

Lighting Your Fire

Sparking Your Inner
Motivation to Reach Your
Goals and Change Your Life

**Teleseminar
Preview**





Lighting Your Fire!

The Fundamentals of Motivation

Teleseminar Preview



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Congratulations on purchasing your very own Ready2Go Teleseminar!

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
- Speeches
- Teleseminars
- Workshops

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, or 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!

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.

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In 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. And doing professional presentations is one of most effective components of an effective marketing strategy.

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!

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What You Get in Your Ready2Go Teleseminar[®] Program

With the Teleseminar of the Month Club, your teleseminar package includes:

Fully developed teleseminar with:

- Agenda, teleseminar flow, all necessary content, instructions, and scripting.
- Participant exercises.
- Activity Sheets for the participants to be emailed or used in a webinar.
- Follow-up plan which includes,
 - Follow-up recommendations.

Marketing Guide with recommendations on how to effectively market your teleseminar, including:

- Logistics on how to coordinate a seamless and successful program.
- Marketing timeline.

Facilitation Guide which includes 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.

Additionally, with the [Teleseminar of the Month Club Premium Membership](#), you also receive:

Ready2Go Promotional Guide with professionally crafted promotional materials, including:

- Promotional emails
 - 2 Email invitations.
 - Reminder email.
 - Follow-up email.
- Registration and thank you page copy.
- Registration and thank you page html files (completely developed web pages ready to put on your website).

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The Webinar Guide includes:

- Professionally crafted slides to coordinate with your teleseminar, making it a webinar presentation.
- Tips for hosting a successful webinar presentation.

To learn more about the [Teleseminar of the Month Club](#) membership options, click here.

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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, 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 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 or give us a call anytime.

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Ready2Go Marketing Solutions' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc. to help you to successfully grow your list, nurture relationships by providing great value, market your teleseminar and get new clients.

With these products you receive quality content created by professional copywriters, speech writers and training developers, 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.

The full suite of Ready2Go products to coordinate with your teleseminar 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.
- **Success tips**, which are 100 to 200 word "mini articles" to send to your list or use as blog posts.
- **Professionally crafted speeches** for your in-person presentations.
- **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.

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Read This First

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Knowing Your Role

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 – you know the workshop material and you have everything ready before you deliver it.

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. Also, be sure to make your questions relevant to your audience as the more relevant the exploration, the deeper the learning. 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.

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Moving Past Initial Fears

If you are an experienced teleseminar leader, you will quickly discover how professionally crafted these teleseminars are and you will be able to execute them with ease.

If you are new at hosting teleseminars, you may be thinking, “Can I successfully pull this teleseminar off? Can I really confidently lead this teleseminar with a group of others that I cannot see? I’m not an expert; will people ask me something I don’t know?”

It is quite normal to have these concerns when confronted with having to deliver a training program. After all, most of our learning experiences have pretty much been the same – there is a teacher going on and on with a lecture about the subject, while students passively take notes.

This teleseminar is not designed like that. Instead, it has been developed based on the idea of being learner-centered. What this means is simple. You as the facilitator are not the center of attention, nor are you the sole dispenser of knowledge. In other words, learning happens as a result of your attendees being allowed to do the work of learning for themselves. You can only really learn how to swim, for example, by swimming. Yes, an instructor may be there to help, but there really is no substitute for a person just diving in with their whole mind and body and experiencing a concept for themselves. There simply is no substitute for doing. This is how this teleseminar has been designed, rather than on conventional notions of what learning is.

If you keep this in mind, then any fears that arise about whether you can do this, or how you will come across to others, should quickly fade away. Learning will happen because your participants will be far better teachers of their own learning than you. Moreover, this teleseminar has been designed this way to intentionally take the burden off of you. Remember, whatever your participants can do for themselves, discover for themselves, or talk about for themselves – they will own. As a facilitator, all you have to do is manage the learning process. With this program, you will be able to do just that.

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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
Introduction – What is Motivation	10 min
Segment #1 – Lighting the Fire	20 min
Segment #2 – When the Fire Wanes	15 min
Make Your Offer Here	5 min
Segment #3 – Rekindling the Fire	15 min
Application – Final Thoughts	5 min
Total Time	75 Minutes

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Step #1 – Prepare Participants for Learning

Preparing participants to learn is a critical step. This step arouses interest in participants, generates positive feelings about the learning they are about to experience, and gets them primed to learn.

Create a positive learning environment by humanizing the teleseminar, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial.

The importance of getting off to a good start cannot be overstated. What you say and do in the first few minutes of the program can make all the difference in the world between a rich learning experience for participants and a frustrating expectation of what lies ahead for the next hour.

