

A sunset over the ocean with a sailboat and birds. The sun is low on the horizon, casting a golden glow across the sky and water. A single sailboat is visible on the water, and several birds are flying in the sky.

# Financial *Calm*

**Sailing Your Way  
Out of an Ocean of Debt  
and Into a Sea of Prosperity**

**Teleseminar  
Preview**

The logo for Ready2Go Marketing Solutions features two upward-pointing arrows, one red and one gold, positioned to the left of the text. The text 'Ready2Go' is in a large, stylized font, with '2' in a smaller font. Below it, 'MARKETING SOLUTIONS' is written in a smaller, all-caps font.

**Ready2Go**  
MARKETING SOLUTIONS

# Financial Calm

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Sailing Your Way Out of an Ocean of Debt and Into a Sea of Prosperity

**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
- 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.



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, appearing to read "Kim", written in a cursive style.

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 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.

### **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 Guide includes:

- Professionally crafted slides to coordinate with your teleseminar, making it a webinar presentation; and
- Tips for hosting a successful webinar presentation.

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

***Financial Calm*** – *Sailing Your Way Out of an Ocean of Debt and Into a Sea of Prosperity*



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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 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.

## 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).

# Read This First

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## **Knowing Your Role**

We believe that the key to a successful teleseminar rests with your ability as the facilitator to create a safe and comfortable learning environment for all attendees. As the facilitator, it is also your responsibility to ensure that attendees have what they need to learn. This first means that you have done the necessary preparation - you know the workshop material and you have everything ready before you deliver it.

Second, it means approaching and delivering this teleseminar from the point of view of just being you. If you don't have much experience being a facilitator, don't worry. Just follow this instructor's guide and you will be fine. And if you do make a mistake in the delivery of this teleseminar, don't worry about it. Remind yourself that all you are doing is giving it your best. Don't be afraid to try for fear of making a mistake or getting something wrong. One thing is for certain: if you never make a mistake, you're not doing anything.

In using this instructor's guide, don't forget to incorporate your own stories and experiences into it in order to stress the points you are trying to make. Also, be sure to make your questions relevant to your audience as the more relevant the exploration, the deeper the learning. This guide is like a blueprint for building a house; it may tell you what the house is supposed to look like when it is finished, but it doesn't indicate how it should be decorated.

The artful design of this teleseminar, coupled with your personal facilitation of it, will result in a high degree of attendee satisfaction. So remember to add your own personal style to it so that it comes across as yours.

## Moving Past Initial Fears

If you are an experienced teleseminar leader, you will quickly discover how professionally crafted these teleseminars are, and you will be able to execute them with ease.

If you are new at hosting teleseminars, you may be thinking, “Can I successfully pull this teleseminar off? Can I really confidently lead this teleseminar with a group of others that I cannot see? I’m not an expert; will people ask me something I don’t know?”

It is quite normal to have these concerns when confronted with having to deliver a training program. After all, most of our learning experiences have pretty much been the same - there is a teacher going on and on with a lecture about the subject, while students passively take notes.

This teleseminar is not designed like that. Instead, it has been developed based on the idea of being learner-centered. What this means is simple. You as the facilitator are not the center of attention, nor are you the sole dispenser of knowledge. In other words, learning happens as a result of your attendees being allowed to do the work of learning for themselves. You can only really learn how to swim, for example, by swimming. Yes, an instructor may be there to help, but there really is no substitute for a person just diving in with their whole mind and body and experiencing a concept for themselves. There simply is no substitute for doing. This is how this teleseminar has been designed, rather than on conventional notions of what learning is.

If you keep this in mind, then any fears that arise about whether you can do this, or how you will come across to others, should quickly fade away. Learning will happen because your participants will be far better teachers of their own learning than you. Moreover, this teleseminar has been designed this way to intentionally take the burden off of you. Remember, whatever your participants can do for themselves, discover for themselves, or talk about for themselves – they will own. As a facilitator, all you have to do is manage the learning process. With this program, you will be able to do just that.

# Conducting the Teleseminar

## Tele-seminar 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 – Financial Warning Signs	10 min
Segment #1 – Five Things You Need to Know About Debt	15 min
Segment #2 – Three Steps to Get You Ready to Get Out of Debt	15 min
<b>Make Your Offer Here</b>	<b>5 min</b>
Segment #3 – Two Actions to Take for Paying Off Your Debt	15 min
Application – New Horizons - Becoming Debt Free!	10 min
<b>Total Time</b>	<b>75 Minutes</b>

## **Step #1 – Prepare Participants for Learning**

**P**reparing 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.

# Financial Calm

## Sailing Your Way Out of an Ocean of Debt

### Tele-seminar Script

Time	Content	Notes
5 minutes	<p><b>Starting the Call</b></p>  <p>Directions:</p> <ol style="list-style-type: none"> <li>1. Begin the call with energy and enthusiasm, and have the title PowerPoint slide up on the screen.</li> <li>2. Welcome the participants to the call and highlight what topic they are attending: <p style="margin-left: 40px;">For example, “HELLO EVERYONE! And welcome to today’s call entitled “Financial Calm – Sailing Your Way Out of an Ocean of Debt and Into a Sea of Prosperity.”</p> </li> <li>3. Introduce yourself. <p style="margin-left: 40px;">For example, “I’m Sally Smith, the President of Best Life Ever Coaching, and your facilitator for today’s call. I am very excited to be speaking with you today.”</p> </li> <li>4. Review with participants the agenda for the call, breaking down what will be covered with each topic. <p style="margin-left: 40px;">“Today we are going to explore several key points around what it takes to get out of debt. During the call we’ll cover the following:</p> <ul style="list-style-type: none"> <li>▪ The five truths about debt that you really need to know if you want to change your current debt situation.</li> <li>▪ The three steps to take to get yourself ready to get out of debt. There is preparatory work that is required first before getting out of debt.</li> </ul> </li> </ol>	<p>Materials Needed: Pen or pencil, note paper.</p> 
Facilitator Says:		

**Facilitator  
Says:**

- The two important actions that will help you successfully pay off your debt even sooner than you might think.

