



**Say it!** *Hear it!*

*The Power of Effective Communication*

**SPECIAL REPORT  
PREVIEW**



# Say It, Hear It!

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The Power of Effective Communication  
**Special Report Preview**



**Congratulations!** on purchasing your very own Ready2Go Special Report.

Special Reports are an effective tool to use to gain your prospects' attention, allow you to give something of value for free, and begin to foster a relationship.

We hope that you are using this product as the 1<sup>st</sup> component of a systematic, relationship based, multi touch campaign that includes a Ready2Go Teleseminar, Workshop, Speech and Audio Training Program. This product alone, however, is a great tool for generating awareness, driving prospects to your website and growing your list.

The Special Report is typically how the relationship begins. Through a variety of marketing activities (we provide 10 tips in this package), prospects will come to your site to download your Special Report. **This is where they opt-in to receive more information and you are on your way to converting qualified prospects to paying clients.** But it takes time for the familiarity to grow, trust to be developed and for your prospect to learn how you can solve their needs.

**Finding ways to maintain persistent and consistent communication on a regular basis is not easy.** And that is why we developed this 5 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!**

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 With Your Ready2Go Special Report®**

With the Ready2Go Special Report, here's what you get:

- Professionally crafted 8-12 page special report on highly relevant, compelling topics 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.
- Follow up email, inviting them to sign up for your next offer (i.e., the 6 part audio series)
- 10 tips on how to use this report to grow your list

# About Ready2Go Marketing Solutions, Inc.<sup>®</sup>

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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 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're truly a diamond in the rough.

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.

And our Ready2Go marketing solutions 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, 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.*

# 10 Tips For Using Your Special Report to Grow Your List

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## **10 Tips for Using Your Special Report to Grow Your List**

*(page 1 of 2 pages)*

- 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.

*(page 1 of 2 pages)*

# Promotional copy

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**(This is a *partial script* of the promotional copy that you use to promote special report.)**

Whether you are talking to your spouse, boss, co-worker, or your child, you need to get your message across to them. You need to be heard, but just as important, you need to *hear*.

**Communication is a Two-way Street.  
Are You Ready to Learn the Rules of the Road?  
Are You Ready to Learn  
How to Communicate With Power and Influence?**

**How you communicate has a direct impact on your career, your family life and your relationships. In fact there is nothing in human relations that you do more than communicate.**

**It's about *connection*.** We have a need to feel understood by others. **We have a need to communicate our hopes, dreams, ideas, desires and needs when necessary.** We have a need to be heard.

And so does the person you are talking with. Once you understand this, you will start to *connect* with that person.

**People who know how to connect are known as powerful communicators. They are successful.**

If you want to learn how to communicate successfully and really *connect* with others, sign up for my special article...

**(The *complete script* is included in your special report package.)**

# Special Report

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# **SPECIAL REPORT**

## **How to Communicate with Power and Influence**

*(this is page 1 of a 14 page special report)*

**There is a tremendous difference between talking and communicating.** Everyone talks, but not all communicate with effectiveness.

Communicating with power and influence is a skill that can be learned by anyone. Those who have learned this skill have used it to their advantage to:

- Further their careers
- Deepen their relationships with family and friends
- Convince others to do things their way
- Successfully market their businesses

In fact, if you practice the skills we teach you in this report, you will appear to other people as a powerful communicator, and reap the benefits that such an appearance can bring to you.

We've all met people who we felt were effective communicators. Think about some people in your life who were able to connect with others, succinctly and powerfully communicate a message, persuade others to their point of view, or move people to action. Presidents, community leaders, a colleague, boss, or perhaps a friend or family member.

If you don't feel you are a very good communicator right now, don't worry. **It is a skill that can be easily learned; and like any skill, the more you practice, the better you will be at it!** Just like those in your life who demonstrate effective communication skills.

And if you're gifted with effective communication skills, then read on, as there are valuable tips for you too!

*(this is page 1 of a 14 page special report)*