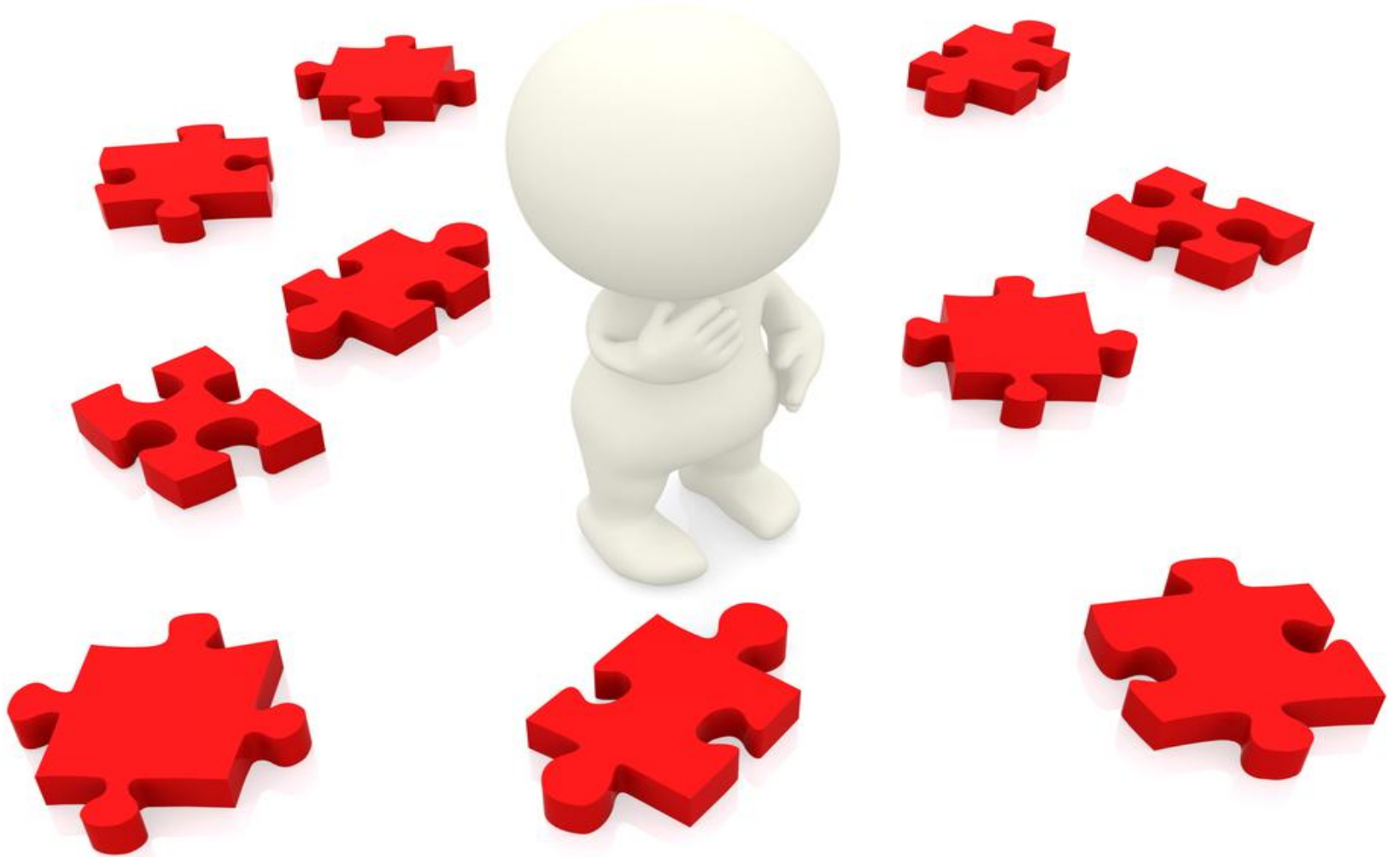


# **Throw Away Hodge-Podge Marketing & Mediocre Results**



**Do you ever feel like this?**





**Kim Clausen, President, Ready2Go Marketing Solutions**

[Kim@Ready2GoMarketingSolutions.com](mailto:Kim@Ready2GoMarketingSolutions.com)



# AGENDA

- Business Success Assessment
- 7 Foundational elements for growing your business
- A program to help you get on track and stay on track





A row of classical stone columns receding into the distance, creating a strong sense of perspective. The columns are light-colored and have a fluted design. The background is a soft, out-of-focus sky.


