



# ENSURING Life Harmony

Resolving Conflict and  
*Creating  
Positive Change*

**TELESEMINAR  
PREVIEW**





# Ensuring Life Harmony

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Resolving Conflict and Creating Positive Change

## Teleseminar Preview





**Congratulations!** on purchasing your very own Ready2Go Teleseminar!

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 this product 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. And they are relevant to most target markets, and 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, and 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!

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 You Get in Your Ready2Go Teleseminar® Program

With the Ready2Go Teleseminar® you get more than 70 pages of:

Fully developed teleseminar with,

- Agenda, teleseminar flow, all necessary content, instructions, and scripting.
- Participant exercises.
- Handouts 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.

## *Ensuring Life Harmony* **Resolving Conflict and Creating Positive Change** **Teleseminar**

### **Learning Outcome**

By the end of the teleseminar, participants will be able to recognize what contributes to conflict and what contributes to its resolution. They will also be able to explain how perceptions of self and the difficulty in seeing a situation from another's perspective play a role in conflict situations. Such awareness will support participants in moving past conflict, resolving it, and creating positive change as an outcome of any conflict situation.

### **Teleseminar Benefits**

Conflict can arise over the slightest thing and then escalate into a major confrontation between individuals. There's a reason for all the headache and stomach medicine ads airing on television at dinner time each night. In a face-paced world, conflict can take its toll.

Participants in this workshop will gain awareness for the causes of conflict, what prevents conflict, and what can help to resolve it.

The benefits of this teleseminar include:

- How we define conflict, and what key elements are at play in all conflict.
- Explore how our limiting beliefs can perpetuate conflict in our lives.
- Learn to recognize the potential for disagreements and how handle properly to avoid conflict.
- Discover how our personal behaviors fuel the conflicts we find ourselves in.
- Discover our preferred method for dealing with conflict
- Learn a practical tool for creating a better outcome in conflict situations.

## Course Contents

### Part I – What is Conflict?

- “Defining Conflict” – how do we define conflict, and what key elements are at play in all conflict.
- This component starts with an activity entitled ““Defining Conflict” where participants explore a definition of conflict and in the process identify several key elements at the heart of all conflict.
  
- “The Seeds of Conflict” – how the potential for disagreement, if not handled properly, can lead to conflict.
- This component includes an activity entitled “The Seeds of Conflict” where participants are presented a scenario where they have to work together and make important decisions. Such decisions highlight the importance of communication and illustrate how certain situations can create collaboration or conflict.
  
- “What Contributes to Conflict Development” – how our personal behaviors can fuel the conflicts we find ourselves in.
- This component includes an activity entitled “What Contributes to Conflict?” where participants identify the behaviors that most often contribute to making conflicts escalate.

### Part II – How to Deal With Conflict

- “Limiting Beliefs” – how these beliefs can perpetuate conflict in our lives.
- This component includes an activity entitled “Limiting Beliefs that Create Conflict” where participants discover the limiting beliefs we hold that will undoubtedly add to the conflicts we encounter.
  
- “The Way We Manage Conflict” – what is our preferred method for dealing with conflict?
- This component includes an activity entitled “The Way We Manage Conflict” where participants assess and identify their own preferred style of managing conflict and recognize the implications of having that style.
  
- “STEP into Conflict” – a practical tool for creating a better outcome in conflict situations.
- This component includes an activity entitled “STEP into Conflict” where participants are introduced to a practical tool for helping resolve conflict in everyday life.

# About Ready2Go Marketing Solutions, Inc.<sup>®</sup>

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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 and special reports.** 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, 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.*

# Marketing Guide

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## Ready2Go Teleseminar® - Marketing Guide (page 1 of 6 pages)

Outlined below are some guidelines for you to consider when planning a successful teleseminar:

1. **Set your date** - Start planning 3-4 weeks out. It takes time to implement your marketing plan and prepare for the highest attendance rate, so give yourself plenty of time to effectively prepare and market. The great news about teleseminars is that they are easy to implement, cost effective and convenient for your attendees to join!

Setting a date also locks in your commitment and will keep you in action toward hosting a successful workshop.

2. **Determine your price** – If you are doing this as a standalone teleseminar and not part of the Ready2Go Marketing Solutions’ bundle, you may want to charge a fee. However, if you are doing it as part of a marketing campaign, then doing it for free may be a better option.