5. Briefly cover tele-call protocol:

“Before we jump in, we are going to take a minute to review some teleseminar guidelines so that we can ensure that we have a successful call.”

- Ask participants to be respectful of others on the line, and keep background noise to a minimum. It’s best to be in a place where there is no noise and you can focus on the discussion at hand.
- Tell participants how to mute and unmute their lines.
- Say your name before you speak. We always like to know who we are hearing from.
- Be participative. These calls are much more valuable and fun when everyone gets involved.

6. Say:

- “O.K., so let’s begin our discovery.”

Time	Content	Notes
10 minutes	<b>Introductory Activity – Financial Warning Signs</b>	Materials Needed:
<b>Facilitator Says:</b>	<p>“Debt has become such a common and accepted part of our lives. Unfortunately, people today end up digging very deep financial holes for themselves. That can take a great deal of effort to climb out of.</p> <p>So, how is your financial hole? Is it a big hole, little hole, or are you one of the fortunate few who have no hole? Even if you have a little or no hole, this training will teach you skills to continue to stay out of debt and help others you care about get and stay out of debt too.”</p>	Pen or pencil, and Worksheet #1 – “A ‘Hole’ Lot of Debt.”
<b>Learners Do:</b>	<p><b>Activity: “A ‘Hole’ Lot of Debt”</b></p> <p><b>Activity Objective: Participants answer a quick questionnaire meant to assess their debt situation.</b></p>	
<b>Facilitator</b>	<p> Directions:</p> <ol style="list-style-type: none"> <li>1. Show PowerPoint slide of <i>a hole</i>.</li> <li>2. Have participants pull out Worksheet #1 – “A ‘Hole’ Lot of Debt” that was sent to them prior to the teleseminar.</li> <li>3. Tell participants that you are going to give them the next several minutes to answer the ‘yes’ or ‘no’ questions listed on the worksheet.           <ul style="list-style-type: none"> <li>▪ <b>Note:</b> Let participants know that the results of the assessment are meant for them. No one will be called upon to share these results with other participants in the course. With that said, encourage participants to be truthful when answering the assessment questions.</li> <li>▪ Allow participants the time needed to answer the questions.</li> </ul> </li> <li>4. After, bring the group together and debrief by asking the</li> </ol>	

Handout – Worksheet #1 - “A ‘Hole’ lot of Debt”



Time	Content	Notes
<b>Asks:</b>	<p>following questions:</p> <ul style="list-style-type: none"> <li>▪ “These assessment questions point to some fairly big indicators of a potential debt situation. What makes people ignore debt warning signs when they see them show up in their lives?</li> <li>▪ What do you suppose makes it hard for people to admit they may have a debt problem?” <ul style="list-style-type: none"> <li>○ Solicit a sufficient number of responses to both questions.</li> </ul> </li> </ul>	
<b>Facilitator Says:</b>	<p>5. End by making the following key points:</p>  <p><b>Key Points to Make:</b></p> <ul style="list-style-type: none"> <li>▪ “It is very likely that most of us will carry some debt during our lives.</li> <li>▪ The reason we are more likely to have more debt than people 50 years ago is simple: today credit has become far easier to get than a generation ago.</li> <li>▪ With credit so easily available, it takes much more discipline and effort for people to handle their finances, and to live a debt-free life.</li> <li>▪ And if we do end up in a debt situation, getting out of this predicament takes time, commitment, and sacrifice.</li> <li>▪ But it can be done, and this teleseminar will show you how.”</li> </ul>	
<b>Facilitator Says:</b>	<p><b>Transition to Next Topic:</b></p> <ul style="list-style-type: none"> <li>▪ “Let’s dive into our exploration of debt by first busting some misperceptions people have about debt, and looking at the truths around what debt really is.”</li> </ul>	

# Activity Sheets

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## Worksheet # 1 – “A ‘Hole’ Lot of Debt”

Answer the following ‘yes’ or ‘no’ questions to more clearly assess your debt situation.

Yes	No	Question
		1. I carry credit card balances for a long time and often pay only the minimum amount due.
		2. I am at or near my borrowing limit on one or more of my credit cards.
		3. I try to manage my money to a budget, but I often come up short when I sit down to pay my bills.
		4. I use cash advances from credit cards or the overdraft feature on my checking account to pay bills and basic living expenses.
		5. I borrowed from friends or family when money was tight and haven’t paid it all back yet.
		6. I don’t have the money saved to pay irregular bills, such as car insurance or license plates.
		7. I no longer pay attention to how much I owe.
		8. I hold my breath when my credit card is swiped because I never know if it will be accepted.
		9. More and more of my income is going to paying for my debts.
		10. I use money intended for other things to pay bills.
		11. I borrow money or use a credit card to pay for things I used to buy with cash.
		12. I often pay my bills late.
		13. I often dip into my savings to pay current bills.
		14. I put off visits to the dentist or doctor because I can't afford them.