



# Becoming a Living Magnet!

An Introduction  
to the  
Law of Attraction

Teleseminar  
Preview



# Becoming a Living Magnet

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An Introduction to the Law of Attraction

**Teleseminar Preview**

**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 marketing and 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
- 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 the workshop 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. They are relevant to most target markets and are 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.

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 the 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!

## 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.

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)

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](mailto:support@ready2gomarketingsolutions.com) or give us a call anytime.

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

# 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.

## **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.

# Teleseminar Protocol

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## Quick Tips for Teleseminar Protocol

1. **Dial in instructions and protocol** - Send dial in information and teleconference instructions ahead of time so participants can be adequately prepared.
2. **Ask participants to call on a land line** - Ask people to call on land lines and avoid cell phones as much as possible. Cell phones tend to pick up errant signals, fight with the bridge line tones and create poor sound quality.

Tell people that if they do use a cell phone, to immediately put themselves on mute using their phone's mute function or (in most cases) a \*6. When they want to speak, they can come off mute or press \*6 again. Then, when they are done speaking they can go back on mute.

3. **Ask participants to arrange their schedule so they can be 100% present** - Ask people to try to arrange their schedules so that they focus on the teleseminar and not be distracted with other tasks. Of course this is not always possible, but the best learning will come from focused and engaged participants, **especially due to the highly interactive nature of these calls.**
4. **Heavy breathers** - On occasion you'll get a heavy breather on the line. Usually they don't realize they are doing it, so just be prepared and kindly mention that someone is breathing into the phone. Suggest that they hold the mouthpiece or telephone headset microphone a bit away from their mouth and nose, unless they are speaking. This may sound pretty silly, but when you're on a call with a heavy breather, you'll understand why it matters!
5. **Avoid speaker phones** - Encourage people not to use speaker phones. They tend to interfere with the sound quality. If you want to put your handset down when you are just listening, then remember to use the mute function on your phone or the \*6 mute function of the bridge.

*(This is a partial list, 5 out of 10 tips)*

# Conducting the Teleseminar

## How to Use The Teleseminar Instructor’s Guide

This guide has been written in a set-by-step approach that will allow you to easily and successfully present this program. For each step, we have included time estimates, key content and activities, as well as the training materials you will need. As well, we have included the icons below to make this guide easy to follow.

Instructor’s guide icons used:

 <p>Directions:</p>	<p>Used to indicate the steps you will need to follow in order to conduct the program’s activities.</p>
 <p>Key Concepts</p>	<p>Refers to the most important concepts you will want participants to learn from this workshop.</p>
	<p>You will find this icon where the participant fills in an answer on their activity sheet.</p>
	<p>Denotes debriefing questions meant to challenge participant’s thoughts on what they just experienced in an activity.</p>

# Teleseminar

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## Teleseminar 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	10 min
What is the Law of Attraction? Five key teachings	15 min
The Law of Attraction process – three simple steps	15 min
<b>Make Offer Here</b>	<b>5 min</b>
Blocking the Law of Attraction from working – five things that sabotage the process	15 min
Application – What do you desire?	10 min
<b>Total Time</b>	<b>75 Minutes</b>

## **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.

## **Step #2 – Content Presentation & Practice**

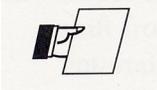
This is the part of the teleseminar where participants first encounter new knowledge.

True learning means that participants acquire a deeper understanding of a topic by pushing past the boundaries of their own awareness of the concept.

This means participants become conscious of new ideas and possibilities through their own discovery and experience of the topic. In other words, total participant involvement is necessary.

Learning is not passive; it's not an act of consumption. Instead, learning is an act of creation.

What participants think, say, and do is more important than what the facilitator thinks, says, and does. The facilitator's role is simply to initiate the learning process and then get out of the way.

Time	Content	Notes
<p data-bbox="167 323 341 359"><b>15 minutes</b></p> <p data-bbox="172 426 336 506"><b>Facilitator Says:</b></p> <p data-bbox="196 919 341 999"><b>Learners Do:</b></p>	<p data-bbox="370 323 1024 403"><b>What is the Law of Attraction? Five Key Teachings</b></p> <p data-bbox="370 443 1105 512">“The Law of Attraction says that you attract into your life what you think about.</p> <p data-bbox="386 590 1110 625">(Show PowerPoint slide of dominant thoughts manifest.)</p> <p data-bbox="370 699 997 768">It says that your dominant thoughts will manifest themselves in your life.</p> <p data-bbox="370 810 1127 879">To better work with this law, let’s look at the key teachings behind it.”</p> <p data-bbox="370 919 1057 989"><b>Activity: “Law of Attraction - Key Teachings Mini Lecture”</b></p> <p data-bbox="370 1031 1070 1205"><b>Activity Objective: Participants listen to a short presentation on the five key teachings of the Law of Attraction and then think about a time in their own lives where the Law of Attraction may have been at work.</b></p>  <p data-bbox="467 1310 732 1346"><b>Activity Directions:</b></p> <ol data-bbox="418 1381 1130 1961" style="list-style-type: none"> <li>1. Show PowerPoint slide of the Law of Attraction’s Five Key Teachings.</li> <li>2. Have participants pull out the “Becoming a Living Magnet” Worksheet that was sent to them prior to the teleseminar.</li> <li>3. Tell participants that you are going to give them a short presentation on the five key teachings of the Law of Attraction.</li> <li>4. Ask participants to capture the five key teachings in the space provided on the worksheet and to take any additional notes.</li> <li>5. When everyone is ready, give the following mini-</li> </ol>	<p data-bbox="1156 323 1377 497"><b>Materials Needed:</b> Pen or pencil, “Becoming a Living Magnet” worksheet.</p>  <p data-bbox="1300 615 1349 695">Your most dominant thoughts will manifest</p>   <p data-bbox="1166 1612 1373 1755"><b>Handout – “Becoming a Living Magnet” Worksheet</b></p>

