



Transitions and *Transformations*

Thriving in the
Midst of CHANGE

Speech
Preview

 **Ready2Go**
MARKETING SOLUTIONS



Transitions and Transformations

Thriving in the Midst of Change

Speech Preview





Congratulations! on purchasing your very own Ready2Go Speech.

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

When it comes to public speaking, chances are you are in one of two camps - you either love it or you hate it. For those of you that love it, FANTASTIC!!! The Ready2Go Speeches will be a powerful tool to use as part of your marketing strategy.

And for those who feel apprehensive, nervous or even terrified, no worries!! You are a part of “camp majority”. But the good news is that just by purchasing a Ready2Go Speech, you are making a viable effort toward using speaking to grow your business. If you apply the tips you learn in this Speaking Guide, and combine it with a professionally crafted Ready2Go Speech, you are more than half way home!

You understand that speaking is an important part of growing your business. You can do it without speaking, but you’ll do it faster and easier with speaking. Instead of meeting one person at a time, speaking allows you to meet numerous people at once, who want what you have to offer. Speaking also puts you in the position of the expert. You get to provide value and allow the audience to experience you as a knowledgeable, caring person who can help them solve their problem.



And remember, just like with anything new, it takes practice to get better. The more you practice the better you get. The better you get the more comfortable you become. And the more comfortable you become, the more you enjoy it!

Here's to your enjoyment and success!

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 Speech® Program

With the Ready2Go Speech® you get more than 50 pages of:

- Professionally scripted 30 minute speech on highly relevant topics for your target audience. Easily customizable to any audience by adding in your own unique personality, delivery, stories, anecdotes and applications.
- Speech overview to give you a summary of the key points covered
- Speech outline for you to use as your guide when delivering your speech
- Delivery Tips for each specific speech
- Speaking guide which includes
 - Tips on where to find places to speak
 - Instructions on how to land speaking gigs which include
 - Phone script and inquiry letter
 - Marketing documents such as
 - Complimentary consultation sign up form
 - FREE offer sign up form – for your FREE report, eBook, audio, newsletter, etc.
 - Product order form
 - Guidelines on how to adequately prepare for an awesome presentation
 - Suggestions on ways to get the most exposure with your speaking engagement
 - How to secure a complimentary consultation
 - Guidelines for a powerful introduction
- Delivery Tips – tips of the trade from the pros on how to deliver a great speech

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About Ready2Go Marketing Solutions, Inc.®



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 and special reports. 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.



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.

Read This First



Before you read the Speaking Guide, there is something that we want you to remember first and foremost, and throughout this process –

There are hundreds, if not thousands, of clubs/associations/organizations in your area who are looking for speakers every day of the week!

They just need to know you exist. And the only way they are going to know about you is if you tell them!

The people that you will be contacting are tasked with finding speakers for their club or organization. They are charged with booking new speakers, new topics, and new interests for their club day in and day out. When a confident, articulate, cheery person with a **sought after** topic contacts them, it is like a blessing from above. **So remind yourself of this continually through this process.**

Also remember, if you get turned down, don't think of it as being rejected, just think of it as being temporarily turned down! You're just being temporarily postponed. Doesn't that feel better? **It's not about you**, it could be about a lot of things - the timing, membership requirements, experience level, club demographics, their needs at the time - the list goes on and on. But it's not about you! The club may also have certain requirements that you are not yet able to meet. No worries! Just do what you can as soon as you can to meet those requirements so you can contact them again at a later date to schedule your speaking engagement.

And finally, remember that the Ready2Go Speech topics are **relevant and interesting** topics that people want to know and learn more about. You're not trying to convince them to let you come talk about the molecular breakdown of an atom. You are going to talk to them about something that is compelling and interesting! And these speeches are professionally crafted. So with some practice, and your personal touch, you have a fantastic service to offer the person who books speakers for their club!

**Do you believe it?!?!
Believing it is the first step to your success!
And here's to your belief!**

Speaking Guide

Why Should You Speak?

(page 1 of 14 pages)

Speaking should be considered a foundational part of your overall marketing strategy. If you fear it, loathe it and would rather eat nails, no worries!! Join the rest of the human race!!! But the good news is, there are ways to overcome your fears and dislikes, and over time you **will** grow more comfortable with it – you may even learn to love it! Especially if it's making you money!

You get exposure -

Speaking is a powerful marketing strategy for your business because it increases your exposure. You have the opportunity to get in front of your target market with compelling messages and teachings that position you as the expert.

Ideally you want to be speaking to people who want and need the products and services you provide. Exposure is everything. The more exposure you get with your target market and niche audience, the more successful you will be. And speaking is a foundational strategy to get that exposure.

