

FINDING *balance*

Reclaim Your Time
and
*Live a More
Fulfilling
Life*

**Special Report
Preview**

The logo features a stylized 'R' composed of two curved arrows, one pointing up and one pointing down, intersecting at the center.

Ready2Go
MARKETING SOLUTIONS

Finding Balance

Reclaim Your Time and Live a More Fulfilling Life

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.[®]



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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. And we had an abundance of valuable content and wanted to get it to our market.

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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(page 1 of 2 pages)

- 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.)

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

Promo Email for Special Report: Finding Balance

Life balance is the great equalizer. It determines whether someone is truly happy and fulfilled or whether they are at the mercy of the many demands of life and life is controlling them instead of them controlling life.

Striking that perfect chord of work and life can be truly wonderful, and when you know how to make that feeling last, it can make for a less stressful and more peaceful world for you and those around you.

You look better.

You feel better.

You are more relaxed.

You're happier.

You may even live longer.

When you have an elegant work-life balance you are in control—of your time, of your relationships, of your money and of your life.

Worth pursuing? Of course, but for some reason most people just can't figure out how to achieve an ongoing sense of balance in their lives, so they just keep muddling through.

In my special report, Finding Balance – Am I There Yet?, you'll receive some amazing action plans and real world advice that will have you more balanced in both your work and your life, so you'll be more relaxed and have more time for the people and activities that mean the most to you.

In this special report you'll discover:

- What work-life balance really is
- How your balance is affected by both negative and positive aspects of your life
- How you can be controlled by external influences, and how to turn it around in your favor
- How to get clear on the factors that influence your balance
- Ways to implement real action plans that can help you achieve balance over the long term

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

Special Report

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

SPECIAL REPORT

Special Report

Life Balance: Am I there yet?

Do you remember going to the circus? There would be three or four acts going on at once. The lady on the flying trapeze caused you to hold your breath, wondering if she would reach the bar before tumbling to the net. Elephants paraded around the ring with beautiful women doing acrobats on their backs and snouts. The clowns on the unicycles would ride in and out of all the circus acts playing jokes on the other performers. And the tightrope walkers made you sit on the edge of your seat watching in anticipation. Everywhere you look while at the circus, there seems to be a central theme – Balance.

Life can be like a three ring circus. Your attention darts from one event, one person, one crisis, and one demand to the other while trying to keep things in balance. And at the end of the day, you still feel your pulse racing as you long to settle down and regroup -- just so you can start again tomorrow.

When you see or hear the term “life balance”, what do you think of? What does your internal voice say to you? Do you get a nagging feeling that yours is like a circus? Do you think to yourself, “Who has time for balance? My life is too hectic to take time for that!” Or are you one of the lucky few that think, “I’m sure glad **my** life is in a state of balance!”?

For most of us, life balance is an elusive concept that we recognize far more easily when we are out of balance than when our life is in sync. A popular bumper sticker says it best: “My life is like a traveling circus!” When we see that, most of us can relate to the image.

Sure, we all have those rare moments in life where we feel peaceful, fulfilled, and balanced. But most of us yearn to have those moments come and stay a while longer.

This special report is designed for people who desire more balance in life. For people who are not satisfied to live in constant chaos. For people who want to choose to have more contentment and less anxiety. For those people who want their life to be less like a circus.

In this special report, we'll explore:

- The definition of life balance
- The benefits of leading a balanced life
- Taking stock of your life
- Tips for creating a more balanced life

This report will give you more clarity of what constitutes life balance, an easy way to assess your current state, and some actions steps for achieving more balance starting right now.

If this sounds like something you could use, then let's not delay another moment and let's get to it!