



Confident **YOU!**

Leap Outside Your
Comfort Zone
and Achieve
What You Want

Workshop
Preview

Ready2Go
MARKETING SOLUTIONS

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Workshop Preview



Congratulations on embarking on a multifaceted marketing campaign that includes a Ready2Go Workshop®!

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 marketing and communication products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

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.

The full suite of Ready2Go products includes **professionally written, scripted and designed:**

- Pre-written tweets
- Special reports
- Audio training programs
- Success tips
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

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.

Doing professional presentations is one of the most effective components of an effective marketing strategy. Instead of meeting one person at a time, facilitating a workshop allows you to meet numerous people at once, many of whom will want what you have to offer.

While we hope that you are using the workshop in conjunction with the Ready2Go Marketing Solutions Bundle, this product alone is a great tool for growing your business. Workshops are one of the most effective ways to gain exposure. They offer a valuable service to your prospects and clients, and are an extremely powerful ingredient in your overall marketing recipe.



Ready2Go Workshop® topics are relevant to most target markets, easily customizable, and specially designed to be educational, engaging and fun. Your workshop attendees will have strong takeaways of quality content, aha moments, and the overall feeling that it was time incredibly well spent.

If facilitating workshops is new for you, then you have come to the right place, as it doesn't get much easier than with a Ready2Go Workshop®.

When you apply the tips you learn from the Workshop Marketing Guide and Workshop Facilitation Guide, and combine them with this professionally crafted Ready2Go Workshop®, you put yourself on the fast track to outrageous success!

And remember, just like with anything new, it takes practice. 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! The more you enjoy it, the more successful you will be! Make sense? Are you ready to roll? Then let's go!

Here's to your enjoyment and success!

A handwritten signature in black ink, appearing to read "Kim", written in a cursive style.

Kim Clausen, President
Ready2Go Marketing Solutions, Inc.®

P.S. Please be sure to tell us about your successes. We are excited to hear from you!

What You Get in Your Ready2Go Workshop® Package

With the Ready2Go Workshop®, you get more than 120 pages of content and instruction:

Fully developed workshop with,

- Agenda, workshop flow, all necessary content, instructions, and scripting.
- Workshop activities.

Facilitation instructions for conducting a successful workshop including,

- Knowing your role and moving past initial fears.
- Tips on how to lead a successful workshop.
- Connecting with the participants.
- Preparation for the workshop.
- Event preparation check list.

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

- Logistics on how to coordinate a seamless and successful program.
- Professionally crafted promotional correspondence including,
 - 3 email invitations including a “reminder” email.
 - 1 follow-up email.
 - 3 relevant articles to send with your marketing letters.
 - 1 promotional flier.
- Marketing timeline.

Recommended contents for Participant Folder including,

- Welcome letter.
- Agenda.
- Handouts.
- Workshop evaluation.
- Post workshop homework.

Necessary forms for workshop day including,

- Product order form.
- Newsletter sign up form.
- Complimentary session sign up form.

Follow-up plan which includes,

- Follow-up recommendations.
- Post workshop homework, and instructions for staying in touch.
- Follow-up email.

Conducting the Workshop

Learning Outcome

By the end of the workshop, participants will be able to recognize how having confidence is necessary to pursuing what they are passionate about so that they can achieve the successes they imagine for themselves. Participants will also see the connection between the internal level of confidence they feel and the outer level of influence they can have on the world around them. They will be able to explain how confidence can be accessed through their authentic selves and that a positive perspective around who they are and what they are capable of achieving is something that can be learned.

Workshop Benefits

Every success in life comes through believing in ourselves. Success happens because we believe we can accomplish it. Confidence is the gateway to that success. It is necessary in order to live the life we want and to fulfill the dreams we desire to obtain. With confidence, we can steadily progress towards our aspirations and rise up to meet any adversity. Confidence enables us to be our true selves, and it can also inspire others through the quiet belief we possess in our own abilities.

Participants in this workshop will gain a greater awareness of what confidence truly is, where it comes from, and how it can be continually sustained so that we can boldly progress towards our goals.