# **Foundational Element # 1**

**Crystallize what you  
want for your  
business**

# **Foundational Element #1**

**Crystallize what you want for your business**





**Foundational Element  
#2**

**An Identifiable and  
Accessible Target  
Market**



**Crystallize Your Vision**

# **Seven Foundational Pillars**



**Target Market**

**- Who is my target marketing and niche?**

**-Where are they?**

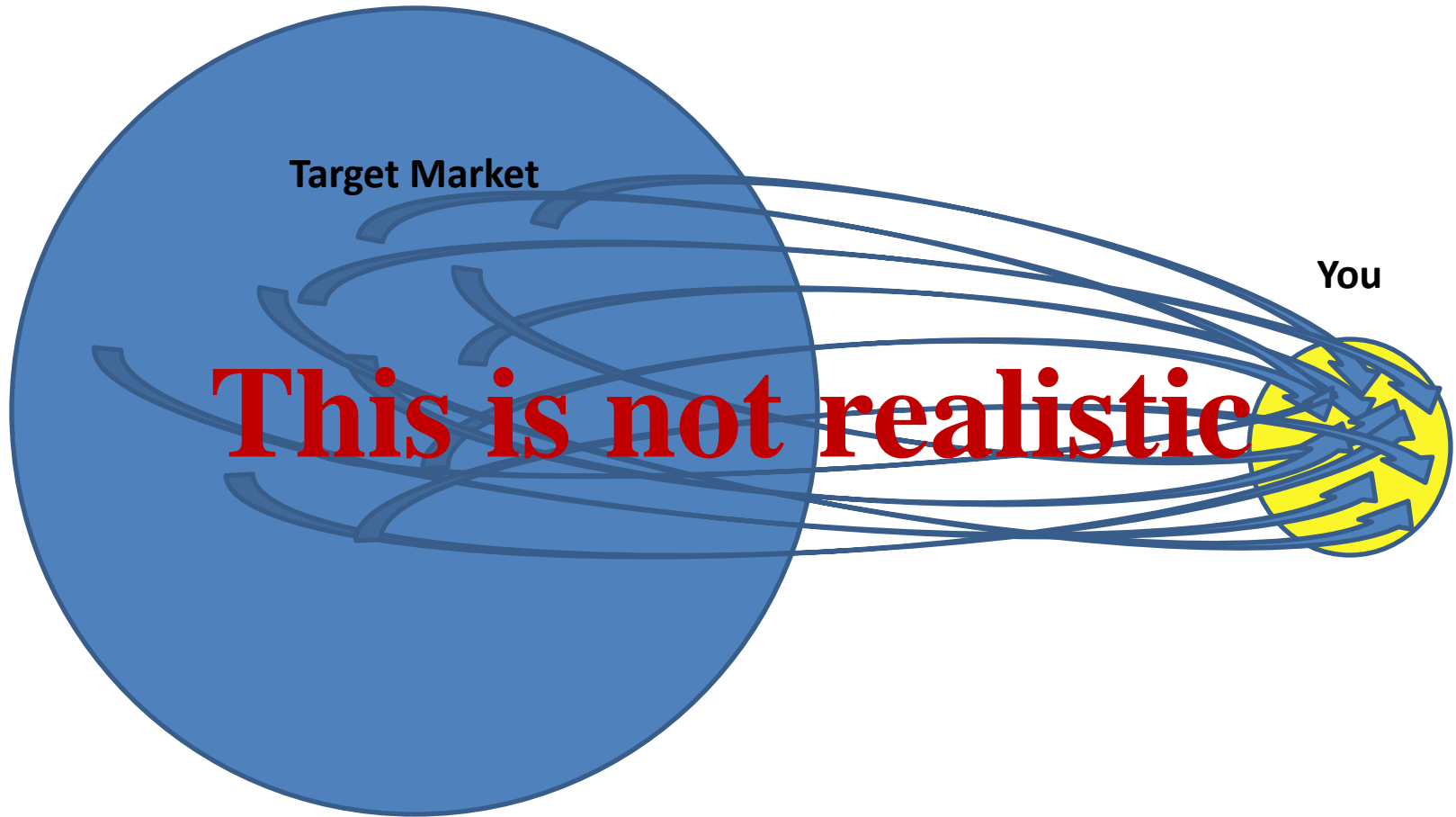
**- How can I access them where they are?**



What are their greatest problems,  
and what solutions can I offer to fix  
them?