There are many prices strategies to doing teleseminars. If you elect to charge, workshop rates that range between \$19 - \$49 for a one time teleseminar are easy for people to sign up for without people giving it much thought. We just encourage you to have a long term perspective and don’t view this as a primary source of income, but instead as one of many **value-add services to offer your clients and convert your prospects.**

If you are unsure of what to charge, ask some friends and colleagues. And remember you can adjust fees as you do more teleseminars and get more familiar with your market.

3. **Set a goal** - Determine how many people you want to have at your teleseminar and at what price (if you are charging). Also set a goal for how many people you want to have sign up for complimentary consultations. **DO NOT** skip this step. It is imperative to your success that you set your goals, think about these things regularly, and take the necessary steps to achieve them. You will not achieve a goal that you do not have clearly defined.

4. **Make it viral** – What sorts of fun and interesting things can you do that will compel your list to invite their friends and colleagues? This is a powerful way your reputation and business grows.

It is much more fun when they bring a friend, so tell them so, and give them a reason to do so. It requires little time and risk, and gives their friends a chance to “check you out”.

Also consider discounts, freebies or prizes. For instance, give a gift certificate to the person who brings the most people; hold a drawing for everyone who brought someone, or give one of your products for free. You can track this information in your shopping cart when they register. It doesn’t have to be expensive, but the little things go a long way.



## Marketing Activities Timeline

(page 1 of 3 pages)

Included in your Ready2Go Teleseminar® package is a Marketing Guide with recommendations on how to plan a successful teleseminar.

Also included in your package are several promotional materials including,

- Pre-event invitation email
- A “reminder” email.
- Follow-up email.

We also have included an article that you can use for pre and post event giveaways.

Outlined below is a suggested timeline of how to promote your event. As mentioned in the Marketing Guide, ideally you will want to **begin your planning 3-4 weeks out, and start your marketing 2-3 weeks out.**

Ideally you will want to space your marketing activities 1 to 1.5 weeks apart by following this timeline, providing your list with value that educates and peaks their interest.



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## **Supporting Documents**

(included in your teleseminar package)

- 2 Email Invitations
- Follow Up Email
- 1 Article to mail with your invitation
- Participant Handouts
- Facilitator's Handout Package

# Facilitation Guide

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## Knowing Your Role

(page 1 of 2 pages)

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 work of knowing this teleseminar content.

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. 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.

## Tips to Help Lead a Successful Teleseminar (page 1 of 6 pages)

At the heart of good facilitation is to let participants discover learning for themselves. As the facilitator, be open to allowing participants to express the learning that is most important to them.

You can do this by first creating a safe learning environment, which means responding neutrally to all participant comments, even those that may be at odds with the majority of the group. It is important to legitimize all contributions.

As well, keep in mind the following facilitation and telecall protocol guidelines:

- 1. Prior to the call, send call in instructions and teleseminar protocol to the registrants -**  
Once your participant registers for the call, send them a confirmation email with call in info and housekeeping tips. The housekeeping tips include items covered in the Telecall Protocol such as not using a cell phone, try to be in a setting that is quiet and uninterrupted for optimal learning, and how to mute their line. You can get these instructions from your teleconference hosting company
- 2. Be prepared for technical difficulties –** If you have ever been on a teleseminar, you know there is always a likelihood that there will be some sort of interference or technical difficulty. Unfortunately, even with our technical advances, it is still all too common an occurrence. So the key is to be prepared and educate your attendees on telecall protocol. See the attached tips sheet for a few telecall protocol basics.
- 3. Send the handouts -** These teleseminars are very interactive and we provide handouts for the participants. Be sure to send the handouts in advance so that the participants can be prepared for the call. A good time to send them is when the participant first registers and then again when you send the reminder.
- 4. Begin and end the teleseminar on time -** Whatever times you determined for your teleseminar, stick to them. These times set an expectation in your participants' minds that need to be honored. This may mean that you will have to deviate from the script of this teleseminar depending on the level of participant discussion that materializes during the course. The most successful facilitators live in the moment and adjust their programs to ensure that participant needs and expectations are always being met.
- 5. Start the call with interest and excitement –** Much like professional speakers start their speeches with a catchy phrase or story, you too should start you calls that way. It engages the audience immediately and they develop an instant impression that this call is going to be time well spent.

