



The
GENIUS
Within

Calling on Your Natural Talents
to Make Life
More Fulfilling

Success Tips



Ready2Go
MARKETING SOLUTIONS

The Genius Within

Calling on Your Natural Talents to Make Life More Fulfilling

Success Tips Package Preview



Congratulations for embarking on a multifaceted marketing campaign that includes your Ready2Go Success Tips.

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 Ready2Go products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

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

- Pre-written tweets
- Special reports
- Audio training programs
- Success tips
- Speeches
- Teleseminars and webinars
- Workshops
- Self-Study programs

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. 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.

Incorporating a regular communication strategy takes work, and incorporating Ready2Go products is the most comprehensive, effective and easiest solution on the market.

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 look forward to hearing your successes!

What You Get With Your Ready2Go Success Tips

With the Ready2Go Success Tips package, here's what you get:

- 12 professionally written success tips that are inspirational and educational
- Suggestions on how to use your success tips to create greater awareness, grow your list, and touch your list in a meaningful way on a regular basis
- Tips on how to set up your success tips to send automatically

About Ready2Go Marketing Solutions, Inc.®



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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 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' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc.

With these products you receive quality content created by industry professionals, plus all the instructions and tips that you need to be successful in your implementation. The Ready2Go products are created on topics that are highly relevant to most target markets, and have valuable content that your prospects will find very educational and informative. Plus they are easy to customize and brand as your own.

That full suite of professionally crafted Ready2Go products includes:

- **Pre-written tweets** to gain awareness and promote your special offers and events
- **Special reports** to use to grow your list or send to your list as a gift
- **Audio training programs** that you record in your own voice
- **Success tips**, which are 200-350 word "mini articles" to send to your list or use as blog posts
- **Speeches** for your in-person presentations
- **Teleseminars and webinars** to engage your prospects and clients through remote training
- **Workshops** to reach more people, generate income and convert more clients
- **Self-study coaching programs** formatted to be delivered as an independent, self-guided coaching program.

To learn more about the Ready2Go products, go to www.Ready2GoMarketingSolutions.com.

Tips on Setting Up and Using Your Success Tips

Setting Up Your Success Tips

If you would like to automate your marketing, you can set up your success tips to be automatically sent to your list on a regular basis by pre-loading them into your database management system. Most database management software systems have the capability of sending automated or timed emails so that you load them once, schedule their delivery and leave them alone. Examples of the more popular email management systems are AWeber (www.aweber.com), Constant Contact (www.constantcontact.com), iContact (www.icontact.com), 1ShoppingCart (1shoppingcart.com), Infusionsoft (www.infusionsoft.com), or Ontraport (www.ontraport.com). You can research these to determine which solution is a best fit for your business needs.

For blog posts, you can simply preload your blogs and schedule in advance the days you want them to post.

As always, we recommend that you customize these success tips with your own stories, anecdotes and personal messages. But keep them short as that is what makes this tool so effective!

Using Your Success Tips

Staying in touch with your list in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using numerous tools and delivering them through a variety of mediums allows you to be creative in your marketing which is more attractive to your prospects and clients.

Success Tips are a fantastic tool to use because they are short, provide great value, and can be delivered in written, audio or video form.

We recommend using your Success Tips in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>), as all the Ready2Go products coordinate together.

Here are a few ways you can use your Ready2Go Tips: (also, for consistency with this bulleted list either add a period to all or remove from all)

- Blog posts
- A “Thought of the Week” or “Success Tip of the Week”, that provides value, is easy to read, and is a meaningful touch.
- A short article in your newsletter
- Can be recorded and emailed in audio form, placed on your blog, on your website or sent in your newsletter.
- Can be developed into a short video training and be emailed to your list, placed on your blog, on your website, or sent in your newsletter.

Success Tips

(This is one of 12 tips that comes in this package)

What is a Genius Anyway?

*“Talent hits a target no one else can hit; genius hits a target no one else can see.” ~
Arthur Schopenhauer*

‘Genius’ is a provocative word. Whether it’s in the realm of art, music, or science, when we hear the word ‘genius’ names like Michelangelo, Mozart, and Einstein come to mind – people whose work has permanently changed and influenced humanity long after they’ve died.

But what is a genius, really? A person with an extremely high IQ? Someone with exceptional grades? A person who creates work that impacts humanity for the better?

With critics disputing the genius status of luminaries like Picasso, Woolf, and Hawking, defining genius can be subjective. Why? Because it’s highly individual, unique, and has evolved over time.

A brief history of genius

For the ancient Greeks a person’s genius was interpreted as a spirit that lived within the human psyche. They believed that everyone was imprinted with a gift or mission and one’s life purpose was to discover and cultivate their unique gift. It had little to do with a person’s intelligence.

The ancient Romans first referred to this connection to the divine as *genius*. Genius was the guiding spirit, talent and inspiration all rolled into one. That Divine entity lived within every individual and family. Even a village was thought to have its own genius.

It wasn’t until the 1800’s when scientific theory was applied that a person’s intelligence became the benchmark for genius. A person’s intelligence and, by extension, their genius could now be tested, measured, and quantified with what would eventually become known as the ubiquitous IQ test.

Elizabeth Gilbert, author of *Eat Pray Love*, suggests this was the beginning of the concept of ‘being’ a genius rather than ‘having’ genius. She proposes it’s time to go back to the ancient definition – ‘having’ genius instead of ‘being’ genius.

In her ground breaking TED talk ‘Your Elusive Creative Genius,’ she credits a genius being outside of herself who helped her write her many best-selling novels. This genius is our partner, she says, and if we do well, we share credit with it. If we don’t do well, regardless of the endeavor, we also share the heartbreak. This was how the ancients felt, too.

So now what? Which definition of genius is correct? The belief that a being outside of ourselves sprinkles fairy dust and co-creates our work? Does the last word on genius go to IQ? Or maybe it's even a little bit of both... Perhaps the most appropriate definition of genius is the one that allows you to access your own genius and use it to make your unique mark on the world.