



ENSURING Life Harmony

Resolving Conflict and
*Creating
Positive Change*

**Special Report
Preview**





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Special Report Preview





Congratulations! on purchasing your very own Ready2Go Special Report.

Special Reports are an effective tool to use to gain your prospects' attention, allow you to give something of value for free, and begin to foster a relationship.

We hope that you are using this product as the 1st component of a systematic, relationship based, multi touch campaign that includes a Ready2Go Teleseminar, Workshop, Speech and Audio Training Program. This product alone, however, is a great tool for generating awareness, driving prospects to your website and growing your list.

The Special Report is typically how the relationship begins. Through a variety of marketing activities (we provide 10 tips in this package), prospects will come to your site to download your Special Report. **This is where they opt-in to receive more information and you are on your way to converting qualified prospects to paying clients.** But it takes time for the familiarity to grow, trust to be developed and for your prospect to learn how you can solve their needs.

Finding ways to maintain persistent and consistent communication on a regular basis is not easy. And that is why we developed this 5 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!**

Here's to your enjoyment and success!

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 With Your Ready2Go Special Report[®]

With the Ready2Go Special Report, here's what you get:

- Professionally crafted 8-12 page special report on highly relevant, compelling topics 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.
- Follow up email, inviting them to sign up for your next offer (i.e., the 6 part audio series)
- 10 tips on how to use this report to grow your list

About Ready2Go Marketing Solutions, Inc.[®]



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're truly a diamond in the rough.

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.

And our Ready2Go marketing solutions 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.

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.

10 Tips for Using Your Special Report to Grow Your List

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- 1. Have it as a visible, compelling offer on your website.** This is the most common way special reports are used. You will drive people to your website through different mediums, and there your prospects will download the report, opt in to receive more information, and you can then begin to nurture a relationship with someone who has expressed an interest in your products and services.
- 2. Offer it as a freebie at a speaking engagement - give them a compelling summary and the link.** The idea is to capture a name so you can begin a relationship. No name, no relationship. Therefore you do not want to hand out your special report. You either want to have people sign up and send it to them, or have them go to your website to download. Having people sign up will get you more responses than people going to your site. They are always well intentioned, but time gets away, other priorities take over, and fewer people will make it to your web site.
- 3. Place a promotion on the back of your business card - tell others about it when you hand out your card.** The special report is a foundational marketing tool to drive people to your site so they can learn more about you and get something of value. And you get a name.
- 4. Add it to your signature line of your email.** Simple, effective, and will grow your list.

(page 1 of 2 pages)

Promotional copy

(This is a *partial script* of the promotional copy that you use to promote special report.)

Promo Email For Special Report: **“Calming the Storms of Conflict!”**

(Use this promotional email/copy to drive people to your website to download your “Special Report.”)

No matter where we go or what we do, we are bound to run into conflict. Whether it's a confrontation with a colleague, friend, or a family member, there will be times when we must deal with these uncomfortable circumstances. But if handled properly conflict can be resolved peacefully, fairly and to everyone's satisfaction. In fact, conflict can actually prove to be a positive experience, as it can promote stronger relationships, greater collaboration, and personal growth.

**So what if there were some simple steps that you could do
to prevent & easily resolve conflict?
Would you be willing to learn to apply these easy to follow methods?**

With a few simple insights and strategies, you will be amazed at how much more productively you handle conflicts in the future. Conflicts are inevitable, and there is no need to dread them, but instead you can approach and resolve them in a productive and healthy way.

How to Calm the Storms of Conflict!

This “Special Report” will explain in how to:

- Achieve a greater sense of over-all peace, confidence and integrity.
- Come to a better understanding of the causes of conflict in our lives.
- Learn to recognize, prevent and resolve conflict quickly and effectively.
- Deepen “connection” with friends, family and even total strangers.
- Improve relationships with those who are most important in your life.

All this and much more!

(The *complete script* is included in your special report package.)

Special Report

(This is page 1 of a 11 page special report)

SPECIAL REPORT

Calming the Storms of Conflict!

It's interesting isn't it? It seems that no matter where we go or what we are doing, there's conflict around just about every corner. If we're lucky, we can steer clear of it, but there are times that it seems to be waiting for us and is unavoidable. Have you ever stopped to really wonder why that is? If you're a nice person and cooperative in your approach to others, then why does confrontation still seem to find you?

Could it be the fault of those around? You're pretty careful to have friends and associates who are caring and sensitive people, so that's not it. Is it just a matter of bad luck? Could it be some form of fate or karma? No, of course not; there's more to it than that.

The truth is, conflict can occur whenever people get together in any circumstance, whether it's just to talk, work or enjoy one another's company, regardless of whether we create or contribute to the confrontation. The more decisions that need to be made and agreed upon when two or more people come together, the better the odds of running into some sort of confrontation.

So, it seems that wherever we are, whatever we are doing, if the circumstances involve dealing with other people, there is a potential for disagreement. This simply is a fact of life that cannot be altered by even our best intentions. With that being the case, the best alternative for stopping conflict in its tracks would be for us all to learn to recognize the signs of an impending confrontation so we can implement conflict resolution strategies to deal with it, and nip it in the bud.

That's what we are here to discuss today and I am confident that you will be very happy that you were able to be a part of this discussion, so let's begin. In this report on Calming the Storms of Conflict, we will discuss how to:

- Achieve a greater sense of over-all peace, confidence and integrity.
- Come to a better understanding of the causes of conflict in our lives.
- Learn to recognize, prevent and resolve conflict quickly and effectively.
- Deepen "connection" with friends, family and even total strangers.
- Improve relationships with those who are most important in your life.