcome

Teleseminar Benefits:

In this teleseminar, your participants will:

- Explore how experiences, surroundings and perceptions can drive their fears and make them feel less confident.
- Identify their doubts and fears.
- Recognize that they can choose a perspective that can increase their level of confidence.
- Gain a new outlook on how to remain in a positive, Confident You place.

Course Contents:

Part I – What Holds us Back?

- We will explore how our memories and emotional connections impact who we become.
- Participants recognize how our experiences, surroundings, and perceptions can drive our fears and make us feel less confident.

Part II – The Connection between our Doubts, Fears and Thoughts

- We will explore how our doubts and fears impact our level of confidence.
- Participants identify their doubts and fears.

Part III – How we can Choose our Emotional Responses to Circumstances

- We will explore how we perceive a burst of energy when faced with a challenge.
- Participants recognize that many perspectives exist around how we choose to look at a situation, and that we can choose a perspective that can increase our level of confidence.

Part IV – The Energy Behind our Emotions

- We will explore how identifying our passions generates an emotional response within us.
- Participants will identify their passions and recognize the emotional response this generates within them. They will discover 4 steps to help them remain in a positive, Confident You place.

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
Introduction – What Holds Us Back	10 min
Doubts, Fears, and Your Mind	15 min
Choosing Our Emotional Response	10 min
Emotions and Energy	10 min
A New Journey	5 min
Final Thoughts	5 min
Total Time	60 Minutes

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 teleseminar, 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.

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.


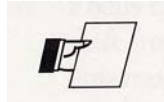

This means participants become conscious of new ideas and possibilities through their own discovery and experience of the topic. In other words, total participant involvement is necessary.


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.

Confident You!

Leap Outside Your Comfort Zone and Achieve What You Want Tele-seminar Script *(This is one of 6 activities)*

Time	Content	Notes
15 minutes	Doubts, Fears and Your Mind	Materials Needed: Pen or pencil, 'The Target' worksheet.
Facilitator Says:	<p>“Until you know the causes you cannot control the effects.</p> <p>Let’s work our way backwards with this statement and identify the doubts and fears we have that impact our level of confidence.</p> <p>Then we can think about what is causing those doubts and fear in the first place.”</p> <p>Activity: “The Target”</p> <p>Activity Objective: Participants identity their doubts and fears.</p>	
Learners Do:	 Activity Directions:	
Facilitator Says:	<ol style="list-style-type: none"> 1. Have participants pull out worksheet “The Target” that was sent to them prior to the tele-seminar. 2. Rhetorically ask: <ul style="list-style-type: none"> ▪ “Do you ever feel like you are a big target and that the people in your life are shooting arrows at you?” ▪ Give participants a second to take this concept in. 3. Tell participants that the arrows are what make us feel doubt and fear. 	
		Handout
		

Time	Content	Notes
<p data-bbox="219 1312 386 1386">Facilitator Asks:</p>	<p data-bbox="456 430 1154 567">4. Next, direct participant to take a moment to identify and write down on the arrows some of the doubt and fears they have felt in their life that affects their level of confidence.</p> <ul data-bbox="506 611 1094 678" style="list-style-type: none"> <li data-bbox="506 611 1094 678">▪ Allow a minute or so for this, and prompt participants when time is coming to an end. <p data-bbox="456 720 1130 787">5. After, ask for volunteers who would be willing to share some of the doubts and fears they identified.</p> <ul data-bbox="506 829 1138 1001" style="list-style-type: none"> <li data-bbox="506 829 1138 1001">▪ Note: The facilitator may want share some of the doubts and fears they have experienced in their life first if no one is willing to share. This will make it safe for others to open and express something that can make them feel vulnerable. <p data-bbox="456 1043 1105 1110">6. Allow as many responses as people are willing to share.</p> <ul data-bbox="506 1152 1159 1291" style="list-style-type: none"> <li data-bbox="506 1152 1159 1291">▪ Note: Let them get out all their fears and doubts so that the group can actually feel the force of these doubts and fears. The goal here is to feel the negativity associated with doubts and fears. 	
	<p data-bbox="456 1329 902 1360">7. Debrief by asking the following:</p> <ul data-bbox="506 1402 1166 1900" style="list-style-type: none"> <li data-bbox="506 1402 922 1434">▪ “How was doing this activity?” <li data-bbox="506 1476 1166 1543">▪ How easy or difficult was it to fill in the arrows – to identify doubts and fears? <li data-bbox="506 1585 1154 1652">▪ How do you think our arrows (doubts and fears) hijack our futures? <li data-bbox="506 1694 1073 1761">▪ How do our doubts and fears make us act differently? <li data-bbox="506 1803 1166 1900">▪ There is energy in action and movement; it flows. How do doubts and fears affect this flow and clog it up? 	