After your intro, you can announce yourself, announce the call, and discuss housekeeping items.

# Conducting the Teleseminar

## 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
Part I – What is Conflict?	25 min
<ul style="list-style-type: none"> <li>- Defining Conflict</li> <li>- The Seeds of Conflict</li> <li>- What Contributes to Conflict</li> </ul>	
Part II – How to Deal With Conflict	25 min
<ul style="list-style-type: none"> <li>- Limiting Beliefs that Create Conflict</li> <li>- The Way We Manage Conflict</li> <li>- STEP Into Conflict</li> </ul>	
Final Thoughts	5 min
<b>Total Time</b>	<b>60 Minutes</b>

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**Teleseminar**

(This is one of 6 activities in this teleseminar)

10 minutes

**Activity #2: “The Seeds of Conflict”**

Materials Needed:  
 Pen or pencil, and  
 paper.

**Activity Objective: Participants decide on which food items they would prefer if stranded on a desert island. Such decisions highlight the disagreements we can easily have with others, and which may lead to conflict.**

**Facilitator Says:**

“So how easy is it for sources of conflict to just spring up?

Where do they come from?

What makes them so prevalent?

How does conflict seem to develop so rapidly from them?

Let’s explore this for a few minutes with the following activity.”

**Learners Do:**



Directions:

1. Inform participants that they have suddenly been stranded on a remote desert island with all the other people who are on this call.
2. Collectively, they have five minutes to decide on what two food items they would choose to live on for one year while stranded on this desert island, with nothing else to eat or drink, except water. Give them a minute or two to think on their own and then 3-4 minutes to collaborate together.

- You will be on this island for an entire year, so choose what you really want to eat.
- Participants must justify their choices, so make the best case for the items selected.
- Other determinants for what can be brought:
  - You will have fire, so you can cook the food.
  - A processed ready-made meal does not count as one food item. 😊
  - As facilitator, use your discretion in handling any other possible ‘what ifs’ brought up by participants.

3. Start the activity.

- **Note:** Participants may or may not be able to reach agreement on what two food items to bring. That’s okay. When debriefing, work with whatever was decided or not decided. There is no right answer/response to this activity.

4. After considering their decision and knowing the reasons behind that decision, solicit from participants the food items they have collectively selected and why.

5. Debrief the activity.

If a decision was reached:

- What did you notice during this activity?
- What allowed you to reach agreement?
- What pitfalls did you need to step around or over in order to reach agreement?
- How were differing opinions and interests handled in order to reach agreement?



**Facilitator  
Asks:**

- What about those who did not speak up?
- With regard to conflict, what learning is there in this activity that can be applied to our real lives?
- Based on this activity, and your ability to reach an agreement, what would you say is critical to avoiding conflict?

If a decision was not reached:

- What did you notice during this activity?
- What got in the way of you reaching an agreement?
- How did you feel about not being able to reach an agreement?
- What about those who did not speak up?
- With regard to conflict, what learning is there in this activity that can be applied to our real lives?
- Based on this activity, and your inability to reach an agreement, what would you say is a contributing factor to conflict happening?
- What role do choices make with regard to conflict?



**Facilitator  
Says:**



#### **Key Concepts**

- Wherever choices or options exist, there is the potential for disagreement.
- Such disagreements, if handled properly, can result in richer, more effective, interactions with others.
- When disagreements are poorly dealt with, the outcome can result in conflict.

- Conflict creates a sense of distance between people such as feelings of dislike, bitterness, competition, alienation, and disregard.
- Fill this in on your worksheet.  
**We all have beliefs, opinions, and attitudes that can clash with others. But if handled correctly, our disagreements can actually inspire useful debate and progression.**



# Activity Sheets/Handouts

(Examples of the Handouts)

Tele-seminar  
Notes

## Ensuring Life Harmony Resolving Conflict and Creating Positive

### Activity 2: The Seeds of Conflict

We all have beliefs, opinions and attitudes that can clash with others. But if handled correctly, our disagreements can actually inspire useful \_\_\_\_\_ and \_\_\_\_\_.

### Activity 3: What Contributes to Conflict

NOTES:

The three types of characters in conflict:

- 1.
- 2.
- 3.