



Transitions and *Transformations*

Thriving in the
Midst of CHANGE

**Special Report
Preview**

**Ready2Go**
MARKETING SOLUTIONS

Transitions and Transformations

Thriving in the Midst of Change

Special Report Preview

Congratulations on purchasing your very own Ready2Go Special Report!

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
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

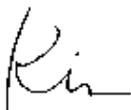
The special report is typically how the relationship begins. As a result of a variety of marketing activities (we provide 10 suggested activities in this package), prospects will come to your site to download your special report. They have now given you permission to send them more **information and you are on your way to converting qualified prospects to paying clients**. But it takes time for familiarity to grow, for trust to be developed and for your prospect to learn how you can solve their needs.

Maintaining persistent and consistent communication on a regular basis is not easy. And that is why we developed this multi-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!**

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.

With 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.

Here's to your enjoyment and success!



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What You Get With Your Ready2Go Special Report

With the Ready2Go special report, here's what you get:

- A professionally crafted 8-12 page special report about a highly relevant, compelling topic 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
- A follow-up email, introducing them to your next offer (i.e., the 6-part audio series)
- 10 tips on how to use this report to grow your list

Using Your Ready2Go Special Report

Growing your list and staying in touch in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using numerous tools and delivering them through a variety of mediums allows you to be creative in your marketing which is more attractive to your prospects and clients.

Special Reports are an effective tool that help you gain your prospects' attention, give something of value for free, and begin to foster a relationship. It is also a great tool for generating awareness, driving prospects to your website and growing your list.

We recommend using your Thriving in the Midst of Change special report in conjunction with the Ready2Go Thriving in the Midst of Change product bundle (<http://www.Ready2GoMarketingSolutions.com>) and Ready2Go Articles on change (<http://www.Ready2GoArticles.com>), as all the Ready2Go products coordinate together.

Here's a few ways you can use your Ready2Go special report along with the other Ready2Go products on stress management:

- Blog about your special report and use some excerpts in your blog
- Place an excerpt from your special report in your newsletter
- Tweet about your special report and invite others to download it
- Promote you special report on community boards, industry websites, etc
- After your prospects receive the special report, send them the 6 part audio training program as a follow up gift



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 turnkey 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-and-play marketing solutions, such as fully developed **workshops, teleseminars, speeches, audio training programs, special reports, success tips, tweets, video montages, articles and more!** These tools are ready-made for coaches, consultants, mental health professionals, trainers and speakers to customize and brand as their own, saving tons of time and effort.

We've completely 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 communications and training 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 creative.

Our team includes professional marketers, training developers, writers, copywriters, speech writers and designers 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 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.



Ready2Go Marketing Solutions' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc.

With these products you receive quality content created by industry professionals, 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.

That full suite of Ready2Go products 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
- **Professionally written articles** to include in your newsletters
- **Success tips**, which are 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Inspirational video montages**, which are 2- to 3-minute inspirational movies that you brand with your logo and contact information
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **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.

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.

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Promotional Copy

(Use this promotional copy to drive people to your website to download their special report.)

Promo Email for Special Report:

Thriving in the Midst of Change

The thought of running from change is tempting. In fact, most people would just as soon have everything stay the same in their lives so they wouldn't have to deal with the anxiety and stress of change.

But change is part of life, and we can choose to dread it and run from it, or choose to confront it and make the most of it.

If you decide to make the most of it, and I hope you do, then this special report will give you the tools and guidance you need to make change a more welcome part of your life.

The end result is being another step closer to a world where change is acceptable and even welcome, because you know that since it's inevitable you may as well see the positives in it. And seeing the positives in anything is always a better choice than the alternative.

In this revealing special report you'll discover:

- How to accept change as the normal process of life.
- The stages of change so you understand what you are experiencing and why.
- Strategies to actually feel more in control when experiencing change.
- The fact that as normal as change is, it is also quite normal to resist it.
- How uncomfortable and awkward moving through change can feel, and what strategies can help make it easier.

Most importantly, you'll see how everyday people are conquering their fear of change and that you can start to make the most of it yourself!

This report will show you the way.

(This is partial promotional copyt)

Special Report

SPECIAL REPORT

(This is partial copy of a 7 page special report)

Thriving in the Midst of Change

Imagine yourself in this scenario. You are busy at your computer, catching up on personal e-mails or researching air fares for an upcoming trip. Your phone rings and at the other end of the line someone says, “I need to let you know ...”

And whatever that message is, you are left knowing that in an instant your world has just changed. You sit numbed for a moment, walk into the bathroom and look at yourself in the mirror. Is this really happening to you? What should you do? What will you do? How will you deal with the change?

This is a special report on change. You are probably reading it because you are experiencing change in your life or because you want to help someone who is going through change.

While you are reading this, you may change your mind several times about the value of the report. You might change your course of action by putting it down, doing something else, and picking it up later. Or, your phone might ring and your priorities suddenly change. Something else grabs your attention, causing you to change your plans. More than likely you are used to the kinds of interruptions that require you to make changes.

During the course of a day, you change your mind, change your direction, change your routine, and most likely change your clothes without giving it a second thought. You understand that change is natural. Change is normal. Change is routine. We expect to make changes.

So, if change is such a normal process, why do people fear change? Why do we resist change? Why do we dread change? Why is change so painful? Why do we sometimes choose to continue negative or unhealthy behaviors instead of making a change?

The purpose of this report is to shed some light on the subject of change so that you will have more awareness about the change process and how we navigate the course of change.

Although we experience numerous small changes during a regular day, the focus of this report is on the kind of changes that cause us to sit up and pay attention. The kind of changes that cause anxiety, fear, anger and a myriad of other emotions. The kind of change that we find ourselves resisting instead of embracing. The kind of change that feels more out of control than in control.

(This is partial copy of a 7 page special report)