



The **A to Z's** of **Success**

*Charting
a Course
of Personal
Achievement*

TELESEMINAR
PREVIEW



Ready2Go
MARKETING SOLUTIONS

The A to Z's of Success

Charting a Course of Personal Achievement

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.

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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 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® Programs

With the **Ready2Go Teleseminar**, 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,
 - Homework and coaching sessions

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

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

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.

ARE YOU A MEMBER OF THE TELESEMINAR OF THE MONTH CLUB?

If you are a member of the **Teleseminar of the Month Club** you get **comprehensive training, support and guidance**, all the products listed above, AND these additional done for you products:

- 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** program, [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.

Read This First

The A to Z's of Success - Charting a Course of Personal Achievement

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.

Conducting the Teleseminar



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 – The Pioneer’s Route	10 min
Segment #1: Starting Out: Beginning Points, End Goals, and Commitment	20 min
Segment #2: On the Way: Resources and Supports, and Anchors and Inspirations	15 min
Make Your Offer Here	5 min
Segment #3: In Sight: The Destination	10 min
Application – Final Thoughts	10 min
Total Time	75 Minutes



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
10 minutes	Introductory Activity – The Pioneer’s Route	Materials Needed: Pen or pencil, note paper.
Facilitator Says:	<p>“Today’s seminar is about success.</p> <p>Let’s begin by exploring what success is and what it means to you.”</p>	
Learners Do:	<p>Activity #1: “Defining Success”</p> <p>Activity Objective: Participants explore various perspectives of “success”.</p> <p><i>(This exercise is in the teleseminar packet)</i></p>	 <p>Handout – Worksheet #1: “My A to Z’s”</p>
	<p>Activity #2: “The Success Route”</p> <p>Activity Objective: Participants see the pioneer’s journey to the west as a metaphor for making a successful personal achievement.</p>	
	<div style="display: flex; align-items: center;">  <p>Directions:</p> <ol style="list-style-type: none"> 1. Show slide of map that represents the country when the pioneers began heading west. </div>	

**Facilitator
Says:**

2. Say to participants:

“This is a map that represents the country when the pioneers started their journey out west in the early 1800s.

For a few moments, I’d like you to imagine you are one of those pioneers.

You’ve decided to make quite a change. You will leave your current home, traverse through unknown territory with all kinds of adventures and dangers, find some land, settle there, and build a new life for yourself.

Think about why you are taking this journey. What is it you are seeking in this new land?

Answer that question silently to yourself.”

- Pause for 15-30 seconds to allow participants to reflect.

Continue by saying:

“Whatever your specific reasons are, you venture out wanting to make a change—to start something new or leave something else behind.”

3. Direct them to look at the map again, and ask them to notice what’s included on the map and write down anything that sticks out to them.

- Pause for a brief moment.

4. Acknowledge that the map contains some information about the journey and what they may encounter.

5. There may be some unknowns as well. Ask them to think of some of the possible unknowns that they may encounter and write them down.

**Learners
Do:**

**Facilitator
Says:**

- Pause for a brief moment.
- 6. Ask participants to notice that there is a mountain range on the map indicating where they want to go.
 - Pause for a brief moment.
- 7. Think about being at the top of this mountain range which is their final destination.
 - Pause for a brief moment.
- 8. Now imagine that their journey is complete, and that they have arrived at their final destination, their new home, and write down how that feels to them.
- 9. Debrief with the following questions:

“Now let’s talk about this journey and how it felt to be one of these pioneers.

 - How did you answer the first question about why you are setting out on the expedition?
 - Solicit 2-3 responses
 - And when you looked at the map, what did you see? What information is there for you?
 - Solicit 2-3 responses
 - Possible answers include:
 - An established community in the east
 - Rivers
 - Mountains, hills
 - Lots of open land
 - What are some of the unknowns you may encounter?



Facilitator
Says:

- Solicit 2-3 responses
 - Possible answers include:
 - Steep terrain
 - Lack of water
 - No places to stop to replenish supplies
 - Unknown wildlife
 - Enemies/bandits.
 - How about the mountain range? What does the mountain range represent to you? And how does it feel to be at the top - your final destination?"



- Solicit 1-2 responses
10. Say:

“Reaching our destination brings a great sense of accomplishment. But we also find fulfillment in what we encounter along the way.”

11. End by making the following key points:



Facilitator
Says:

Key Points to Make:

- “A pioneer’s journey of success is like any other journey. We begin in search of something new.
- We may have a sense of how to start, but like the journey of the pioneers, there are many unknowns. There are challenges we can’t foresee, and unexpected events.
- Success isn’t only about the destination or the goal. It’s about the journey.
- There are points along the way that are significant and there are strategies to use that help ensure a successful outcome.”



Step #2 – Content Presentation & Practice

This is the part of the workshop 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.



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 workshop.