



ENSURING Life Harmony

Resolving Conflict and
*Creating
Positive Change*

SPEECH
PREVIEW



Ready2Go
MARKETING SOLUTIONS



Ensuring Life Harmony

Resolving Conflict and Creating Positive Change

Speech Package Preview





Congratulations! on purchasing your very own Ready2Go Speech.

While we hope that you are using this product in conjunction with the Ready2Go Teleseminar, Workshop, Audio Training Program and Special Report, this product alone is a great tool for growing your business.

When it comes to public speaking, chances are you are in one of two camps - you either love it or you hate it. For those of you that love it, FANTASTIC!!! The Ready2Go Speeches will be a powerful tool to use as part of your marketing strategy.

And for those of you that hate it, no worries!! You are a part of “camp majority”. But the good news is that just by purchasing a Ready2Go Speech, you are making a viable effort toward using speaking to grow your business. If you apply the tips you learn in this Speaking Guide, and combine it with a professionally crafted Ready2Go Speech, you are more than half way home!

You understand that speaking is an important part of growing your business. You can do it without speaking, but you'll do it faster and easier with speaking. Instead of meeting one person at a time, speaking allows you to meet numerous people at once, who want what you have to offer. Speaking also puts you in the position of the expert. You get to provide value and allow the audience to experience you as a knowledgeable, caring person who can help them solve their problem.

And remember, just like with anything new, it takes practice to get better. 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!

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!



What You Get in Your Ready2Go Speech® Program

With the Ready2Go Speech® you get more than 50 pages of:

- Professionally scripted 30 minute speech on highly relevant topics for your target audience. Easily customizable to any audience by adding in your own unique personality, delivery, stories, anecdotes and applications.
- Speech overview to give you a summary of the key points covered
- Speech outline for you to use as your guide when delivering your speech
- Delivery Tips for each specific speech
- Speaking guide which includes
 - Tips on where to find places to speak
 - Instructions on how to land speaking gigs which include
 - Phone script and inquiry letter
 - Marketing documents such as
 - Complimentary consultation sign up form
 - FREE offer sign up form – for your FREE report, eBook, audio, newsletter, etc.
 - Product order form
 - Guidelines on how to adequately prepare for an awesome presentation
 - Suggestions on ways to get the most exposure with your speaking engagement
 - How to secure a complimentary consultation
 - Guidelines for a powerful introduction
- Delivery Tips – tips of the trade from the pros on how to deliver a great speech



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 and special reports.** 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@ready2gomarketsolutions.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.



Read This First

Before you read the Speaking Guide, there is something that we want you to remember first and foremost, and throughout this process –

There are hundreds, if not thousands, of clubs/associations/organizations in your area who are looking for speakers every day of the week!

They just need to know you exist. And the only way they are going to know about you is if you tell them!

The people that you will be contacting are tasked with finding speakers for their club or organization. They are charged with booking new speakers, new topics, and new interests for their club day in and day out. When a confident, articulate, cheery person with a **sought after** topic contacts them, it is like a blessing from above. **So remind yourself of this continually through this process.**

Also remember, if you get turned down, don't think of it as being rejected, just think of it as being temporarily turned down! You're just being temporarily postponed. Doesn't that feel better? **It's not about you**, it could be about a lot of things - the timing, membership requirements, experience level, club demographics, their needs at the time - the list goes on and on. But it's not about you! The club may also have certain requirements that you are not yet able to meet. No worries! Just do what you can as soon as you can to meet those requirements so you can contact them again at a later date to schedule your speaking engagement.

And finally, remember that the Ready2Go Speech topics are **relevant and interesting** topics that people want to know and learn more about. You're not trying to convince them to let you come talk about the molecular breakdown of an atom. You are going to talk to them about something that is compelling and interesting! And these speeches are professionally crafted. So with some practice, and your personal touch, you have a fantastic service to offer the person who books speakers for their club!

Do you believe it?!?!
Believing it is the first step to your success!
And here's to your belief!



Speaking Guide

WHY SHOULD YOU SPEAK?

(page 1 of 14 pages)

Speaking should be considered a foundational part of your overall marketing strategy. If you fear it, loathe it and would rather eat nails, no worries!! Join the rest of the human race!!! But the good news is, there are ways to overcome your fears and dislikes, and over time you **will** grow more comfortable with it – you may even learn to love it! Especially if it's making you money!

You get exposure -

Speaking is a powerful marketing strategy for your business because it increases your exposure. You have the opportunity to get in front of your target market with compelling messages and teachings that position you as the expert.

Ideally you want to be speaking to people who want and need the products and services you provide. Exposure is everything. The more exposure you get with your target market and niche audience, the more successful you will be. And speaking is a foundational strategy to get that exposure.