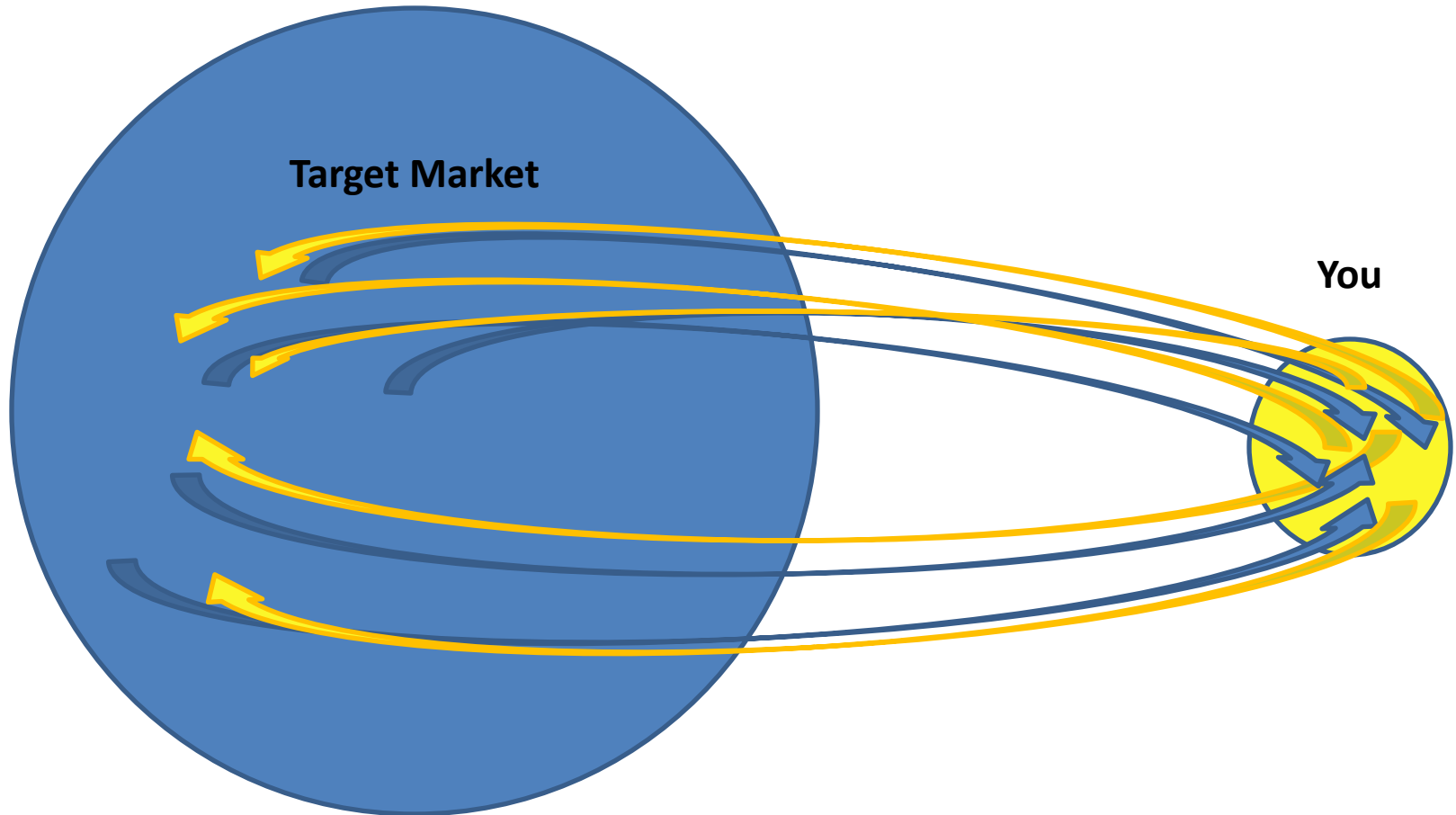


**This is what we want**



**We want them to come to our world**

# This is what we must do



**Go out and get them and bring them to our world**

# **How Do You Grow Your List?**

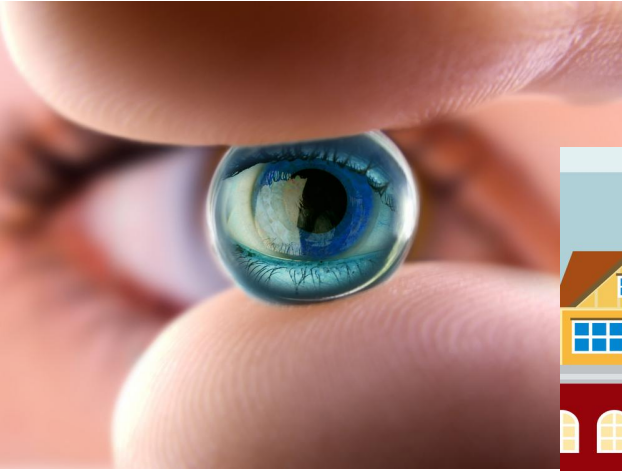
A row of classical stone columns receding into the distance, creating a strong sense of perspective. The columns are light-colored and feature detailed fluting and bases. The lighting is soft, highlighting the texture of the stone.

# **Foundational Element #3**

**Creating Your Brand  
– what do you want  
to portray to the  
world**

**Crystallize Your Vision**

# **Seven Foundational Pillars**



**Target Market**



**What's Your Brand**






# **What is Brand?**

**Professional  
portrayal of you  
and the promises  
you make**

**Color, image, 'feel'**  
**Logo**  
**USP**  
**Story**

A row of classical stone columns receding into the distance, creating a strong sense of perspective. The columns are light-colored and feature detailed fluting and bases. The background is a soft, out-of-focus sky.

# **Foundational Element #4**

## **Building Your Infrastructure**

**Crystallize Your Vision**



# **Seven Foundational Pillars**



**What's Your Brand**



**Target Market**



**Solid Infrastructure**

# **Foundational Element #3**

## **Components of a solid infrastructure**

- Website or web page
- Opt-in box
- List management service
- Special offer
- Way to take money

# Website or web page Opt-in box Database management service

Claire Communi  
Complete newsletter solutions for b

Ready2Go  
MARKETING SOLUTIONS

ABOUT

PRODUCTS

TOPICS

TRAINING / COACHING

ORDER

NEWS

BLO

FREE!  
75 Best Newsletter  
Success Strategies



SUCCESSFUL p

Strong relation

If you ha  
or finding the tim

Ready2Go  
MARKETING SOLUTIONS

Completely developed, **ready to implement**  
**marketing solutions** to grow your business

Sign up for your  
**FREE GIFTS**



**Six Part Audio Training Program:**  
"Top Secrets from the Industry Leaders on  
How to Conduct Impactful Workshops"  
(\$49 value)

**Workshop Marketing and Facilitation Tips:**  
Audio Training Course: More than one hour of  
in depth Marketing and Facilitation training  
(\$79 value) LIMITED TIME

**Special Report:**  
"Keys to Facilitating a Successful Workshop"  
(\$29 value)

Name:  Email:

PLUS you'll receive ongoing tips and information on how to grow your  
business using valuable tools that convert more prospects to clients!

We respect your privacy and will never rent or sell your contact information.

Name:   
Email:

As a thank you for registering,  
you'll receive a  
complimentary subscription to  
Marketing Momentum, an  
ezine of newsletter strategies  
and other practice-building  
resources.

Privacy policy: We NEVER  
sell, rent or share your  
information.

Claire Communications, f

**sketching!**  
**Your**  
**Marketing Strategist**  
**Michele Pariza Wacek**  
**Rev Up Your Results!**



**5 Mistakes Entrepreneurs Make That Kill  
Their Sales... And How to Prevent Them –  
Free!**

Sign up here or click to learn more

First  Last

Email

Your privacy is safe with me. I will never  
share, sell, barter, etc. your contact information.



**Give away  
something  
of value  
that  
they  
want**

A row of classical stone columns receding into the distance, creating a strong sense of perspective. The columns are light-colored and feature a fluted design. The background is a plain, light-colored wall.

# **Foundational Element #5**

**Generating awareness  
– Get known in your  
market and grow your  
list**

**Crystallize Your Vision**



# Seven Foundational Pillars



**What's Your Brand**



**Target Market**



**Solid Infrastructure**

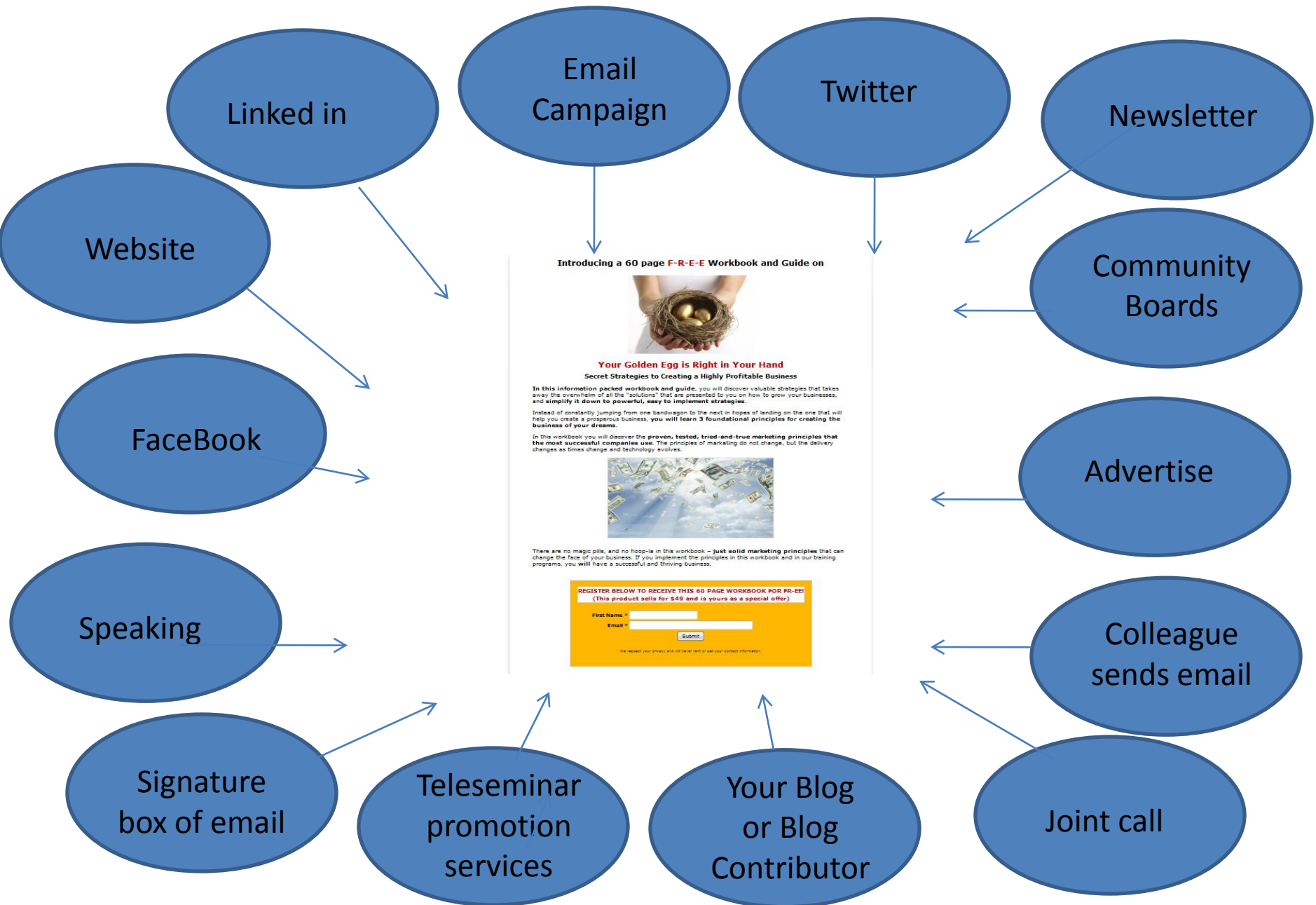


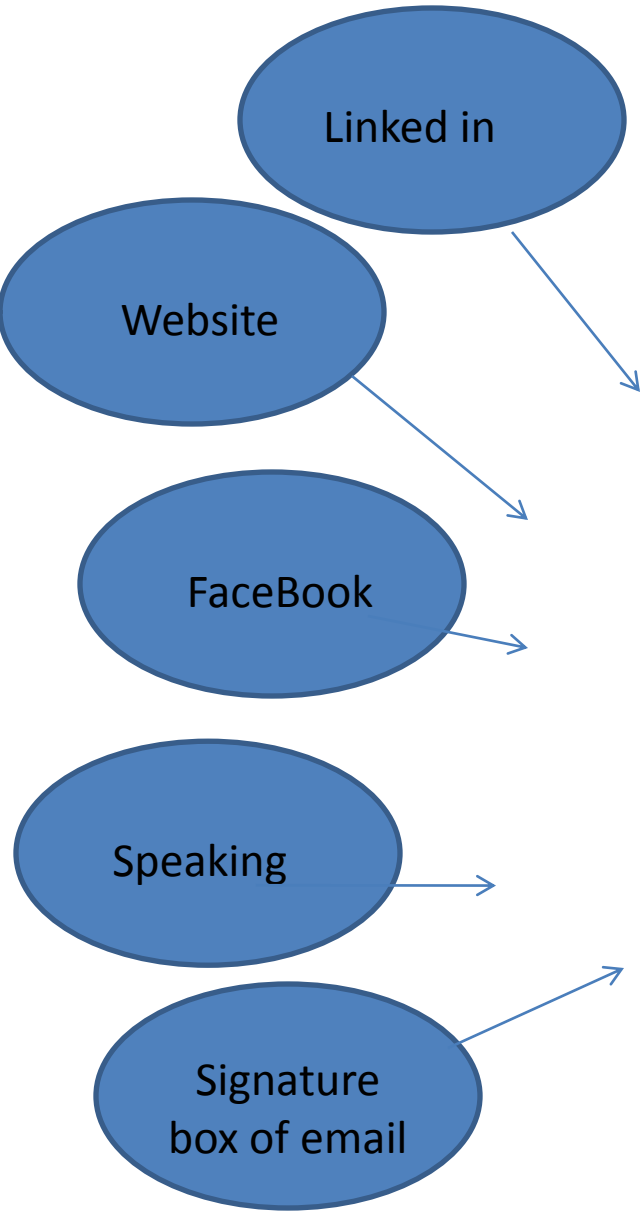
**Generate Awareness and Grow Your List**



# How do You Generate Awareness and Grow Your List?

# Through Access Points





Ready2Go MARKETING SOLUTIONS

ABOUT PRODUCTS TOPICS TRAINING / COACHING ORDER NEWS BLOG

Completely developed, ready to implement marketing solutions to grow your business

Sign up for your **FREE GIFTS**

**Six Part Audio Training Program:**  
"Top Secrets from the Industry Leaders on How to Conduct Impactful Workshops" (\$49 value)

**Workshop Marketing and Facilitation Tips:**  
Audio Training Course: More than one hour of in depth Marketing and Facilitation training (\$79 value) LIMITED TIME

**Special Report:**  
"Keys to Facilitating a Successful Workshop" (\$23 value)

Name:  Email:

PLUS you'll receive ongoing tips and information on how to grow your business using valuable tools that convert more prospects to clients!  
We respect your privacy and will never rent or sell your contact information.





One Step  
**Forward**  
To Success



**A weekly action step program to take you  
through the exact steps you need to build  
your business**

**<http://www.OSFInnerCircle.com>**



# What is it?

- 52 weeks of action steps
- Weekly check in and accountability
- Written, audio and video training modules
- Deep products discounts
- Monthly Q & A  
(1<sup>st</sup> Friday @ 12:00 ET)
- Specialty calls
- Community forum



**<http://www.OSFInnerCircle.com>**



**Seven  
Foundational  
Pillars**

- 1. Crystallize your vision**
- 2. Create your brand**
- 3. Build your infrastructure**
- 4. Target Market**
- 5. Generate Awareness**
- 6. Product and services**
- 7. Communication Plan**

<http://www.OSFInnerCircle.com>



# What will you accomplish?

- Crystallize your vision
- Create your financial plan
- Determine your target market and niche
- Identify your brand
- Create a compelling introduction
- Identify your target market's greatest needs & determine solutions
- Create free and paid products and services
- Create your special offer
- Develop your business infrastructure
- Grow your list with access points
- Create content on a regular basis
- Create a consistent communication plan
- You'll have a plan of what you will sell, when and how.

<http://www.OSFInnerCircle.com>



**What is the investment?**

**12 month program  
(52 action steps)**

**~~\$1597~~**

**~~(2 payment of \$397)~~**

**~~\$697~~**

**~~(1 payment option)~~**

**\$100 SAVINGS**

**\$694 (2 Pay)**

**\$597 (Full Pay)**


**<http://www.OSFInnerCircle.com> - use code OSF100**







**GUARANTEE:** If you decide you do not want to continue the program, you can cancel within the first month, and if you request your money back we will refund your money.



**Foundational Element  
#6**

**Product and service  
creation**

**Crystallize Your Vision**



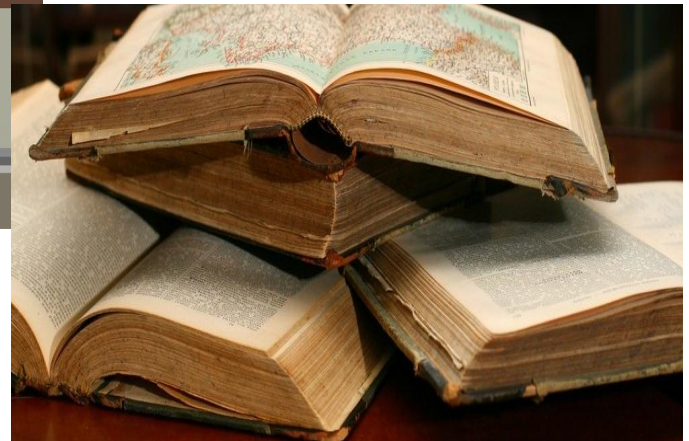
# Seven Foundational Pillars



**What's Your Brand**



**Target Market**



**Product and Service Creation**

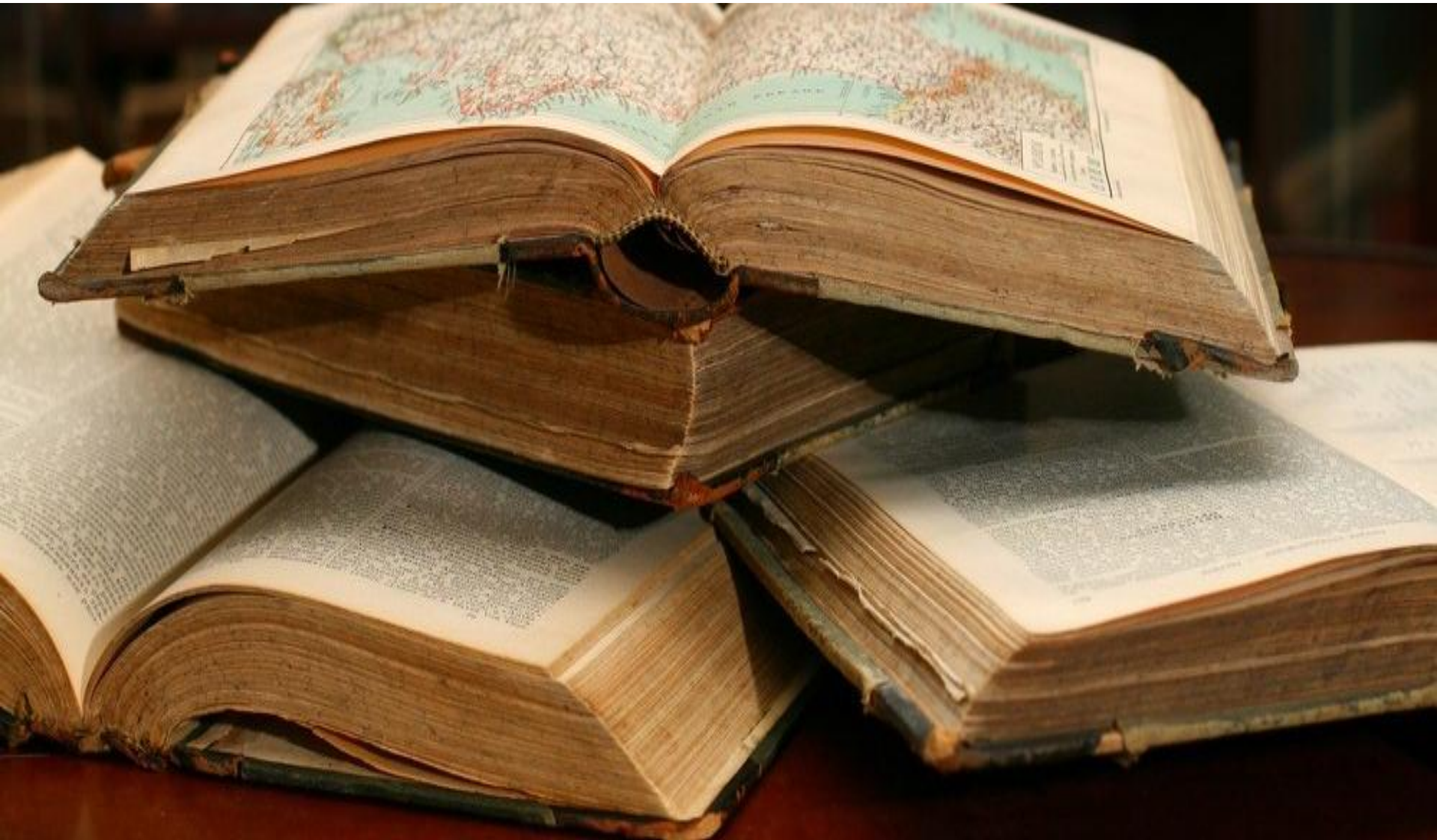


**Solid Infrastructure**



**Generate Awareness and Grow Your List**

# Using “Knowledge” in Your Business



**A Lot of Knowledge**




# **Free and paid products and services that:**

- 1. Attract new prospects**
- 2. Nurture relationships**
- 3. Convert clients**
- 4. And generate income**