Time	Content	Notes
Facilitator Says:	8. Ask participants to pull out the “is this your cup?” worksheet and ask them to take notes on what you are about to say.	
	9. Give the following short presentation: <p style="text-align: center;">“The Supreme Truth”</p> <ul style="list-style-type: none"> ▪ We tend to let doubts and fears grow within us, and in doing so they end up controlling our future. ▪ We think, and with those thoughts, we create. ▪ With our thoughts we influence, shape, and guide our lives. ▪ Through our thoughts we determine what we experience in life and enact in the world. ▪ We therefore have the power to establish our own happiness or misery depending on the seeds we plant in our own minds. ▪ The power of thought is the power of creation. ▪ Our thoughts exert a direct affect on our bodies and our behaviors. ▪ Knowing this, you can alter the outcomes by first creating a vision of what you want to have happen and giving yourself permission to act out in this way. ▪ So with confidence, the moment you start thinking differently, the world of doubt and fear you experience will change. ▪ You will soon realize that you possess a great deal of potential, which has been within you the whole time, and that it has been your own thoughts that have held you back. 	

Time	Content	Notes
<p>Facilitator Says:</p>	<ul style="list-style-type: none"> ▪ This should give you hope as you realize and start to believe that your life and level of confidence can be transformed simply by managing your mind. 	
	<p style="text-align: center;">End of Presentation</p> <p>10. After the presentation, ask participants to identify a few things that resonated with them in the presentation you just gave.</p> <ul style="list-style-type: none"> ▪ Solicit several responses. 	
	<p>Transition to the Next Topic</p> <ul style="list-style-type: none"> ▪ We simply need to understand that fear may be felt in our bodies, but is produce in our minds. ▪ The good news is that we can manage our minds and thus reduce the power behind our doubts and fears. ▪ And if we can manage our minds, we can also manage our emotional responses. ▪ Let's take a moment to recognize this. 	



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.

After the Teleseminar

Post Teleseminar Progress

If you desire, you can offer homework to the participants at the end of the teleseminar. You can offer to follow up with them via phone (15-30 minutes), or have them send you their homework. Have them sign up for this by sending you an email indicating their interest. Be sure to follow up with them right away to confirm a date and time.

This is another way to stay in touch, offer value and check in to hear how their learning from the workshop has improved their confidence in real life.

- Name something that this program has helped you to improve. Give at least one detailed success story.
- What are the positive consequences of this improvement in your life?
- What new perspective have you been able to own as a result of this workshop?
- What one or two things do you want to continually focus on?

Another great way to stay in touch is to collect responses to the questions above and compile them into a summary of the most important learning, then email copies to the whole class (be sure to get their permission to use their feedback and name).

Create a copy for future teleseminars so that new participants can see the value that others have received from the program. These are your testimonials and are great for marketing future workshops.

Remember, follow up is another very important “touch” in your multi-faceted marketing campaign. Following up with participants not only shows them that you care, but gives you another opportunity to develop a long-term relationship with your community of prospects and clients.

IMPORTANT: Only offer this extra value if you plan to follow through on it. Nothing is more unprofessional than offering to do follow ups and then not following through in a timely manner as promised.

Activity Sheets

“The Target” - worksheet

