

A vibrant sunset scene over a beach. Two people are riding horses, silhouetted against the bright orange and yellow sky. The sun is low on the horizon, creating a shimmering reflection on the water. The overall mood is peaceful and joyful.

# HAPPY TRAILS!

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

Special Report  
Preview

Your Logo  
Here

# Happy Trails

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The Wondrous Search for Happiness and Where to Find it

## **Special Report Preview**

**Congratulations!** on purchasing your very own Ready2Go Special Report.

Special Reports are an effective tool to use to gain your prospects' attention, allow you to give something of value for free, and begin to foster a relationship.

We hope that you are using this product as the 1<sup>st</sup> component of a systematic, relationship based, multi touch campaign that includes a Ready2Go Teleseminar, Workshop, Speech and Audio Training Program. This product alone, however, is a great tool for generating awareness, driving prospects to your website and growing your list.

The Special Report is typically how the relationship begins. Through a variety of marketing activities (we provide 10 tips in this package), prospects will come to your site to download your Special Report. **This is where they opt-in to receive more information and you are on your way to converting qualified prospects to paying clients.** But it takes time for the familiarity to grow, trust to be developed and for your prospect to learn how you can solve their needs.

**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 gives you a powerful, effective way to stay in touch and deliver value all year round!

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](mailto:Kim@Ready2GoMarketingSolutions.com)

## What You Get With Your Ready2Go Special Report

With the Ready2Go special report, here's what you get:

- A professionally crafted 8-12 page special report about a highly relevant, compelling topic that will drive visitors to your web site to opt-in, so you can begin a relationship
- Promotional copy that you can email or use as an advertisement
- A follow-up email, introducing them to your next offer (i.e., the 6-part audio series)
- 10 tips on how to use this report to grow your list

# About Ready2Go Marketing Solutions, Inc.

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## 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 turnkey 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-and-play marketing solutions, such as fully developed **workshops, teleseminars, speeches, audio training programs, special reports, success tips, tweets, video montages, articles and more!** These tools are ready-made for coaches, consultants, mental health professionals, trainers and speakers to customize and brand as their own, saving tons of time and effort.

We've completely 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 communications and training 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 creative.

Our team includes professional marketers, training developers, writers, copywriters, speech writers and designers 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 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](mailto: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.*

***Happy Trails – The Wondrous Search for Happiness and Where to Find it Special Report Preview***

# 10 Tips for Using Your Special Report to Grow Your List

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## **10 Tips for Using Your Special Report to Grow Your List**

*(page 1 of 2 pages)*

- 1. Place it in a highly visible location on every page of your website.** This is the most common way special reports are used. Once you have driven people to your website through different mediums, they will download the report, opt in to receive more information, and you can then begin to nurture a relationship with someone who has already expressed an interest in your products and services.
- 2. Offer it as a freebie at a speaking engagement.** Since the idea is to capture a name and email address so that you can begin a relationship, you do NOT want to just hand out your special report. You DO want to give a compelling summary of what you have to offer. Then you want people to fill in a sign-up sheet or drop off their business cards to have you send it to them. Note: you could also send them to your website to download it themselves, but the danger is that as time passes people will get distracted by other things and won't make it to your site.
- 3. Promote it on the back of your business card – call attention to it when you hand out your card.** Let people know that your business card is also their ticket to valuable information. They will be much more likely to hang on to it until they are in front of their computer again. Again, make your description of the report compelling enough to draw attention from the target market you most want to reach.
- 4. Add a compelling description of your special report to the signature line of your email.** You probably email hundreds of people each week, and even though they're not all connected to you through your business, you never know who they know. Make sure everybody in your network knows what you have to offer. This technique is one of the simplest yet most effective ways to grow your list.

*(page 1 of 2 pages)*



# Promotional Copy

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**(This is a *partial script* of the promotional copy that you use to promote special report.)**

## **Promo Copy for Special Report:**

When was the last time you ordered a pizza, ate some ice cream, or skipped a work project to look at Facebook in order to lift your spirits? Did that happiness last very long?

Chances are, you got a bit of instant gratification, which then gave way to mild depletion, and then possibly led to feelings of guilt and shame.