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Teleseminar Script

Time	Content	Notes
<p>5 minutes</p> <p>Facilitator Says:</p>	<p>Starting the Call</p>  <p>Directions:</p> <ol style="list-style-type: none"> 1. Show the cover slide. 2. Begin the call with energy and enthusiasm and have the title slide up on the screen. 3. Welcome the participants to the call and highlight what topic they are attending: For example, “HELLO EVERYONE! And welcome to today’s call on the “Lighting Your Fire! – Sparking Your Inner Motivation to Reach Your Goals and Change Your Life.” 4. Introduce yourself. For example, “I’m Sally Smith, the President of Best Life Ever Coaching, and your facilitator for today’s call. I am very excited to be speaking with you today.” 5. Review with participants the agenda for the call, breaking down what will be covered and what they can expect from each topic. “Today we are going to explore several key points about motivation. During the call we’ll cover the following: <ul style="list-style-type: none"> ▪ What motivation is and how it works. 	<p>Materials Needed: Pen or pencil, note paper.</p> 

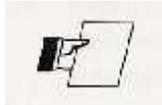
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**Facilitator
Says:**

- Those influences that can diminish or extinguish your motivation.
 - A process for re-establishing and sustaining motivation once again.
6. Briefly cover telecall protocol:
- “Before we jump in, we are going to take a minute to review some teleseminar guidelines so that we can ensure that we have a successful call.”
- Ask participants to be respectful of others on the line and keep background noise to a minimum. Suggest they be in a place where there is no noise and they can focus on the discussion at hand.
 - Tell the participants how to mute and unmute their lines.
 - Ask participants to say their name before they speak, as we always like to know who we are hearing from.
 - Be participative. These calls are much more valuable and fun when everyone gets involved.”
7. Say:
- “O.K., so let’s begin our discovery.”

Time	Content	Notes
10 minutes	Introductory Activity – What is Motivation?	Materials Needed: Pen or pencil, note paper.
Facilitator Says:	<p>“So, let’s begin by asking what may seem like a very fundamental question: What is motivation?</p> <p>Often the metaphor of a fire is used to help explain what motivation is and what it looks like.</p> <p>Actually, a fire is a very good metaphor because it captures some of motivation’s most important qualities such as:</p> <ul style="list-style-type: none"> ▪ Intense passion and ardor. ▪ Bursts of liveliness and brilliance. ▪ Ignition and sparks of excitement. <p>So defining motivation from the perspective of a fire makes sense.</p> <p>But what about you? How would you define the concept of motivation? How do you see it?</p> <p>It’s important that we can define motivation for ourselves before accepting how others define it.”</p> <p>Activity #1: “Creating a Fire” – A Way to Define Motivation</p> <p>Activity Objective: Participants choose appealing words and phrases they would use to define motivation.</p>  <p>Directions:</p> <ol style="list-style-type: none"> 1. Say to participants: 	

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Time	Content	Notes
Facilitator Says:	<p>“Because each one of us is different, we can define motivation in very unique ways depending on our own experiences and perspectives.”</p>	
Learners Do:	<ol style="list-style-type: none"> 2. Have participants pull out Worksheet #1 – “Creating a Fire” – A Way to Define Motivation that was sent to them prior to the teleseminar. 3. Point out to participants that listed on the worksheet they will find various definitions around the concept of motivation. 4. Indicate that you would like participants to read through these definitions and highlight, underline, or circle the words and phrases in these various definitions that resonate most with how they would define the term motivation. <ul style="list-style-type: none"> ▪ Allow a minute or two for participants to complete this task. 5. After, bring everyone together and ask for volunteers who would be willing to share what they highlighted and why. <ul style="list-style-type: none"> ▪ Solicit several responses. 	 <p>Handout – Worksheet #1 – A Way to Define Motivation</p>
Facilitator Says:	<ol style="list-style-type: none"> 6. Tell participants: <p>“As you can see in this simple exercise, motivation can be defined in a number of ways and the definition of motivation will vary for each of us.</p> <p>But the essence for all of us is the same.</p> <p>It’s about an inner feeling that drives us toward a goal or experience that is meaningful in some way.</p> <p>For the sake of our time together during this teleseminar, we will use the following definition of</p> 	

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Time	Content	Notes
<p>Facilitator Says:</p>	<p>motivation.”</p> <p>7. Show PowerPoint slide of <i>motivation definition</i> and then say:</p> <p>“Generally, motivation is defined as...</p> <p style="text-align: center;">A driving force that initiates and directs our behavior.</p> <p>In other words, motivation is a kind of internal energy – like a fire – that drives a person to do something in order to achieve something.”</p>	
	<p>8. End by making the following key points:</p> <p> Key Points to Make:</p> <ul style="list-style-type: none"> ▪ “Motivation, in its best form, is an internal force that makes you want to do something. ▪ It’s what drives you towards your goal, whether that goal is to wake up early, change a habit, exercise, run a marathon, write a book, lose weight, organize your life, get out of debt, or countless other things that could better your life. ▪ Motivation is the key, but it’s not always easy, day in and day out, to keep it burning. Just like with a flame, motivation burns bright, and it grows dimmer.” 	

**Facilitator
Says:**

Transition to Next Topic:

- “Motivation is not a constant thing that is always there.
- So defining motivation is only half the foundational understanding we need; we must also be clear on how motivation works so that we can keep it burning bright as much as possible, and learn ways to fuel it when it starts to go dim.”

Activity Sheets

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Worksheet # 1 – “What is Motivation?”



“Creating a Fire” – A Way to Define Motivation

Directions. Read the following definitions of ‘Motivation’ and highlight the words and phrases that resonate the closest to how you would define the term.

Motivation Definitions:

- Providing a reason to act in a certain way.
- Desire, interest, incentive or drive to do.
- The process that arouses sustains and regulates behavior.
- The reason one has for acting or behaving in a particular way.
- Aroused to take to action toward a desired goal.
- The process that initiates guides and maintains.
- That which causes us to act.
- Needs, desires, wants or drives within an individual.
- The process of stimulating people to action.
- Factors that stimulate desire.
- To be continually interested and committed to make an effort.
- Inner power or energy that pushes us toward action.

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