



HAPPY TRAILS!

The
Wondrous Search
for Happiness
and *Where*
to *Find It*

Audio Training
Program Preview



Ready2Go
MARKETING SOLUTIONS

Happy Trails

The Wondrous Search for Happiness and Where to Find it

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 multi 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!

Ready2Go Marketing Solutions, Inc.® 5023 W 120th Ave #184, Broomfield, CO 80020 303-465-0454
www.Ready2GoMarketingSolutions.com

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.®



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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.

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.

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
Walking The Road To Happiness
Audio Training Series
(This is the partial copy. The complete promotional copy
comes with your audio training program...)

Rebecca can't understand it.

She keeps hearing stories from her friends about how happy they are, how life is so great, and how they are blessed. She doesn't think that way at all. How can they be so happy? Nothing great happens for her. She goes to work, comes home, feeds her cat, and watches the latest t.v. dramas, day after day. Life is a blur to her. She's starting to think that happiness is a sham, a way of fooling yourself and everyone around you into thinking the world is better than it really is.

Rebecca is one of the "lucky" ones. She went to a good school, graduated in the top of her class and is the youngest partner at her law firm.

While the junior associates and senior partners all talk about lives outside of work, their families and what they will be doing on the weekends, Rebecca just listens with wonder and shakes her head. Rebecca focuses on work because she has bills that need paying, and she finds it hard to understand how any of these people can get ahead in the world without working on real problems.

She can not imagine leaving early on Friday, or taking a whole week of vacation while her case files just continue to stack up. While she admits to herself that she wants more out of life, she ignores the feeling in order to focus on what she thinks are the "real" problems in her day.

Rebecca is unhappy. Worse yet, she doesn't know what happiness even looks like or where to find it.

She will work herself to the bone, trying and failing to fill the void in her life over and over again, until one day waking up only to see her years have all slipped by in a fog of stale and stagnant hours.

Is there any help out there for people like Rebecca?

YES THERE IS.

A solution to Rebecca's grey solution is within easy reach.



Now, don't get me wrong. Rebecca's unhappiness cannot be cured overnight. But with the right methods, a change of outlook and some easy new ways of thinking, *anyone*, including Rebecca, can find happiness...and more importantly, *keep it*.

Fortunately for her (and YOU), those easy fixes are now readily available, in a clear, concise and easy-to-follow format.

Now introducing...

Walking The Road To Happiness
A 6-Part Audio Training

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 journey to happiness starts NOW.

Hi <first name>,

Do you ever get tired of listening to all those around you talking about how life is so great, and wonder what it would feel like to live a more fulfilling, satisfying life yourself?

Have you ever wondered why you can't join the "fun" club, and have some stories of your own to tell?

Well, my friend, you have taken the all-important first step toward improving your outlook, and finding the answers that "the happy people" seem to already know. You *can* be happy, and it's not too late for you.

Used as prescribed, this training will help you improve your relationships, enjoy your life and create the healthy mindset that makes *EVERYTHING* worthwhile.

Welcome to the first module of your NEW audio training series, *Walking The Road To Happiness*.

These powerful audio downloads are filled with strategies & tools you can use today to tackle the challenges of life, both at work and at home. You will grow stronger and more confident with each new audio module.

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

- **How to define your own happiness and know what happy looks like,**
- **How to rapidly incorporate far more joy into your life,**
- **Simple ways to remove those worries that keep you from winning,**
- **How to unlock new patterns and discover new ways to grow,**
- **The most powerful (and oldest) secret to finding true happiness,**
- **Why happiness should be your top goal and why it's so important,**
- **And a lot more...**

Let's get started with **Audio 1** – What Is Happiness, Anyway?

Audio Training Program

Walking The Road to Happiness

Audio Training

(This is 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: What is Happiness Anyway?

Hello, and welcome to *Walking The Road to Happiness*, a 6-part Audio Training Course designed to help you find lasting happiness.

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

Over the course of these 6 training modules, you will learn how to define and find happiness, regardless of your circumstances, so that you can live the inspired life you've always wanted.

I invite you to take some notes as we go along so that you can quickly reference this information whenever you need a little lift.

In fact, we'll pause right here for a second so you can grab some paper and something to write with.

<PAUSE>

Ready? Alright, let's begin!

In this session we're going to discover what, exactly, happiness looks like and how a simple shift in your perspective can make all the difference.

<PAUSE>

How do you define happiness? Have you ever really considered it?

What does it look like? What does it feel like? What causes it, and why is it sometimes so far out of reach?

The dictionary defines happiness as a state of joy, contentment or pleasure. That's a great place to start, though we all know joy, contentment and pleasure are often temporary states.

What does it mean to have lasting happiness?

<Say slow enough for the listener to comprehend> The philosopher, Aristotle defined happiness as the "Supreme Good." Each person's supreme good is subjective, but the one thing that binds all humans is the capacity for rational thought. According to Aristotle, anyone who cultivates behaviors and habits that align with our essential nature as rational human beings will be able to bear misfortune with equanimity, and thus live a truly happy life.

Wow. Wait...what did he say? Does that make sense?

Let's look at it another way.

If you apply yourself in a thoughtful way toward virtue or excellence in any endeavor, the hard parts of life won't affect you as much, and you'll be happy.

<PAUSE>

Let's think about this further.