**Don't worry, you're not the only one.**

Less than 33% of Americans consider themselves truly happy, and most people look, every day, for instant gratification to fill the void.

Think of all the things you do during any given day to scratch that itch. You check Facebook for a little dose of socially-driven dopamine, the happiness hormone. You play games on your phone, eat a sweet treat, or indulge in an entertaining show on Netflix, but nothing seems to make a lasting difference...

**PSSSST...**

**You are searching for Happiness in the wrong place.**

Try to think about a time in your life that you felt *really* good. Accomplished. Empowered.

Perhaps it was a home-run during a softball game. Or maybe it was a promotion at work, or a good grade on a difficult assignment. This accomplishment gave you something to brag about. It brought you fond memories for weeks or years to come. It not only lifted your spirits...it elevated your entire life.

The momentary pleasures of ice cream and Facebook are fleeting, but that sense of accomplishment lasts forever.

**(The *complete script* is included in your special report package.)**

# Special Report

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*(This is page 1 of a 11 page special report)*

## SPECIAL REPORT

### **The Road to Happiness**

*Because I'm happy*

*Clap along if you feel like a room without a roof*

*Because I'm happy*

*Clap along if you feel like happiness is the truth*

*Because I'm happy*

*Clap along if you know what happiness is to you...*

Lyrics from Pharrell Williams song "Happy" (2014). i Am Other and Columbia Records.

Read the news and it's easy to feel overwhelmed with gloom – banking scandals, worldwide health epidemics, terrorism threats, pollution and more. It's enough to make even the most optimistic among us feel as though our safety and security - our very happiness - is under siege.

It's no surprise then that Pharrell Williams' cheerful song with a simple message became an anthem of sorts, inspiring people and spawning 'Happy' tribute videos worldwide. It struck a chord with people that illustrated our basic human, universal desire to be, feel, express and share our happiness.

With such a deep-seated desire to be happy it's ironic that so many people don't know what happiness is. The media, advertising, politicians and "the Jones" have skewed our concept of happiness. As researcher Richard Eckersley notes:

*"One of the most important and growing costs of our modern way of life is 'cultural fraud': the promotion of images and ideals of 'the good life' that serve the economy but do not meet psychological needs or reflect social realities. To the extent that these images and ideals hold sway over us, they encourage goals and aspirations that are in [sic] themselves unhealthy. To the extent that we resist them because they are contrary to our own ethical and social ideals, they are a powerful source of dissonance that is also harmful to health and wellbeing."*

Has your search for 'the good life' left you feeling disillusioned with the trappings of what happiness is supposed to mean? A 'good' job, a new car, the latest gadgets and toys, and a house in the 'burbs'? Has that pursuit negatively impacted your health and wellbeing? Is there more to happiness than those trappings? Do you know what happiness is to you?

This special report helps to decode the secret to true happiness: What it is, how (and where) to find it, and how to reach beyond the mere material and momentary things in life that give us temporary pleasure to explore the deeper, richer elements of enduring fulfillment and contentment. But before we dive into the deep end we must start at the beginning.

***Happy Trails – The Wondrous Search for Happiness and Where to Find it Special Report Preview***

## **What is happiness?**

A great job? Free time? Money in the bank? A big family? Retirement?

The Merriam-Webster dictionary defines happiness as:

- a. state of well-being and contentment : joy*
- b. a pleasurable or satisfying experience*

The pursuit of happiness may be universal, but what makes each of us happy is very personal. Yet, when it comes to human happiness we all share some commonalities. Sonja Lyubomirsky, Ph.D., is a social psychologist at the University of California and author of *The How of Happiness*. She describes happiness as “...the experience of joy, contentment, or positive well-being, combined with a sense that one’s life is good, meaningful, and worthwhile.”

Aristotle went further and distinguished two types of happiness:

**Hedonic happiness** – pacifying our desires by focusing on maximizing pleasure while minimizing pain (i.e. eating ice cream).

**Eudaimonic happiness** – the concept that not all desires are worthy of pursuit since, though they may yield immediate gratification, they don’t necessarily provide a deep sense of wellbeing. (i.e. selling ice cream to raise money to build a community playground).