The audience has an opportunity to connect with you and discover what you do. When you speak, you are seen as a knowledgeable expert who can help them solve their problems and enable them to achieve a specific result or benefit. When you speak to their needs and wants, and provide education and solutions to solve their problems, people connect with you. And when they connect with you they trust you. All long term relationships are built on trust, and speaking is an effective way to begin that trust relationship.

It sets the foundation for a long term relationship -

When a Ready2Go Speech is partnered with other ways for your audience to engage with you, you have the beginnings of a long term relationship. Offer a complimentary follow up session, have them sign up for your electronic newsletter, or give them a download link for a product on your website. Think of creative ways you can capture their contact information by giving them something that is of value such as the Ready2Go Special Report or 6 part Audio Training Program. Once you have their contact information you can start building a relationship with them. And over time, **your audiences will become clients!**

You are the expert -

If you were looking for some help with a specific issue, who would you want to hire? Speakers are generally viewed as subject matter experts. While this certainly varies from speaker to speaker, the



Speaking Guide Supporting Documents

(Included in your speech package)

- Special Offer Registration Form
- Complimentary Consultation Sign Up Form
- Product and Services Order Form
- Introduction outline and Sample Introduction

Delivery Tips

Delivery Tips for Speakers

(page 1 of 5 pages)

1. **Get to know the organization you are speaking with**
 - a. Ask questions of the meeting planner
 - b. Research the organization on the web
 - i. Find out their core values
 - ii. Discover their purpose
 - iii. Know who their members are

2. **Prior to the meeting**
 - a. Arrive early enough to check out the room set-up
 - b. Make the room yours by imagining that this is your meeting. You are the hostess to the attendees.
 - i. Stand at the lectern or speakers space and look out over the room to get a sense of the room
 - ii. Make sure you can make eye contact with the people who are sitting the farther away
 - c. Greet and meet the attendees.
 - i. Speak to people as they enter
 - ii. Introduce yourself
 - iii. Ask questions. Remember, people like to talk about themselves
 1. *What do you do?*
 2. *How long have you been a member?*
 3. *What project(s) are you working on?*
 4. *What's your favorite part of belonging to this organization?*
 - 5.

3. **Microphone**
 - a. Test the microphone prior to the meeting!
 - b. If the microphone is connected to the lectern, make sure that it is at the correct height for you. Get familiar with the adjustments. Make sure you lean into the microphone to get the most effectiveness from your voice.

Speech Overview, Outline and Script

Transitions & Transformations

Thriving in the Midst of Change

SPEECH OVERVIEW

This presentation is designed to share insights about understanding and thriving during change. Change is a universal topic and although many people understand that change is normal, very few of us have an understanding of the process. This speech (and the supporting Ready2Go Marketing Package on).

Since most meeting planners want to know what you are going to talk about, it is best to describe the speech in terms of benefits. Often this is used in promotional materials.

Here is an easy way to discuss the benefits of this topic.

- *Your group will walk away with a better awareness of how change impacts their lives. They will learn strategies that will help them not just to survive a change, but how to thrive in spite of the change.*
- *They will understand the change response and recognize that many of their initial reactions to change are normal. Most importantly, participation will walk away with a new understanding of change and how they can adapt their behavior to thrive during the midst of change.*

Speech Timing

- This presentation takes between 25 and 30 minutes, depending on how much time your introducer takes, the length of the activities, and your skill of using effective pauses.
- If the speech needs to be shortened, do not worry. Review the material carefully and choose one or more of the following to omit.

Note: It is always a good idea to do this regardless of what time frame you have been given. It is not unusual for your slot on the program to be shortened in the very last minute due to someone else prolonging their time. Be prepared to omit pieces.

KNOW ahead of time which pieces you will omit. Here are some suggestions.

- Omit the Hand Clap Exercise
- I do not recommend omitting the Louise story. You can shorten it and by telling the briefly telling the story and then listing the learning points without going through the whole bit about her mother (Sylvia) and husband.
- Shorten the explanations

We all respond to change differently.

You can:

 - *Become angry*
 - *Become victimized*
 - *Or you can embrace the change*
- If time is really shortened, then you can refer to a point, but don't develop it.
 - Ways you can prepare for change by being proactive

Then you can say, if you would like more information about these concepts, give me your e-mail address and I will send you more information.