# Something to Sell





**Foundational Element  
#7**

**Communication plan –  
putting it all together**

**Crystallize Your Vision**



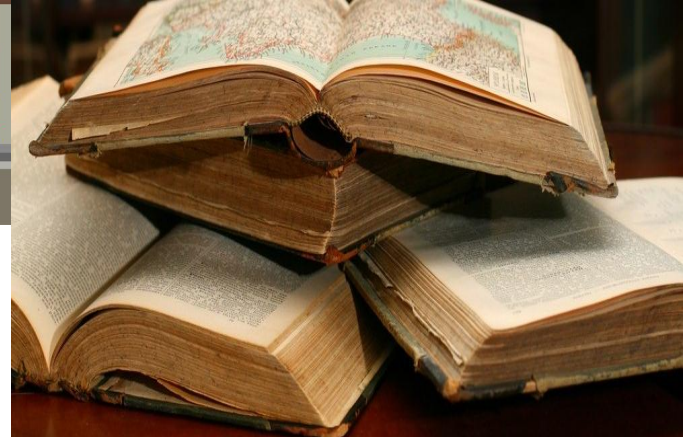
# Seven Foundational Pillars



**What's Your Brand**



**Target Market**



**Product and Service Creation**



**Solid Infrastructure**



**Generate Awareness and Grow Your List**



**Communication Plan**



# Foundational Element #7

## Communication plan – putting it all together

**Communicate persistently  
and consistently to:**

- Attract**
- Nurture**
- Convert**



- Pick frequency

- Select mediums of communication

- Pick a topical theme

March – communication  
 April – conflict resolution  
 May – co-parenting

OR

Week 1 – communication  
 Week 2 – conflict resolution  
 Week 3 – co-parenting with article highlighting it

- Goal

March

Mon	Tue	Wed	Thu	Fri
1 Success tip	2	3	4	5
8 Success tip	9	10	11	12
15 Success tip	16	17	18 News-letter	19
22 Success tip	23	24	25 Telecall invite	26
29 Success tip	30 Telecall invite	31 Telecall remind	1 Telecall (promote program)	2 Telecall replay

April

Mon	Tue	Wed	Thu	Fri
			1	2
5 Success tip	6	7	8	9
12 Success tip	13	14	15 News-letter	16
19 Success tip	20	21	22 Telecall invite	23
26 Success tip Telecall re-minder	27 Telecall (promote program)	28 Telecall Replay	29	30

**Crystallize Your Vision**



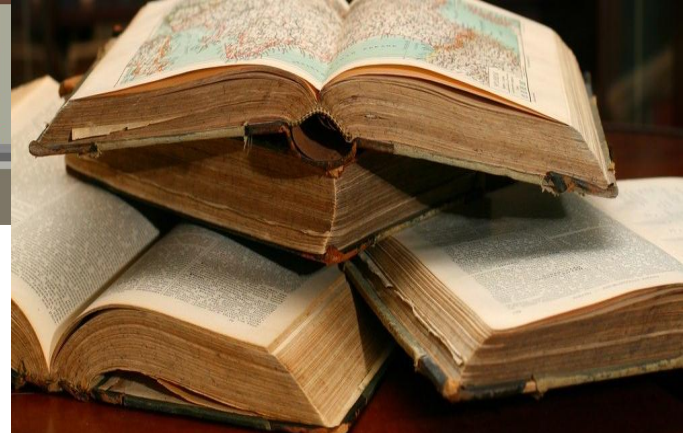
# Seven Foundational Pillars



**What's Your Brand**



**Target Market**



**Product and Service Creation**



**Solid Infrastructure**



**Generate Awareness and Grow Your List**



**Communication Plan**

**You  
can  
do  
this!**



**You can do this!**



*I did it!*



**I DID IT!**









**What is your  
takeaway?**

**What is your  
commitment?**



**What is the investment?**

**12 month program  
(52 action steps)**

**~~\$1597~~**

**~~(2 payment of \$397)~~**

**~~\$697~~**

**~~(1 payment option)~~**

**\$100 SAVINGS**

**\$694 (2 Pay)**

**\$597 (Full Pay)**

**<http://www.OSFInnerCircle.com> - use code OSF100**

