

# Visioning



## and Goal Setting

Projecting Your Tomorrow  
and  
**Heading Toward it  
TODAY**

**TELESEMINAR  
PREVIEW**



# Visioning & Goal Setting

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Projecting Your Tomorrow and Heading for it Today

## 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.

## *Visioning & Goal Setting* Projecting Your Tomorrow and Heading for it Today Teleseminar

### Learning Outcome

By the end of this 75 minute workshop, participants will explore what visioning is and why it's so important. They will also look at how having a vision - a mental picture of what they desire, - is an important key to success in life. And finally, they will do some discovery around goal setting; and discover how goals can get us from where we are to where we want to be in our lives.

### Course Contents

#### Introduction

- The teleseminar starts with an introduction that warms up the participants and prepares them for learning.
- It begins with an activity entitled “The Black Spot” where participants are encouraged to look beyond what's apparent and see what's possible.

#### Part I – The Power of the Questions We Ask

- This component looks at how the questions we ask ourselves can dramatically impact our lives.
- It includes an activity entitled “Pick a Question” where participants choose a question that interests them and capture the answer it generates, and explores its significance and relevance.

#### Part II – Visioning: What it is and Why it's Important

- This component reveals how having a vision, a mental picture of what we desire, is an important key to success in life.
- It includes an activity entitled “Over the Waterfall!” where participants engage their imaginations through a creative visualization.
- It also includes an activity called “Partially Completed Pictogram – Part I” where participants complete a pictogram while listening to a short presentation. Participants then dialog about what stood out for them from the information presented.

#### Part III – Goal Setting; Getting From Point A to Point B

- This section explores how goals can get us from where we are to where we want to be in our lives.

- It includes an activity entitled “Road Trip” where participants explore the concept of having purpose, focus and direction in order to move forward in their lives.
- It also includes an activity entitled “Partially Completed Pictogram - Part II” where participants complete a pictogram from the information provided during a presentation. Participants then share what was significant for them from the information presented.
- And finally this section includes an activity entitled “Visioning & Goal Setting Worksheet” where participants review a tool that can help them to create their own vision and set their own goals going forward.

### Course Review and Application

- This section reviews what has been learned to allow for long-term retention by participants. This step is the culmination, the fulfillment, of all the learning that has gone on during the workshop.
- It includes an activity entitled “Let’s be FRANK!” where participants learn and apply an acronym for F-R-A-N-K in their lives with regard to visioning and goal setting.

# 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 price strategies to doing teleseminars. If you elect to charge, workshop rates that range between \$19 - \$97 for a one time teleseminar depending on a variety of factors including the size and type of your list, the levels and types of education you provide, what you offer for free and fee, and what your clients and prospects’ expectations are. 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 5 - 7- 10 days apart by following this timeline, providing your list with value that educates and peaks their interest.

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

**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

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## Tele-seminar 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
Introductory Activity	5 min
Part I - The Power of the Questions We Ask	15 min
Part II – Visioning – What it is and Why it’s Important.	15 min
Part III – Goal Setting – Getting from Point A to Point B	20 min
Strategic Vision Worksheet	10 min
Final Thoughts	5 min
<b>Total Time</b>	<b>75 Minutes</b>

**15 minutes**    **Part I - The Power of the Questions We Ask**

**Activity: “Pick a Question”**

**Activity Objective: Participants choose a question that interests them and capture the answer it generates.**

**Facilitator  
Says:**

“There is a direct correlation between the questions we ask ourselves and the state of mind we are in.

In fact, the questions we ask ourselves, and the answers generated from those questions, can completely impact the experience and direction of our lives.”

**Learners  
Do:**



**Activity Directions:**

1. Ask participants to take out Activity Sheet #2 – Powerful Questions.
2. Once participants have Activity Sheet #2 in front of them, ask them to take a moment to read over the questions presented on it.
3. Next, ask participants to pick the question on the worksheet that they personally find to be the most potent – one that entices and intrigues them.
4. Tell participants that you are going to give them five minutes to answer this question.
  - Encourage participants not to think too hard about an answer, but instead to just let that answer surface in as spontaneous and raw a form as possible.
5. After five minutes, debrief the activity.
  - What question did you pick, and what about it connected with you? Let’s hear from a few of you.

**Facilitator  
Asks:**

**Facilitator  
Says:**

- How did it feel when you were answering this question?
- What new insights have you gained from answering this question?



### **Key Points to Make After Activity**

- If you ask the right questions, the answers you get may be the start of a vision you set for yourself.
- Questions are nothing more than thoughtful reflections that tap into our aims, hopes, goals and dreams.
- Questions can help clarify where we are and where we want to go... and who we are and who we wish to become.
- The expectations we have for ourselves contribute greatly to the degree of excellence we achieve in life.
- Through our expectations, we define the boundaries inside which we are willing to strive.
- Your answers to the questions you ask can point out the fulfillment you seek.
- Your answers can help create a clear vision of where you are headed and where you may want to be heading.
- If you want to open your world up to what is possible, begin by asking yourself, “Where do I want to go?”

**End of Part I**

**Transition to the Next Topic**

- Questions and the answers that follow can spark the imagination.
- From imagination so much can open up for us.
- This is why visioning is so important.
- Let's look into what visioning is and why it is so important.

# Activity Sheets/Handouts

## Activity Sheet #2

### “Powerful Questions”

- What would your life look like if it had no restrictions, and you knew that you could achieve anything?
- In what areas of your life are you tolerating less than the best of what you desire?
- What challenges are repeatedly blocking you from performing at your highest potential?
- What must happen next for you to move closer to your personal vision of excellence?