Time	Content	Notes
	<p>lecture:</p> <p><b>“Law of Attraction – Five Key Teachings”</b></p> <ul style="list-style-type: none"> <li>▪ Have you ever noticed that sometimes what you need just falls into place or comes to you from out-of-the-blue? Or you’ve bumped into someone you’ve recently been thinking about? Or you met your soul mate because you were at the right place at the right time.</li> <li>▪ On the flip side of the coin, have you heard about people who find themselves in bad relationships over and over again, continue to get themselves in debt, or are never happy at their job?</li> <li>▪ Many would argue that these happenings are just coincidences, but the Law of Attraction says they aren’t coincidences at all, but instead they are connections, and are proof of the Law of Attraction at work.</li> <li>▪ Here are the five key teachings behind this mysterious law:</li> </ul> <p><b>Note:</b> Click the PowerPoint slide to reveal each of the five teachings one at a time.</p> <ol style="list-style-type: none"> <li>1. <i>“Like Attracts Like”</i> – This sums up how the Law of Attraction works. The thoughts and energy that you send out will attract back to you, in one form or another, the things and experiences that match your energy. It’s that simple. As Ralph Waldo Emerson once said, “Once you make a decision, the universe conspires to make it happen.”</li> </ol> <p>We are constantly sending out vibrations, either positive or negative. At any given moment the universe is responding to those vibrations. This means you are always in the process of attracting something into your life. So by aligning your thoughts, words, emotions, and actions in a positive way, you can attract what you desire into your life.</p> <p>This is what we mean by the term living magnet.</p>	

Time	Content	Notes
	<p>You are literally attracting the people, things, ideas, and circumstances that are in alignment with the energy frequency you are putting out. And the stronger and more intense your thoughts and emotions, the greater the magnetic pull.</p> <p>2. <i>“You Get What You Think About Most”</i> – The Law of Attraction will bring you whatever you think about most, whatever occupies your dominant thoughts.</p> <p>Our thoughts travel through time and space at an amazing speed. Even the slightest thought sets in motion a power to produce something that corresponds with that thought. So whatever you desire and think about most often is what will likely manifest in your life.</p> <p>Law of Attraction is always working to produce the experiences, relationships, and things foremost in your mind, which means you could be drawing into your life both positive and negative experiences.</p> <p>3. <i>“There’s No Distinction Between Positive and Negative”</i> – The Law of Attraction makes no distinction between whether you are attracting something positive or negative into your life.</p> <p>The Law of Attraction responds to whatever we think and feel, whether it be positive or negative. So if we feel excited, enthusiastic, passionate, happy, joyful, appreciative or abundant, then we are sending out positive energy and will attract back that which is positive.</p> <p>But the opposite can also happen. Anger will attract more anger. Jealousy will attract more jealousy. Fear will draw to itself more fear. So we must be careful not to be sending out mixed signals around what it is we want and don’t want because we’ll end up with both.</p> <p>4. <i>“See and Feel What You Desire”</i> – With the Law of Attraction it is important that we develop a crystal-clear idea of what it is we desire. The</p>	

Time	Content	Notes
	<p>clearer the desire we can hold in our minds, the better.</p> <p>Additionally, the Law of Attraction states that if you can imagine and desire something clearly enough, and feel the emotions attached to it, you can attract what you desire more swiftly.</p> <p>The Law of Attraction begins with identifying what we want to happen in our lives. Then crystallizing it and feeling the emotions associated with it will sustain and help manifest that desire.</p> <p>5. <i>“Maintain a Positive Attitude”</i> – You must have a great deal of trust in the Law of Attraction process, and believe that you deserve to receive such blessings. This is the kind of thinking we associate with having a positive attitude.</p> <p>You can change your life by wiping away patterns of negative thinking, and replacing those thoughts with positive thoughts and feelings.</p> <p>Since the Law of Attraction says that you will attract into your life whatever you focus on, then it’s paramount that you focus on the good and positive things of life.</p> <hr/> <p style="text-align: center;"><b>End of Presentation</b></p> <p>6. After the lecture, allow participants 30 seconds to solidify their notes, and then ask for volunteers who would be willing to share which of the five key teachings they find most intriguing.</p> <ul style="list-style-type: none"> <li>▪ Solicit several responses.</li> </ul> <p>7. Ask the following debriefing question:</p> <ul style="list-style-type: none"> <li>▪ “Who would like to share a brief example of how the Law of Attraction might be at work in their lives?”</li> </ul>	





### **Step #3 – Course Review & Application**

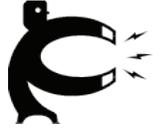
Reviewing what has been learned is critical for long-term retention by participants. This step is the culmination, the fulfillment, of all the learning that has gone on during the teleseminar.

# Activity Sheets

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# Becoming a Living Magnet!

An Introduction to the Law of Attraction



What do you really desire?

## 5 Key Teachings:

1.

2.

3.

4.

5.

## Three-step Process:

1.

2.

3.

## Two Practice Techniques:

1.

2.

## 5 Things That Will Sabotage the Process:

1.

2.

3.

4.

5.

# After the Teleseminar

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## **Post Teleseminar Progress (Participant Homework)**

### **Law of Attraction Homework**

#### **1. Make a Desires List**

Let there be no limit. Everything you can possibly imagine desiring goes on the list. By brainstorming your desires in this way, you loosen up your thinking and allow yourself to paint a future on a much bigger canvas. When finished, read your list aloud to yourself before bed and again when you wake up.

Remember as well that emotion plays a very important part in the Law of Attraction. When you speak about your desires, infuse them with positive emotions, using those same emotions you would have when the thing you desire has been given to you. This means you will have to imagine how you will feel when you get what you have always wanted. Act as if you have already attained your desire, and then be grateful for having received it. As the Law of Attraction brings you your desires, mark them off. By seeing the Law of Attraction working, you will believe in it that much more.

*(This is a partial view of the teleseminar homework)*

# Promotional Material

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**(This document was sent to you in a downloadable, editable form for you to customize as needed.)**

## Living Magnet Teleseminar emails

### 1<sup>st</sup> Email

Subject: <first name>, you're FAR MORE ATTRACTIVE than you realize.

Hi <firstname>,

Do you ever wonder why your plans sometimes just don't work out?

Have you ever fallen into a rut and just couldn't shake it?

Have you ever spent all day thinking about a long lost friend...and then receive an "out of the blue" email from them?

What if I told you that these are all examples of your magnetism?

You see, you have a powerful tool at your disposal that you've probably spent your entire life underutilizing.

It's called The Law of Attraction, and it's constantly at work in your life whether you realize it or not.

Every day you think about things that you want, and they "magically" appear. Unfortunately, every day you also think about things you *don't* want, and they, too "magically" appear too.

The Law of Attraction makes no distinction between positive or negative intentions...it simply attracts to you whatever you put your focus on. That's why it's essential to learn what it is, how powerful it can be, and perhaps most importantly...how YOU can use it to *YOUR ADVANTAGE*.

That's why I'm offering you my BRAND NEW teleseminar <or webinar>...

### **Becoming a Living Magnet: An Introduction to the Law of Attraction**

<insert pertinent info>

During this inspirational, POWER-PACKED 75-minute teleseminar <or webinar>, you'll discover...

- **What the Law of Attraction is, and how to use it to your benefit...**
- **Why your strange coincidences are more important than you think...**
- **How to STOP asking for failure and START creating abundant success...**
- **Five ways that you may be blocking your happiness...and how to STOP...**
- **How to gain control over your SUBCONSCIOUS beliefs & habits...**
- **Two critical elements that will supercharge YOUR Inner Magnet...**
- **How to transform your harmful thoughts into positive, healthy ones...**
- **And much, much more...**

Once you understand how to identify the internal roots of your experiences, you can actually STOP attracting negativity and start attracting more powerful, positive experiences that will grow into happiness, contentment, inspiration and prosperity.

**Becoming a Living Magnet: An Introduction to the Law of Attraction** is your magic key to a whole new world of exciting possibilities and incredible potential. Once you understand how to use this incredible tool to your advantage, your life will get a whole lot easier.

Never again will you buy into the lie that “life just happens to you.” Although some life experiences are certainly beyond your immediate control, you can attract what you need to effectively deal with life situations AND create the life that you want.

It starts now...Click the link below to **register right NOW** for this transformational teleseminar...and take your entire life in exciting, new directions.

**[Click Here To Register Now](#)**

Don't waste another second living a life of mediocrity and unfulfilled dreams. Your life matters too much...

Click the link. You'll be glad you did.

To Your Success,

<your name>

P.S. Space is limited for this HIGHLY INTERACTIVE call. Register now, before someone else gets your spot...

**[Click Here To Register Now](#)**

*(This is a partial view of the promo emails, this is email 1 of 3, also not seen is the follow up email and reminder email.)*

