

# What Matters Most



Building a Fulfilling Life  
*on the Foundation of*  
**Your Values**

**Audio Training  
Program Preview**



**Ready2Go**  
MARKETING SOLUTIONS





# What Matters Most

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Building a Fulfilling Life on the Foundation of Your Values

## **Audio Training Program Preview**





**Congratulations!** on purchasing your very own Ready2Go Audio Training Program.

This is a powerful marketing tool that will allow you to deliver a valuable product to your clients and prospects while developing relationships that build familiarity and trust.

If you are implementing a Ready2Go Marketing Solutions multi touch marketing campaign, you have invited people to your web site to download the Special Report, you have captured a name and can now begin to engage them in further dialog. At this point, your prospects have an initial favorable impression of your company, they have received value for free, they will have opted 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.

The 6 part audio training is the natural next step in that process. Every 1-3 days you will send your prospects an audio that educates them further on their topic of interest. These audios are completely scripted, informative, interesting and ready to be recorded in your own voice. **In just 4-6 minutes your prospect will get to know you more and feel like the audios are time well spent.**

Plus, it's FREE, it's easy for them to access, and they participate from the privacy of their home or office. Combine this with one or all of the other Ready2Go Marketing Solutions, and **you've got a great strategy for delivering value, staying in touch on a persistent and consistent basis, and nurturing the relationship until your prospect is ready to buy.**

**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, means that you can always be in touch with your prospects. Multiple topics that you can deliver throughout the year, combined with your own products and services offerings, gives **you a powerful, effective way to stay in touch, nurture relationships and easily convert prospects to customers!**

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!

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[www.Ready2GoMarketingSolutions.com](http://www.Ready2GoMarketingSolutions.com)

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values – Audio Training Program Preview*



## What You Get With Your Ready2Go Audio Training Program®

With the Ready2Go Audio Training Program, you get:

- Six 4-6 minute scripts on highly relevant topics that you record in your own voice
- Transcript of each training segment to send along with the recorded audio
- Six emails to deliver your audio programs
- Promotional email
- Follow up email
- Tips on how to effectively use this tool as part of your multi touch strategy
- Tips on how to record an audio training series that makes an impact



# 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.

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](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.*

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values – Audio Training Program Preview*



# How to Use Your Audio Training Program to Grow Your List

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## How to Use the Audio Training Program To Grow Your List

*(page 1 of 2 pages)*

Your Ready2Go Audio Training Program is a powerful tool that allows you to offer yet another free valuable service to grow your list and attract more clients. While we recommend using the Audio Training Program combined with the Ready2Go products, you can use this audio training program in a variety of ways to grow your list:

1. **Send as the 2<sup>nd</sup> free offer to your prospects after they have downloaded your Ready2Go Special Report.** The Audio Training Program is designed to be the natural next step to engage your prospect in further dialog. At this point, your prospects have expressed an initial interest in your offers and have a favorable impression of your company. They have received value for free, and they will be more open to continued communication and offers.
2. **Other ways to use the Audio Training Program**

While we recommend using the Audio Training Program in conjunction with the other Ready2Go marketing solutions, we have suggested other ways you can use it to grow your list.

  - a. **Offer the Audio Training Program on your website.** Offer it in conjunction with the Ready2Go Special Report to add even more value to your free offer.
  - b. **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. You either want to have people sign up and send them the training program, or have them go to your website. 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 site to sign up.
  - c. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The Audio Training Program is a foundational marketing activity to drive people to your site so they can learn more about you, and get something of value. And you get a name.



# Tips on How to Record Your Audio Training Series

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## 3 Steps to Creating Your Audio Training Program

*(page 1 of 3 pages)*

Your Six 4-6 minute audio training scripts are ready to record and add your own special touch – YOU. You can record them as is, and we recommend making special references to your market with stories and applications.

Here are the 3 steps to record and prepare your audios for distribution to your clients and prospects. Once you complete these steps, you will have an automatic, hands free, marketing tool that will be used over and over again for all your new prospects.

Also, be sure to read the **10 Tips on How to Record an Audio Training Program That Makes an Impact** so you can record a quality audio program.

### STEPS TO DEVELOP YOUR AUDIO PROGRAM

#### 1. Record your audios

To keep the process simple, we recommend using a combination of **Audio Acrobat** and **Audacity** to record and edit your audio training programs.

**Audio Acrobat** is a very well known and highly used service. ([www.audioacrobat.com](http://www.audioacrobat.com)). You can record your audios here, but Audio Acrobat does not have the capabilities of editing the recording. Therefore, if your file requires editing, you can download the audio file to your computer and use **Audacity's** (<http://audacity.sourceforge.net/download/>) editing software. This is a very quick and easy process.

**Audacity** is a free software application that allows you to edit pre-recorded audio. **Audacity** also allows you to record directly into your computer and easily edit the file there. If you choose to record directly with **Audacity**, you can easily edit your audio file, and then upload it to **Audio Acrobat** for emailing.

For better sound quality, consider recording with **Audacity** directly into your computer. And it's easy to edit and upload to **Audio Acrobat** for distribution.