The benefits of this workshop include:

- Discovering your authentic self and the natural source of confidence deep within you.
- Developing a healthy belief in your ability to be confident in any situation.
- Recognizing how your level of confidence affects your willingness to take action toward your goals.
- Seeing the significance that a positive perspective of yourself and your life has on the degree of confidence you do or don't feel.

Realizing that through the confidence you express to others do you have the ability to inspire them to make a difference in their lives.

Workshop Schedule

Time is the most valuable resource any of us have. As pointed out earlier, stay true to when you said you would start and end your workshop. The following agenda can help you with this goal, but remember, this agenda is meant to be a guideline and not a hard and fast schedule to keep. Be flexible and trust that if one section goes beyond the time listed, another section will likely come in shorter, thus allowing you to finish on time.

Topic	Time Estimate
Course Overview & Logistics	5 min
Introduction to Developing Your Natural Confidence	25 min
Your Authentic Self	25 min
Building Block #1 – The Mind	20 min
Building Block #2 – The Emotions	25 min
Building Block #3 – The Body	30 min
Break	10 min
Belief in Self	20 min
Learned Optimism	15 min
Unstoppable Action	35 min
Impactful Presence	15 min
Final Thoughts on Confidence	10 min
Graduation	5 min
Total Time	4 Hours

Step #1 – Prepare Participants for Learning

Preparing participants to learn is a critical step. This step arouses interest in participants, generates positive feelings about the learning they are about to experience, and gets them primed to learn. Without it, many mental blocks within participants may limit the effectiveness of their learning.

Some of those mental blocks include:

- Fear of looking stupid in front of others.
- Uneasiness in interacting with people they don't know.
- Fear that the workshop will point out significant deficiencies in their own character.
- Fear of the change that comes along with personal growth.
- Personal situations outside the workshop that are occupying their minds, thus their attention.
- Concern over the workshop being boring.
- Fear of not being able to accomplish assignments within the workshop.
- Fear of failing or not meeting with success.

Create a positive learning environment by humanizing the workshop, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial. Other ways to create a positive learning environment can be found on the next two pages of this guide.

The importance of getting off to a good start cannot be overstated. What you say and do in the first few minutes of the program can make all the difference in the world between a rich learning experience for participants and a frustrating expectation of what lies ahead for the next several hours.

Step #2 – Content Presentation & Practice

This is the part of the workshop where participants first encounter new knowledge.

True learning means that participants acquire a deeper understanding of a topic by pushing past the boundaries of their own awareness of the concept.

This means participants become conscious of new ideas and possibilities through their own discovery and experience of the topic. In other words, total participant involvement is necessary.

Learning is not passive; it's not an act of consumption. Instead, learning is an act of creation.

What participants think, say, and do is more important than what the facilitator thinks, says, and does. The facilitator's role is simply to initiate the learning process and then get out of the way.

During this workshop, participants will engage in a variety of learning activities where they will experience, discuss, and reflect upon the content for themselves rather than just having it spoon-fed to them by the facilitator.

Content

Introduction to Developing Your Natural Confidence

“To what extent do you really believe that there are people out there who want and need what you have to offer? Whatever that offering may be?”

At the same time, what holds you back from connecting with them now?

These are interesting questions to ponder because we often get very excited at the possibility of what could be in our lives.

At the same time, we often feel that there is something inside that holds us back.

What is the missing ingredient that can propel us forward into what we are truly capable of being, doing, and having?

One word: confidence.

Imagine that you have just hired me to help you become more confident so that you could go for anything you want in life.

Given all the choices available to you in your potential future, what would you most want to have?”

Activity #1: “What I Want Most”

Activity Objective: Participants identify an area in their lives where they feel a lack confidence, which keeps them from having what they want.



Activity Directions:

1. Distribute to each participant the worksheet –

Notes

Materials Needed:
Pen or pencil,
“What I Want Most” &
“Confidence Conceptual Model” worksheets.

Content

“What I Want Most.”

