



# FROM *the* INSIDE OUT

Effective Ways  
to  
Manage Stress

Special Report  
Program Preview



Ready2Go  
MARKETING SOLUTIONS

# From the Inside Out

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Effective Ways to Manage Stress

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 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
- Educational articles
- Success tips
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

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 five-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!



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## 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 helps 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 your Managing Stress special report in conjunction with the Ready2Go Stress Management product bundle (<http://www.Ready2GoMarketingSolutions.com>) and Ready2Go Articles on stress management (<http://www.Ready2GoArticles.com>), as all the Ready2Go products coordinate together.

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

- 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 6 part audio training program as a follow up gift

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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 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' 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
- **Professionally written articles** to include in your newsletters
- **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](http://www.Ready2GoMarketingSolutions.com).

# 10 Tips on Using your Special Report to Grow Your List

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(Page 1 of 2)

- 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.

# Promotional Copy

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

**(Use this promotional copy to drive people to your website to download their special report.)**

## **Promo Email for Special Report: Managing Stress from the Inside Out**

There's an insidious beast that's lurking right around the corner. If left unchecked and unmanaged, can lead to all kinds of relationship and financial problems, and can even bring about pain, illness and life threatening diseases.

### **It's stress.**

So many people ignore the signs of stress—at their peril. They go about their daily lives with unexplained aches and pains, self-medicating for this or that, even taking prescription drugs to put a temporary bandage on the issue.

In this special report we'll unravel some of the mystery surrounding stress so you can start to develop some new ways to address the stress in your life.

If you could develop a better understanding of what causes and reduces stress in your own life, it can pave the way for a more relaxing, healthier and happier life, both personally and professionally.

### **In this revealing special report you'll discover:**

- How stress, stressors, and stress responses relate to each other and to you
- The origins and exciting advances in stress research
- Stress 101 – showing you how stress impacts your life every day
- The difference between "good" stress and "bad" stress
- How stress can wreak havoc on your body systems
- Effective Stress Management Techniques (and they're easy!)
- How to respond when stress happens in your life
- How to find calm in a hectic day
- How to create a less stressful environment for people around you

# Special Report

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## **SPECIAL REPORT**

*(this is page 1 of a 12 page special report)*

### **How to Manage Stress from the Inside Out**

#### **Just another normal day**

You awaken one morning and discover that someone drank the last of the milk and the cereal you were planning for breakfast has now been switched to a quick piece of toast – and you're all out of your favorite jelly. Muttering, you head to your car, but not before your spouse reminds you that you agreed to pick up the kids today from soccer practice. She/he must work overtime to make up for the missed ½ day last week when the dog had an emergency and had to go to the vet. You grudgingly agree, knowing that in the process your answer was a little harsher than you intended.

Just as you get into your car, you remember that you had planned to leave earlier today to buy gas. As you pull into the gas station, you realize that gas prices have jumped 10¢ a gallon. Frustrated, you fill up and head to work, only to sit in stop and go traffic with about another million drivers headed in the same direction. You reach for your car radio switch, when suddenly the car in front of you brakes, causing you to come within 1-inch of a rear end collision. Your briefcase, once open on the front seat, is now under the pile of papers that you had taken home to work on. You tell yourself to stay calm, but you're feeling a little unsteady from the near miss.

You arrive at work and are immediately told to report to your supervisor / boss. Your best customer has phoned in with a complaint and the deal you thought was a sure thing is in jeopardy. And somehow you get the feeling that your job is at risk, too. You promise to address the issue immediately, but when you sit down at your computer an alert message appears stating that the system is being checked for a virus and won't be available for another hour. Your head begins to hurt and that nagging pain in your back won't go away. On your way to get some water so that you can take a pain reliever, you run into your good friend, Elizabeth who is obviously on the verge of tears. You know something is wrong, but have an intense desire to run the other way. You can't deal with another catastrophe right this minute.

Does this sound like a variation of more days than you'd like to admit? Whether you realize it or not, you have dealt with stress all morning long, and if you do not do something to re-group, you are at risk for something worse.

In this special report, we will unravel some of the mystery surrounding stress, to help you discover new coping mechanisms for reducing the stressors in your life and to give you some healthier ways to respond to stress.

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*Like what you see? Purchase the entire copy of this great product now!*