



Say it! *Hear it!*

The Power of Effective Communication

**AUDIO
TRAINING PROGRAM
PREVIEW**

 **Ready2Go**
MARKETING SOLUTIONS

Say It, Hear It!

The Power of Effective Communication

Audio Training Program Preview



Congratulations! on purchasing your very own Ready2Go Audio Training Program.

This is a powerful marketing tool that will allow you to deliver a valuable product to your clients and prospects while developing relationships that build familiarity and trust.

If you are implementing a Ready2Go Marketing Solutions multi touch marketing campaign, you have invited people to your web site to download the Special Report, you have captured a name and can now begin to engage them in further dialog. At this point, your prospects have an initial favorable impression of your company, they have received value for free, they will have opted 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.

The 6 part audio training is the natural next step in that process. Every 2-3 days you will send your prospects an audio that educates them further on their topic of interest. These audios are completely scripted, informative, interesting and ready to be recorded in your own voice. **In just 4-6 minutes your prospect will get to know you more and feel like the audios are time well spent.**

Plus, it's FREE, it's easy for them to access, and they participate from the privacy of their home or office. Combine this with one or all of the other Ready2Go Marketing Solutions, and **you've got a great strategy for delivering value, staying in touch on a persistent and consistent basis, and nurturing the relationship until your prospect is ready to buy.**

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, means that you can always be in touch with your prospects. Multiple topics that you can deliver throughout the year, combined with your own products and services offerings, gives **you a powerful, effective way to stay in touch, nurture relationships and easily convert prospects to customers!**

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!

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What You Get With Your Ready2Go Audio Training Program®

With the Ready2Go Audio Training Program, you get:

- Six 4-6 minute scripts on highly relevant topics that you record in your own voice
- Transcript of each training segment to send along with the recorded audio
- Six emails to deliver your audio programs
- Promotional email
- Follow up email
- Tips on how to effectively use this tool as part of your multi touch strategy
- Tips on how to record an audio training series that makes an impact

The Power of Effective Communication Audio Series

- **Audio #1 - Getting Your Message Across! 3 Ways To Communicate for Impact**
- **Audio #2 - Developing a Rapport by Active Listening** if you have rapport with your hearer, your message is more apt to be heard.
- **Audio #3 - How to Start a Conversation and Keep It Alive!** What you can say to get things going and keep them going.
- **Audio #4 - How to Ask and Get the Information You Want! All Questions Are Not Created Equal!** The different kinds of questions to use to get the information you want and when to use them.
- **Audio #5 - Give Effective Feedback and Get Results!** A positive technique to critique someone and leave them feeling good—and get results!
- **Audio #6 - 5 Steps to Solving Problems Productively**

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, 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.

How to Use Your Audio Training Program to Grow Your List

How to Use the Audio Training Program to Grow Your List

(page 1 of 2 pages)

Your Ready2Go Audio Training Program is a powerful tool that allows you to offer yet another free valuable service to grow your list and attract more clients. While we recommend using the Audio Training Program combined with the Ready2Go products, you can use this audio training program in a variety of ways to grow your list:

1. **Send as the 2nd free offer to your prospects after they have downloaded your Ready2Go Special Report.** The Audio Training Program is designed to be the natural next step to engage your prospect in further dialog. At this point, your prospects have expressed an initial interest in your offers and have a favorable impression of your company. They have received value for free, and they will be more open to continued communication and offers.

2. **Other ways to use the Audio Training Program**

While we recommend using the Audio Training Program in conjunction with the other Ready2Go marketing solutions, we have suggested other ways you can use it to grow your list.

- a. **Offer the Audio Training Program on your website.** Offer it in conjunction with the Ready2Go Special Report to add even more value to your free offer.
- b. **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. You either want to have people sign up and send them the training program, or have them go to your website. 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 site to sign up.
- c. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The Audio Training Program is a foundational marketing activity to drive people to your site so they can learn more about you, and get something of value. And you get a name.

Tips on How to Record Your Audio Training Series

3 Steps to Creating Your Audio Training Program

(page 1 of 3 pages)

Your Six 4-6 minute audio training scripts are ready to record and add your own special touch – YOU. You can record them as is, and we recommend making special references to your market with stories and applications.

Here are the 3 steps to record and prepare your audios for distribution to your clients and prospects. Once you complete these steps, you will have an automatic, hands free, marketing tool that will be used over and over again for all your new prospects.

Also, be sure to read the **10 Tips on How to Record an Audio Training Program That Makes an Impact** so you can record a quality audio program.

STEPS TO DEVELOP YOUR AUDIO PROGRAM

1. Record your audios

To keep the process simple, we recommend using a combination of **Audio Acrobat** and **Audacity** to record and edit your audio training programs.

Audio Acrobat is a very well known and highly used service. (www.audioacrobat.com). You can record your audios here, but Audio Acrobat does not have the capabilities of editing the recording. Therefore, if your file requires editing, you can download the audio file to your computer and use **Audacity's** (<http://audacity.sourceforge.net/download/>) editing software. This is a very quick and easy process.

Audacity is a free software application that allows you to edit pre-recorded audio. **Audacity** also allows you to record directly into your computer and easily edit the file there. If you choose to record directly with **Audacity**, you can easily edit your audio file, and then upload it to **Audio Acrobat** for emailing.

For better sound quality, consider recording with **Audacity** directly into your computer. And it's easy to edit and upload to **Audio Acrobat** for distribution.