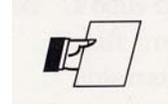
2. Instruct participants to reflect on and answer the two questions listed on the worksheet.
 - Allow several minutes for this.
3. When finished, tell participants that you would like for them to get up from their seats with their completed worksheets in hand.
4. Next, tell participants that you are going to give them ten minutes to mingle around the room and meet as many of their fellow participants as possible during that time.
5. With each new participant they meet, participants will need to introduce themselves to one another and then share with the other person how they answered the two questions on their worksheet.
 - Play positive, energizing music while participants mingle.
6. After ten minutes, have participants return to their seats.
7. End this introductory activity by giving participants the following key message around the concept of ‘Confidence.’ Encourage them to write it down:



Program’s Key Message:

Confidence comes from knowing what it is we want; feeling certain that it will be ours, and focusing our whole attention on the ‘moment-to-moment’ acts of living that will bring about the realization of this want.

Notes



Handout –
“What I Want Most”

Content

Notes

8. Say:

- Now if confidence was as simple as this statement makes it out to be, none of us would be here in this workshop.
- But we are here, and that means that even though being confident may be more natural than we realize, it doesn't mean that there aren't challenges with living in a confident way.
- The biggest challenge may be we don't feel certain that something better will actually be ours. Instead, we feel more certain that our heart's desire will go unfulfilled.
- We also don't keep our attention squarely placed on what needs to be done in order to achieve our goals. Instead, we spend a good portion of our time dedicated to activities that in the end are meaningless.
- In a nutshell, our thinking, our feelings, and our actions can easily get distracted, and when this happens, we no longer feel confident about ourselves.
- The longer we continue to live in this way, the more frustrating life becomes.
- But I have a solution for you – a way to develop your natural confidence so that:
 - You can become better at whatever it is that you do.
 - You can see new possibilities where before there were only obstacles.
 - You can be comfortable again in your own skin.

Content

Notes

- You can be excited about going out and accomplishing new and different things.
- You can possess more self assurance about obtaining a richer, fuller life.
- You can be willing to take massive action in order to make your dreams come true.
- That's what this workshop is all about.
- And to help you remember everything you need to know about being more naturally confident, I have a conceptual model that will lay all this out for you in a simple, easily understandable way.

After the Workshop

Post Workshop Progress

At the end of the program, remind the participants that you will be following up with them within the next two to three days to see how they did with their homework assignment and to hear how their learning from the workshop has improved their outlook on the topic.

Tell the participants that you will also call them again between two to three weeks after the program is over to check in and see how valuable the learning from the workshop has been now that they're back in their lives. Ask them to talk about their homework answers, success stories, and frustrations they are still experiencing. If helpful, create a checklist of questions to ask such as:

- Name something that this program has helped you to improve. Give at least one detailed success story.
- What are the positive consequences of this improvement in your life?
- What new perspective have you been able to own as a result of this workshop?

Another great way to stay in touch is to collect responses to the questions above and compile them into a summary of the most important learning and email copies to the whole class (be sure to get their permission to use their feedback and name).

Create a copy for future workshops so that new participants can see the value that others have received from the program. These are your testimonials and are great for marketing future workshops.

Remember, follow up is another very important “touch” in your multi-faceted marketing campaign. Following up with participants not only shows them that you care, but gives you another opportunity to develop a long-term relationship with your community of prospects and clients.

IMPORTANT: Only offer this extra value if you plan to follow through on it. Nothing is more unprofessional than offering to do follow ups and then not following through in a timely manner as promised.

“Follow Up Homework”

Keep the following log for a two-week period. Note at least one visible action you take each day that makes you more confident and brings you that much closer to having the life you desire.

Day	Action
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

After two weeks, analyze your log and determine if you have any gaps. Place a star next to those items that had the most impact.

Activity Sheets/Handouts

“What I Want Most”



When you search your heart right now, at this point in your life, what thing, person, or circumstance do you want most for yourself?



What gets in the way of you believing and feeling totally certain that what you want most in your life will be yours?



Key Message:
