



THE LEADER'S JOURNEY

DISCOVERING YOUR
LEADERSHIP IMPACT

**Special Report
Preview**



Ready2Go
MARKETING SOLUTIONS

The Leader's Journey

Discovering Your Leadership Impact

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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- 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:

Are YOU a Leader (Parent/Supervisor/CEO/Business Owner)?

Let's face it. Everyone has some kind of a leadership role *even if it's just leading yourself*.

As a leader:

- Does it feel a little like herding cats?
- Do you feel like you're everyone's mother, dealing with drama instead of accomplishing the goals and tasks together?
- Do you wonder why sometimes things just don't seem to go the way you want them to?

Or maybe you feel like life is leading you (instead of the other way around)? You're not alone. Some people seem to be natural leaders, but for many others, not so much.

So what's the difference between an amazing leader and you? They're not smarter than you. They're not even more talented. Great leaders have one thing in common. They take the time to grow their most important asset – themselves.

What if there were some simple yet powerful 'secrets' that, when applied, will help you discover the great leader that is already inside of you?

When you read my special report – **3 Secrets to Impactful and Effective Leadership**, you'll discover:

- The true meaning of leadership
- Your leadership style (and that of others)
- How to develop a leadership mindset
- The importance of empowering your team
- Five keys to working with your team to achieve your desired results

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

Special Report

(this is page 1 of an 11 page special report)

SPECIAL REPORT

3 Secrets to Effective and Impactful Leadership

Welcome! Thank you for joining us to learn the 3 Secrets of Impactful Leadership. You're here because you care about the impact you're having as a leader, and you want to make as positive an impact as you can. That is an admirable goal, and we are ready to help you achieve it!

In this special report, we will be discussing the following topics:

- **Leadership.** We will define leadership and explore its two core dynamics – impact and responsibility.
- **Leadership impact.** We will examine the concept of impact, and how our leadership impact may be positive or negative.
- **Impactful leadership.** We will reveal the three secrets of impactful leadership and provide practical resources and strategies to help you implement this information immediately.

This report will provide you with essential building blocks for creating a positive and powerful legacy of leadership. Are you ready to get started?

What is Leadership?

“Leadership” is a word that has many meanings. Most people picture a leader as someone who holds a formal title in a corporation, organization, government, church, educational or military setting. Sure, these people are leaders and can be powerful influences in our lives. But being a leader is so much more. Leadership goes far beyond the context of these titles.

But the truth is, leadership occurs everywhere. Where there is life, there is leadership. Everyone is a leader. That’s because leadership is really a mindset much more than a title. In fact, a title does not guarantee true leadership even though those with powerful titles often have an enormous impact on the world (regardless of whether the impact is positive or negative).

At the heart of leadership is two dynamics – impact and responsibility.

Impact is the effect that we have on others – our families, communities, the environment, and the world. We are constantly impacting others whether we realize it or not, just as when a pebble is dropped into a peaceful pool of water. When people are striving toward empowering others and creating win-win scenarios that still accomplish the desired goal, they are engaging in positive leadership. When people are only trying to achieve their own objectives, they are engaging in negative or destructive leadership.

Responsibility is a leader’s willingness to notice the impact they have and to respond in a way that is conscientious and appropriate. Even though everyone is responsible for their impact, not everyone takes responsibility for it. People commonly deny responsibility by blaming others. It is much easier to deny or blame than it is to take responsibility. But in the long run, blaming others is more difficult than taking responsibility. Because when you blame others, you give up your control. A good leader makes conscientious and appropriate responses to the world around them; they do not deny mistakes – or blame others.