Promotional copy

Promotional Copy for Power of Effective Communication Audio Training Program

*(This is the partial copy. The complete promotional copy
comes with your audio training program...)*

**How You Can Talk to Anyone,
Avoid Misunderstandings,
& Use the Perfect Questions
To Get Your Message Across**

Do you remember a time in the past when you had something important to say, an important message to get across but you felt that it just didn't make it?

Or maybe there was a time when you wanted to start a conversation but didn't know what to say.

Have you ever been in the position where you had to get out of your comfort zone and give feedback to someone and you weren't sure how it was going to be received?

Doing these successfully requires effective communication skills. And being able to communicate well is critical to gaining rapport with people, to understanding and being understood, and will enhance any relationship you have: parent-child, employer-employee, spouses and friends.

Communicating well is a skill that can be learned, just like any other skill.

Announcing a series of 6 audios on The Power of Effective Communication....



1st Email in the 6 Part Audio Training Series

(This is 1 email of 6 emails that comes with your audio training program)

Subject line: The Power of Effective Communication Series Audio #1

Hi *first name*,

Welcome to this mini series where over the course of the next 2 weeks, you will learn 6 secrets to the power of effective communication.

When you have a message you want to communicate to someone, no matter if it is your boss, your spouse or your child, it is important to start off on the right foot!

This audio, the first in the series, will outline the 3 ways you communicate and why it is important that they all say the same thing at the same time.

Get Your Message Across! 3 Ways to Communicate for Impact

[Click here](#) to go to a PDF transcript with a link to the audio.

If you are having trouble downloading the files, cut and paste this url into your browser.

www.theaudiourl.com

Next time, get ready to find out about:

Developing Rapport by Active Listening,

where you will learn what is the most effective tool of a good conversationalist.

Until then!

Your Name

Email address

Website

Signature “blurb”

Audio Training Program

(This is one of six scripts. All six scripts and instructions for recording comes with your audio training program.)

<Put your company name and/or logo here>

The Power of Effective Communication Audio Series:

Tip #1 - Getting Your Message Across! 3 Ways To Communicate for Impact

Welcome to the first audio in my exciting series on Effective Communication!

I'm <your name> of <your business>.

In this audio, and the 5 that will come after, you will learn valuable communication techniques that you will be able to incorporate into your personal and business relationships and use time and time again - at home, at work, or at play!

So let's get started!

Today we are going to talk about

Getting Your Message Across! 3 Ways To Communicate for Impact

This may be hard to believe, but communicating is the one activity you do more than any other - except for breathing.

No doubt there's plenty of communicating going on in your life. But how effective is it? Excellent interpersonal communication skills are one of the most valuable career and personal skills you can possess. And your ability to interact effectively with others can have a major impact on all the important relationships in your life.

If you're an effective communicator, then things probably go pretty well for you – you are able to persuade and influence others, you can effectively make your needs known, and you inspire people to take action.

On the other hand, if you lack effective communication skills, you may struggle in these very same areas of your life.

The good news is that by learning a few simple tips, you can dramatically improve your ability to communicate with others.

And In this audio segment, I will share with you the three ways you communicate and how important it is for these to align so you can effectively get your message across and positively connect with others.

When you are having a conversation with someone, the message you are sending is received in three different ways. And you want to ensure that each of these ways are communicating the same message.

First, there are the words being spoken.

Surprisingly, your words account for only 7% of the message you are sending. *But do not underestimate the power of your words as they are what is heard and interpreted first when you are communicating with someone.*

The second way your message is received is through your nonverbal messages.

55% of your message is visual - non verbal. That's more than half! Your posture, your facial expressions, and your body language says more to your listener than the words you speak.

When you are talking with others and they are talking with you, check to see if the words match the nonverbal gestures. **Because if your words do not match up with your nonverbal behavior, people will focus more on your nonverbal cues than your words.**

And third. 38% of the message you are sending is expressed by your voice.

When speaking, your tone of voice emphasizes and validates the emotions you're really feeling during a conversation.

Notice how your tone affects how others respond to you, and the emotions they express in return. Remember, what comes back to us is often a mirror of what we have originally put out.

Understanding the three ways you communicate will allow you to be more consistent in communicating effectively with others.

This information is foundational in understanding the power of effective communication. And in the next 5 parts of this audio training program, we will build upon this foundational premise, and you will learn more tips and techniques on:

- How you can be perceived as a great conversationalist
- How to make a true connection with someone and develop rapport
- What is the most effective tool a good conversationalist has

- How to make certain that everyone is completely understood

Thank you for listening, and we'll talk again soon.

<This part below can be included in the transcript you send, but do not record it unless you want your recording to go beyond 6 minutes>

If you haven't already downloaded my article: **How to Communicate With Power and Influence**, please go to my website at www.yourwebsite.com and download it. It discusses in even more depth tips and techniques that you can implement right away to be a more effective communicator.

Tell your friends about these great 4-6 minute audios!

- **Audio #2. Developing a Rapport by Active Listening** if you have rapport with your hearer, your message is more apt to be heard.
- **Audio #3. How to Start a Conversation and Keep It Alive!** What you can say to get things going and keep them going.
- **Audio #4. How to Ask and Get the Information You Want! All Questions Are Not Created Equal!** The different kinds of questions to use to get the information you want and when to use them.
- **Audio #5. Give Effective Feedback and Get Results!** A positive technique to critique someone and leave them feeling good—and get results!
- **Audio #6. 5 Steps to Solving Problems Productively**

<Include your contact info here>

<IMPORTANT: Delete everything in <brackets> before you upload the transcript for your listeners.>