Transitions & Transformations

Thriving in the Midst of Change

SPEECH OUTLINE

I. Introduction

- a. Bob Dylan: Times they are a changing
- b. Emphasis: There's probably never been a time in history where so many people are impacted so quickly by the speed of change.
- c. Changes that we've all experienced
- d. Reality of change
 - i. Makes life easier
 - ii. Innate tendency to resist
 - iii. Affect different people differently
 - iv. Harrison Ford quote
- e. Today's outline:
 - i. What is change
 - ii. Choices we have to make regarding change
 - iii. Ways to move forward

II. What is change

- a. Necessary phenomena of life
- b. External event
- c. Ending of something
- d. Change is awkward - (hand holding exercise)

- e. Something is lost

III. Choices we make when responding to change

- a. Louise Story
 - i. Feelings
 - ii. Thoughts
 - iii. Grief and grief process
 - iv. More responses
 - 1. Anger
 - 2. Victimized
 - 3. Embrace the change
 - v. More examples
 - 1. Technology
 - 2. Alan story

IV. Embracing Change

- a. Steps to embrace change
 - i. What can I change in myself?
 - ii. Accept that change is awkward
 - iii. Be proactive
 - iv. Develop your change resiliency
 - v. Focus on the future
 - vi. Understand the pay-off of not changing
- b. Is change good or bad?
- c. Perspective – exercise

V. Closing

- a. Acknowledge the difficulty of change
- b. Seek help
- c. Opportunity ISNOWHERE
- d. Harrison Ford quote
- e. Final words
 - i. Let go
 - ii. Accept
 - iii. Embrace

Transitions & Transformations

Thriving in the Midst of Change

(This is the partial script. The speech package comes with a full 30 minute script)

SCRIPT

Thank the introducer:

(See notes below for opening ideas)

Transition: Pause – look out over the audience and boldly say,

Introduction

In 1964, songwriter Bob Dylan warned parents, politicians, and the world in general, “Times, they are a changing.”

If he’d written the song during the last 5 years, he might have titled it, “times, they are a changing and changing really fast.” ☺

Chances are there’s never been a time in history where so many people are impacted so quickly by the speed of change.

Don’t you agree? **There’s probably never been a time in history where so many people are impacted so quickly by the speed of change.**

Pause

If you are like me, life is moving like a whirlwind or even worse, a tsunami. ☺

Just about the time I think I have a routine in life, life is sure to throw me a curve ball.

Think about it. In just a few years we have gone:

- From VCR’s to Movies on Demand –
- From answering machines to I-phones and I-Pads

- From stopping and asking for directions to a mystical voice telling us to “turn left in 200 yards” (say this in a falsetto voice). How does that person know where we are anyway – especially if we don’t? 😊

Not to mention other changes:

- Increased security in public places
- Streaming video in real time of wars, violence, and natural disasters
- And on top of all that, an economy that most of us simply weren’t prepared to deal with.

Pause

On the one hand most of us look forward to the latest technology that will speed up our ability to be entertained, find old friends, or share personal glimpses of our lives with everybody we know – no matter where they are in the world.

And on the other, if you are like me, you probably want to shout, “Slow down!” “I’m tired of the pace of change.” “Somebody stop the world for a few minutes and **let me catch my breath!**” (Say this with emphasis)

Transition

Most of us have a “love/hate” relationship with change.

We love changes that make life a little easier – trust me, your grandmothers loved the automatic washing machine, the electric stove, and a vacuum cleaner. Your grandfather loved central heat, tractors, and chain saws. And of course, everybody loved indoor plumbing! 😊

In spite of the benefits we’ve all experienced from change, we have an innate tendency to resist change. Especially if it is thrust on us.

For the most part, we resist change in our routines, in our jobs, in our relationship, and even in our physicality.

But, the reality is that our day to day existence is made up of big changes and little changes.

For some of us, the little changes are barely noticed, while for others, the same kind of change –even though it is little – is the proverbial straw that breaks the camel’s back.

Today, we’re going to be talking more about the bigger changes that life throws us.

Transition

*Harrison Ford once said, “We all have big changes in our lives that are more or less a second chance” (pause). He was right. We all **do** have big changes in our lives that give us a second chance.*

But the challenge that most of us face is coping with the change so that we are open to the second chance it affords.

Pause

I bet everyone in this room can think of at least one change in your life that has resulted in a new opportunity.

(If you have time, you can have the audience turn to the person they are seated next to and share some of their transitional times that had positive results. You can even ask for some of the participants to share these with the group).

Why, then, do we associate change with words like stress? Fear? Or even Panic?

Today we’re going to take a close look at change, how we respond to change, and how we can take advantage of the many changes that life tosses our way – or more likely hurls full force at us. ☺

This is important to you because chances are before the next week is up – maybe even before the day is up – you will experience some kind of change. And your response to the change can help you thrive and grow instead of giving up, suffering loss, or breaking down.

We will

- Begin by looking at what change is, how it occurs and why.



- Next we'll review the choices we have to make regarding change
- And most importantly, we'll look at ways to move forward, even if we experience resistance to a change.

Like what you see? Purchase the entire copy of this great product now!