



The
GENIUS
Within

Calling on Your Natural Talents
to Make Life
More Fulfilling

**Audio Training
Program Preview**



Ready2Go
MARKETING SOLUTIONS



The Genius Within

Calling on Your Natural Talents to Make Life More Fulfilling

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 1-3 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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The Genius Within - Calling on Your Natural Talents to Make Life More Fulfilling - Audio Training Program
Preview

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



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, special reports and more. 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.

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 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.

The Genius Within - Calling on Your Natural Talents to Make Life More Fulfilling - Audio Training Program Preview

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 and Follow Up Copy



**Promotional Copy for
*The Genius Within: Calling on Your Natural Talents to
Make Life More Fulfilling***

Audio Training Series

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

Have you ever wondered if there's something more you should be doing with your life?

Have you ever felt that you were meant for something special...something great, but can't quite put your finger on it?

That's your calling, my friend. You may not know it yet, but you can do something no one else can do.

Every day you handle your affairs at the office, at home, out with your friends, and in the back of your mind...you know. There's something more that you're not quite seeing. There's more to you than your titles, than your job, than your online profiles, and yet it stays hidden, unseen even by you. There's a hidden potential burning within you, just begging to be expressed, and activating it will make everything in your life much easier and more enjoyable.

Sometimes you see people who seem to have it. Their lives look fulfilling, they're happy & proud of everything they do, and they climb the ladder of success quickly & easily. These people are clearly in the right place. But what about you? Where do you fit in?

You are the missing piece to a grand puzzle. You were meant for something amazing. You have greatness inside of you, you just know it. But what does that look like? What is this secret gift?

Your great calling is calling. The gift that gives your life meaning and fills you with purpose is on fire inside you, and it's ready to wake up. Are you?

If you are ready to awaken to the power inside of you (and I think you are), then I have something special for you.

Now introducing...

**The Genius Within: Calling on Your Natural Talents to
Make Life More Fulfilling**

A 6-Part Audio Training

The Genius Within - Calling on Your Natural Talents to Make Life More Fulfilling - Audio Training Program
Preview



1st Email to the 6-Part Audio Series

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

Subject: <first name>, the search for your buried treasure starts TODAY.

Hi <first name>,

Have you ever wondered if there is more to life than what you now know? Do you look on with puzzlement as you see others clearly living their destiny, and wonder how you can do the same?

Well you've taken a step in the right direction. You have a unique gift that can benefit everyone around you, and it's time you uncovered it & let it shine.

Using this training will improve your outlook, give you a new purpose and activate your passions to improve the world around you.

Welcome to the first module of your NEW audio training series, *The Genius Within*.

These powerful audio downloads are filled with tips & wisdom you can use TODAY to navigate the challenges of life with ease, both at home and in the office. You will become more focused and aware with each new module....and it starts NOW.

Over the course of these next 6 trainings, you'll discover...

- **How to identify your talent and discover what you were born to do**
- **How to stop spinning your wheels & start being more effective**
- **Simple ways to handle crises, negativity & distraction**
- **How to quickly build your dream life around your talents**
- **The most powerful ways to let your light shine**
- **How to pinpoint talent in others for the good of everyone**
- **And a lot more...**

Let's get started with **Audio 1** – Talent? What Talent?

Click the link directly above to download a PDF transcript and start streaming the audio.

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

See you next time!

(6 emails come with this program. This is email #1)

The Genius Within - Calling on Your Natural Talents to Make Life More Fulfilling - Audio Training Program Preview

Audio Training Program

The Genius Within ***Calling on Your Natural Talents to Make Life More Fulfilling***

Audio Training

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

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

<Put your company name and/or logo here>

Audio #1: Talent? What talent?

Hello, and welcome to *The Genius Within : Calling on Your Natural Talents to Make Life More Fulfilling*, a 6-part Audio Training Course designed to help you to identify and cultivate your natural strengths.

I'm <your name> of <your business>, and I'm excited to share this eye-opening training with you.

Over the course of these 6 audio modules, you will learn how to focus & develop your talents, regardless of your situation or station in life. This will help you unlock your hidden potential, making your life easier, more enjoyable and far more fulfilling.

I invite you to take notes as we go along so you can quickly reference your discoveries whenever you need a little reminder.

In fact, we'll pause here for a moment so you can get your notebook and a pen.

<PAUSE>

Ready? Okay, let's get going!

In this session we focus on identifying your talents & the feeling you get when utilizing them.

Talent is defined as something that you have an innate "aptitude" for, something that you do not have to work for or study all that much...it just comes naturally. In other words, your talent is something you were born with. You might even think of it as something you were *born to do*.



To help you get a better grasp on what that means for you, we're going to go inside for a little journey. I invite you to close your eyes, take a deep breath & join us.

< PAUSE & Take a deep breath >

Alright, now call to mind the last time that you remember feeling phenomenal.

I'm talking about that really great day you had, when everything seemed to work, people praised your efforts, and you simply felt FANTASTIC...on top of the world. Maybe it was at the office, or playing in the park. Maybe you were singing in the church choir, writing a blog post, or designing a room...or perhaps you were organizing people for some sort of activity. Whatever you were doing, you felt totally in the zone and happy as a clam.

< PAUSE for 15 seconds to allow the listener to recall something. Use a timer or count slowly in silence. >

Got it?

Great, now hold that memory in your mind for a few more moments. Notice what you are feeling.

<PAUSE> You probably feel confidence bubbling inside you, or a certain sense of invincibility. Everything you do in this space is easy & effortless, and it seems that anything you touch will turn to gold. Feels great, doesn't it?

Okay, now open your eyes.

That's what talent feels like...

(There are 6 audio scripts in this program. This is a partial script of audio #1.)