



Say it! *Hear it!*

The Power of Effective Communication

**TELESEMINAR
PREVIEW**



Say It, Hear It!

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Teleseminar Preview



Congratulations! on purchasing your very own Ready2Go Teleseminar!

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 this product 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. And they are relevant to most target markets, and 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, and 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!

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® Program

With the Ready2Go Teleseminar® you get more than 70 pages of:

Fully developed teleseminar with,

- Agenda, teleseminar flow, all necessary content, instructions, and scripting.
- Participant exercises.
- Handouts for the participants to be emailed or used in a webinar.

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.

Marketing guide with recommendations on how to effectively market your teleseminar including,

- Logistics on how to coordinate a seamless and successful program.
- Professionally crafted promotional correspondence including,
 - Email invitation.
 - Reminder email.
 - Follow-up email.
 - Relevant article to send with your marketing emails.

- Marketing timeline.

Follow-up plan which includes,

- Follow-up recommendations.
- Follow-up email.

Say It, Hear It! The Power of Effective Communication Teleseminar

Learning Outcome

By the end of the teleseminar, attendees will have learned tools to enable them to more effectively communicate with others using both verbal and nonverbal communication skills. They will also be able to enhance their listening skills to avoid misunderstandings. Such improvement in skills will support participants in building collaborative relationships through communication that emphasize mutual trust and respect.

Teleseminar Benefits

Communication skills are an essential element for every person. Attendees of this teleseminar will gain the awareness of what it takes to initiate and respond successfully in their conversations with others.

The benefits of the teleseminar include:

- Recognizing what makes for successful communication.
- Strengthening relationships in all aspects of life by avoiding communication misunderstandings.
- Paying attention to verbal and nonverbal cues.
- Matching body language to the spoken message being delivered.
- Identifying internal and external factors that impact communication.
- Listening to the entire message being conveyed.

Course Contents

Part I - The Messages We Send

- a. “The Challenge in Communicating” – how easy it is can all go wrong.
 - This component starts with engaging the participant around “The Challenge in Communicating” and includes an activity where participants listen to and debriefs several examples of how easy it is to get communication wrong.

- b. “The Difficulty in Connecting” – how important it is to follow-up and make sure communication has happened.
 - This component includes an activity called “Lost in Translation” where participants listen to a classic example of how difficult it can be to truly communicate, and how if we don’t follow up to make sure the message was correctly received, it can get quite distorted.

- c. “Measuring our Communication Effectiveness” – assessing our current skill level when it comes to communication.
 - This component includes an activity called “Communication Effectiveness” where participants answer 10 questions in order to assess their own skills at effectively communicating.

Part II – The Messages We Receive

- a. “Exploring Listening” – realizing that how we listen determines what we hear.
 - This component includes an activity called “The Sounds Around You” where participants perform an exercise that heightens their listening skills

- b. “Listening Quiz” – assessing our current skill level when it comes to listening.
 - This component includes an activity called “Listening Quiz” where participants take a 10 question quiz to assess and then discuss their current listening skills.

- c. “Listening With CARE” – how to immediately improve our current listening skills.
 - This component includes an activity called “Listening With CARE” where participants write down a simple formula for improving their listening, and determine which skill they will commit to the next time they are required to listen to somebody.

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.

Marketing Guide

Ready2Go Teleseminar® - Marketing Guide *(page 1 of 6 pages)*

Outlined below are some guidelines for you to consider when planning a successful teleseminar:

1. **Set your date** - Start planning 3-4 weeks out. It takes time to implement your marketing plan and prepare for the highest attendance rate, so give yourself plenty of time to effectively prepare and market. The great news about teleseminars is that they are easy to implement, cost effective and convenient for your attendees to join!

Setting a date also locks in your commitment and will keep you in action toward hosting a successful workshop.

2. **Determine your price** – If you are doing this as a standalone teleseminar and not part of the Ready2Go Marketing Solutions’ bundle, you may want to charge a fee. However, if you are doing it as part of a marketing campaign, then doing it for free may be a better option.

There are many price strategies to doing teleseminars. If you elect to charge, workshop rates that range between \$19 - \$49 for a one time teleseminar are easy for people to sign up for without people giving it much thought. We just encourage you to have a long term perspective and don’t view this as a primary source of income, but instead as one of many **value-add services to offer your clients and convert your prospects.**

If you are unsure of what to charge, ask some friends and colleagues. And remember you can adjust fees as you do more teleseminars and get more familiar with your market.

3. **Set a goal** - Determine how many people you want to have at your teleseminar and at what price (if you are charging). Also set a goal for how many people you want to have sign up for complimentary consultations. **DO NOT** skip this step. It is imperative to your success that you set your goals, think about these things regularly, and take the necessary steps to achieve them. You will not achieve a goal that you do not have clearly defined.

4. **Make it viral** – What sorts of fun and interesting things can you do that will compel your list to invite their friends and colleagues? This is a powerful way your reputation and business grows.

It is much more fun when they bring a friend, so tell them so, and give them a reason to do so. It requires little time and risk, and gives their friends a chance to “check you out”.

Also consider discounts, freebies or prizes. For instance, give a gift certificate to the person who brings the most people; hold a drawing for everyone who brought someone, or give one of your products for free. You can track this information in your shopping cart when they register. It doesn’t have to be expensive, but the little things go a long way.

(page 1 of 6 pages)

Marketing Activities Timeline

(page 1 of 3 pages)

Included in your Ready2Go Teleseminar® package is a Marketing Guide with recommendations on how to plan a successful teleseminar.

Also included in your package are several promotional materials including,

- Pre-event invitation email
- A “reminder” email.
- Follow-up email.

We also have included an article that you can use for pre and post event giveaways.

Outlined below is a suggested timeline of how to promote your event. As mentioned in the Marketing Guide, ideally you will want to **begin your planning 3-4 weeks out, and start your marketing 2-3 weeks out.**

Ideally you will want to space your marketing activities 1 to 1.5 weeks apart by following this timeline, providing your list with value that educates and peaks their interest.



Say it! Hear it! The Power of Effective Communication Teleseminar Supporting Documents

(included in your teleseminar package)

- 2 Email Invitations
- Follow Up Email
- 1 Article to mail with your invitation
- Participant Handouts
- Facilitator's Handout Package

Facilitation Guide

Knowing Your Role

(page 1 of 2 pages)

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 work of knowing this teleseminar content.

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. 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.

Tips to Help Lead a Successful Teleseminar *(page 1 of 6 pages)*

At the heart of good facilitation is to let participants discover learning for themselves. As the facilitator, be open to allowing participants to express the learning that is most important to them.

You can do this by first creating a safe learning environment, which means responding neutrally to all participant comments, even those that may be at odds with the majority of the group. It is important to legitimize all contributions.

As well, keep in mind the following facilitation and telecall protocol guidelines:

- 1. Prior to the call, send call in instructions and teleseminar protocol to the registrants** - Once your participant registers for the call, send them a confirmation email with call in info and housekeeping tips. The housekeeping tips include items covered in the Telecall Protocol such as not using a cell phone, try to be in a setting that is quiet and uninterrupted for optimal learning, and how to mute their line. You can get these instructions from your teleconference hosting company
- 2. Be prepared for technical difficulties** – If you have ever been on a teleseminar, you know there is always a likelihood that there will be some sort of interference or technical difficulty. Unfortunately, even with our technical advances, it is still all too common an occurrence. So the key is to be prepared and educate your attendees on telecall protocol. See the attached tips sheet for a few telecall protocol basics.
- 3. Send the handouts** - These teleseminars are very interactive and we provide handouts for the participants. Be sure to send the handouts in advance so that the participants can be prepared for the call. A good time to send them is when the participant first registers and then again when you send the reminder.
- 4. Begin and end the teleseminar on time** - Whatever times you determined for your teleseminar, stick to them. These times set an expectation in your participants' minds that need to be honored. This may mean that you will have to deviate from the script of this teleseminar depending on the level of participant discussion that materializes during the course. The most successful facilitators live in the moment and adjust their programs to ensure that participant needs and expectations are always being met.
- 5. Start the call with interest and excitement** – Much like professional speakers start their speeches with a catchy phrase or story, you too should start you calls that way. It engages the audience immediately and they develop an instant impression that this call is going to be time well spent.

After your intro, you can announce yourself, announce the call, and discuss housekeeping items.

(page 1 of 6 pages)

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	5min
Part I - The Messages We Send “The Challenge in Communicating” “The Difficulty in Connecting” “Measuring our Communication Effectiveness”	25 min
Part II - The Messages We Receive “Exploring Listening” “Listening Quiz” “Listening With CARE”	25 min
Final Thoughts	5 min
Total Time	60 Minutes

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(This is one of 6 activities in this teleseminar)

10 minutes

Activity #1: “The Challenge in Communicating”

Materials Needed:
Pen or pencil, and
paper.

Activity Objective: Participants listen to several examples of how easy it is to get communication wrong.

IMPORTANT NOTE: Review and practice this information ahead of time. Use voice fluctuations, pauses, and speak with enthusiasm. You do not have to memorize this dialog, but try not to sound like you are reading a script word for word.

Facilitator Says:

“Communication – it’s all around us. We are constantly giving it or receiving it.

No doubt there’s plenty of it going on in each of our lives. But how effective is it? What results does it get us?

Let’s face it, excellent communication skills are the most potent career and personal skills any of us can possess, but just because we each have the ability to speak doesn’t mean we do it effectively, and just because we have the ability to hear doesn’t mean we’re really hearing what someone else is saying to us.

No matter what our life circumstance, the ability to communicate effectively with others can have a major impact on our job performances and on the quality of our relationships with others.

In today’s high-stress, fast-paced world, it is more difficult than ever to take the time to be a good communicator.

So just how difficult is communication?

What gets in the way of us being more successful with our communication with others?

Let's take a moment to explore these questions.”



Directions:

**Learners
Do:**

1. Tell participants that you are going to read to them three short examples of people communicating with each other, or rather, miscommunicating.
2. After each example, you would like participants to take a few moments to jot down their thoughts about what they feel perpetuated the miscommunication in each of these examples.
3. When participants are comfortable and ready, read each example one at a time, pausing for a few moments after each:

Example #1:

A husband and wife were attending a local community meeting. During the meeting a middle-aged man asked the town folk to pray for his daughter who was going in for knee surgery. When asked when his daughter was scheduled for surgery the man replied, "July." The wife, who was sitting in the row of seats in front of her husband, turned around and mouthed to him, "July??"

The husband immediately gave his wife a dirty look and wouldn't speak to her for the rest of the meeting. After, in the car on the way home, the wife finally asked what was wrong. The husband, tightly gripping the steering wheel, finally turned to his wife. "You called me a liar!"

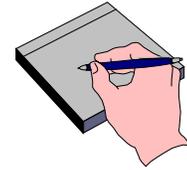
The wife quickly responded, "No, I didn't."

The husband jumped on the attack. "Yes, you did," he said, "When that man was asked when his daughter was going to have surgery, you turned

**Facilitator
Reads:**

around and stated, "You lie."

(Pause and ask them to write their comments on their worksheet)



Example #2:

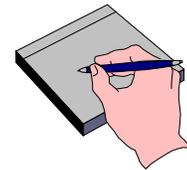
Katie is the proud owner of two beautiful, fully-grown ferrets. One day she was out walking them in the neighborhood when an elderly man approached her. "What are those?" Katie replied, "Ferrets."

The elderly man acted surprised and exclaimed, "No way! Those are parrots!?"

Katie was quick to clarify, "No," she said, "Ferrets! You know, like weasels!"

The elderly man scratched his head, rubbed his chin then said, "Huh. Those are EAGLES???"

(Pause and ask them to write their comments on their worksheet)



Example #3:

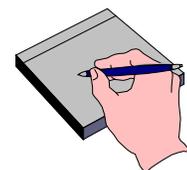
Sitting together on the sofa one evening, Carl turns to his wife and says, "Have you lost weight, your thighs look thin?"

Donna looks at her husband in disbelief and says, "What do you mean my EYES look thin?"

Before he can respond, a scowl slips across Donna's face. "That's just great! Thanks," she says. "I'm a fat lard, but at least my EYES are thin!"

Before Carl can speak, Donna rises from the couch and abruptly leaves the room.

(Pause and ask them to write their comments on their worksheet)



**Facilitator
Asks:**

4. Debrief the activity. *(Be sure to give people plenty of time to think and respond. If no one responds, ask the question again and wait. Be sure to enthusiastically affirm the first person to speak. This is important in setting the tone for the rest of the call. You want people to know that this is an engaging call, they are expected to participate and they will get much more out of it.)*

After the first person speaks, ask for another person to volunteer. Once again, wait. Encourage them if no one responds. Finally if no one responds, move on. Then do the same thing next time. It takes time for people to warm up. You want them to know they are encouraged to participate, that their contributions are valuable and it is safe.)

Debrief the activity by asking these questions:

Let's hear from a few of you...

1. What did you notice, or what stood out for you in these simple examples?
2. What do you feel perpetuated the miscommunication these examples illustrated?
3. What barriers do you think get in the way of us successfully communicating with each other?
4. George Bernard Shaw once said, "The problem with communication ... is the *illusion* that it has been accomplished." What do you think he meant when he said this?
5. How would you define 'communication?'
6. How do we know when communication has been successful?
7. What desire or need do you think drives our interactions with others?
5. After the debriefing, make the following points:

**Key Concepts**

Facilitator Says:

- Fill this in on your worksheet: **We all have the desire to connect with one another.** Have you ever thought about communication in that way - that we want to be heard and understood?
- But despite this need to connect, it's difficult to *truly express* what we see, think, and feel because we're communicating from our own unique perspectives as individuals.
- But when we *do* truly connect with another person and they really *get* what we are trying to tell them, then we feel a great sense of affinity, rapport, and kinship with that other person. That is why we communicate – to transcend our own isolation.
- Connecting with someone else can be a real challenge; that's why communication has often been called a two-way process.
- On the one hand, it involves the sharing of information, but on the other hand, it also involves the receiving of information.
- The question is, was what I said received as intended?
- Has anyone ever had a situation where they had to share something with someone else, and it was completely misunderstood?



Facilitator Asks:

- Who has a situation they would be willing to share?
 - Solicit several examples.



Then continue:



Key Concepts

- Fill this in on your worksheet: **When we are communicating with each other, we need to be**



**Facilitator
Says:**

certain that we have “connected” – that we have been understood.

- We do that by following up.
- When communicating, we have to make sure the message that was received was the same one we intended to give.
- To communicate most effectively then, we need to think about communication from the receiver’s perspective if we want to be successful.
- In most cases, we don’t need to do more communication; we just need to do it better!
- In most cases, it’s not a lack of information that leads to poor communication, but instead, the way our message was delivered, and most certainly the way it was received.

(This is one of 6 activities in this teleseminar)

Activity Sheets/Handouts

(Examples of the Handouts)

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Teleseminar
Notes

Part I - The Messages We Send

Activity #1: “The Challenge in Communicating”

Example #1

Example #2

Example #3

The reason we communicate is to _____

When we are communicating with each other,
we need to ensure that we _____,
and we do that by _____.