# Promotional and Follow Up Copy

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## **Promotional Copy for What Matters Most- Building a Fulfilling Life On The Foundation of Your Values**

### **Audio Training Series**

*(This is the partial copy. The complete promotional copy comes with your audio training program...)*

Do you ever find yourself at a loss, or confused when big decisions roll around?

Would you like more clarity, direction & unwavering confidence in your life?

Do you *want* to know, beyond a shadow of a doubt, what you stand for?

If you answered YES to any of these questions, then it's time to get in touch with your values.

Values are such a personal concept that most people think that they've got their values dialed in & locked down. After all, you know what you like, right? You know what you want most of the time, don't you?

That's a great start, but it just scratches the surface of your deep, rich values system. Getting to know your values, inside & out, will give you a golden guidepost that you can use to make the toughest decisions with ease and navigate life with confidence.

Consider this: You were raised with a set of values instilled in you by your parents, your schools, your church, your government, and any of the other influential institutions of your youth. If you're like most people, these externally imposed values are the ones you still strive to adhere to now, as an adult.

However, just like the innate ability to create language, you were born with the ability to create your own set of values, based on what you *truly* believe, and what makes the most sense to you. At the end of the day, nobody is the boss of you except for you. You can choose to hand the reins of your life over to someone else, but that's *choice* that YOU make...and that choice stems from your values.

If you'd like a deeper understanding of the internal forces that drive you...

If you want to live a more aligned, authentic life that's uniquely yours...

If you want the keys to ease in all your decision making processes...

**...then I'd like to help you.**

I've distilled a system of tips & tactics to help you clearly identify your values, and live by them at all times. Now this system of learning is readily available for your listening pleasure, in a clear, concise & easy-to-follow format.

Now Introducing:

### ***What Matters Most- Building a Fulfilling Life On The Foundation of Your Values***

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values – Audio Training Program Preview*



## **1<sup>st</sup> Email to the 6-Part Audio Series**

*(This is a partial email of 6 emails that comes with your audio training program)*

Subject: <first name>, your Values are valuable.

Hi <first name>,

You may not realize it yet, but you have taken a very important step in transforming your life.

Congratulations on joining us for *What Matters Most - Building a Fulfilling Life On The Foundation of Your Values*.

These carefully crafted audio downloads are filled with wisdom you can use *right now* to overcome the challenges of life with greater ease & assuredness. If you pay attention & follow along, you will become clearer, more capable and more confident with each new audio session.

Today's session will give you the foundation you need to identify & act in accordance with your values.

Here's a little sneak peek of what else is coming down the line...

- **What *really* matters to you... the answers will likely surprise you**
- **Why you stray from your values, and what you can learn from that**
- **How to build a system of support to keep you on track in your life**
- **The #1 reason people abandon their values, and how to avoid it**
- **How to align your actions with your values EVERY time**
- **The best way to maintain your authenticity that nobody talks about**
- **How to gain more peace of mind & wisdom - simply & easily**
- **And a whole lot more...**

Let's begin with **Audio 1** – Defining Your Values

Click the link directly above to download a PDF transcript and start streaming the audio.

If you are having trouble downloading the files, you can cut and paste this URL into your browser. [www.theaudiourl.com](http://www.theaudiourl.com)

See you next time!

***(6 emails come with this program. This is email #1)***

*What Matters Most – Building a Fulfilling Life on the Foundation of Your Values – Audio Training Program Preview*



# Audio Training Program



## ***What Matters Most- Building a Fulfilling Life On The Foundation of Your Values***

### **Audio Training**

***(This is a partial copy of one of six scripts. All six scripts and instructions for recording comes with your audio training program.)***

<IMPORTANT: Delete/edit everything in <brackets> before you upload the transcript for your listeners.>

<Put your company name and/or logo here>

#### **Audio #1: Defining Your Values**

Hello, and welcome to your 6-part Audio Training Course, *What Matters Most – Building a Fulfilling Life on the Foundation of Your Values*.

I'm <your name> of <your business>, and I am excited to help you experience a richer, more fulfilling life RIGHT NOW, while building toward your promising future.

Over the course of these 6 training modules, you will discover what your true, core values are, and how to use them in making your important daily decisions.

While you're certainly aware of some of your values, you'll be surprised at what else is cooking inside. Understanding more about who you really are as a person and what's important to you will open new doors of discovery and give you tremendous insight into what your future holds.

During these vibrant training sessions, you probably will want to take notes so that you can refer to this information when you need a refresher.

For the first 2 exercises, you will want to use 2 different colored pens or markers. If you only have one color pen available, that's okay. Two colors will simply help you absorb the information on a deeper level.

Alright, we will pause for a few moments right now so you can gather your writing supplies.

<PAUSE>

Okay, do you have a pen and paper or your laptop ready? Great! Let's begin.



In today's module we are defining what, exactly, values are and exploring which values you hold dear. This is the first step in your journey toward living with purpose and clarity. Today's session will help you become better at making life's tough decisions.

***(There are 6 audio scripts in this program. This is a partial script of audio #1.)***