The audience has an opportunity to connect with you and discover what you do. When you speak, you are seen as a knowledgeable expert who can help them solve their problems and enable them to achieve a specific result or benefit. When you speak to their needs and wants, and provide education and solutions to solve their problems, people connect with you. And when they connect with you they trust you. All long term relationships are built on trust, and speaking is an effective way to begin that trust relationship.

It sets the foundation for a long term relationship -

When a Ready2Go Speech is partnered with other ways for your audience to engage with you, you have the beginnings of a long term relationship. Offer a complimentary follow up session, have them sign up for your electronic newsletter, or give them a download link for a product on your website. Think of creative ways you can capture their contact information by giving them something that is of value such as the Ready2Go Special Report or 6 part Audio Training Program. Once you have their contact information you can start building a relationship with them. And over time, **your audiences will become clients!**

You are the expert -

If you were looking for some help with a specific issue, who would you want to hire? Speakers are generally viewed as subject matter experts. While this certainly varies from speaker to speaker, the very fact that you are in the front of the room distinguishes you from audience members. What a tremendous way to gain "instant" credibility!

You have a captured audience who, before you even begin your talk, is looking to you for insight, guidance, knowledge and direction. As long as you deliver a good talk and develop a connection with the audience, you can position yourself and your products and services as a possible "solution" to their "problem."

(page 1 of 14 pages)



Speaking Guide Supporting Documents

(included in your speech package)

- Sample Letter to Meeting Planner
- E-Zine Registration Form
- Complimentary Consultation Sign Up Form
- Product and Services Order Form
- Sample Introduction

Delivery Tips

Delivery Tips for Speakers

(page 1 of 5 pages)

1. Get to know the organization you are speaking with

- a. Ask questions of the meeting planner
- b. Research the organization on the web
 - i. Find out their core values
 - ii. Discover their purpose
 - iii. Know who their members are

2. Prior to the meeting

- a. Arrive early enough to check out the room set-up
- b. Make the room yours by imagining that this is your meeting. You are the hostess to the attendees.
 - i. Stand at the lectern or speakers space and look out over the room to get a sense of the room
 - ii. Make sure you can make eye contact with the people who are sitting the farther away
- c. Greet and meet the attendees.
 - i. Speak to people as they enter
 - ii. Introduce yourself
 - iii. Ask questions. Remember, people like to talk about themselves
 - 1. *What do you do?*
 - 2. *How long have you been a member?*
 - 3. *What project(s) are you working on?*
 - 4. *What's your favorite part of belonging to this organization?*

3. Microphone

- a. Test the microphone prior to the meeting!
- b. If the microphone is connected to the lectern, make sure that it is at the correct height for you. Get familiar with the adjustments. Make sure you lean into the microphone to get the most effectiveness from your voice.
- c. If the microphone is a hand-held and you are comfortable holding it, practice the sound quality.
- d. If you are comfortable moving around and plan on doing so, test the microphone for the annoying feedback that interferes with the best of speakers. Find the hot spots in the room if there are any.
- e. If you have a lapel microphone, try it on ahead of time and make sure that your voice is picked up.
- f. Remember, if you turn your head, the microphone will not pick up your voice as well.

(page 1 of 5 pages)

Speech Overview, Outline and Script

Ensuring Life Harmony

Resolving Conflict and Creating Positive Change

SPEECH OVERVIEW

Overview

This presentation is designed to share insights about effective communication skills. This is a topic that is of interest and benefit to everyone. It is full of useful and practical tips as well as anecdotes that support key points.

Since most meeting planners want to know what you are going to talk about, it is best to describe the speech in terms of benefits. Often this is used in promotional materials.

Here is an easy way to discuss the benefits:

Your group will walk away with 4 useful tips for dealing with the common type of conflict we all face at work and at home. They will be able to identify their typical reaction to conflict and will learn some tools for dealing with conflict more effectively.

Speech Timing

- This presentation takes between 25 and 30 minutes, depending on how much time your introducer takes, the length of the audience question, and your skill of using effective pauses. (Pauses are very, very important – they provide the listener with time to digest and process)
- If the speech needs to be shortened, do not worry.
 - Reduce the time the initial story takes. Make sure you adjust the content of the speech so that you do not reference the omitted parts.
 - Omit the audience responses on page 9 and insert the answers from your notes.
 - If the time is really shortened, then you can refer to a point, but don't develop it. You would say something like this:
 - There are four steps to dealing with conflict. They are (list all 4). Today we are going to talk about the first two: _____ and _____. And if you'd like to know more about the other two, feel free to see me after the program or e-mail me.

Ensuring Life Harmony

Resolving Conflict and Creating Positive Change

SPEECH OUTLINE

- I. Story about Fred
- II. Introduction to Conflict
 - a. Google – 7 million + web sites
 - b. Definition
 - i. Conflictus – strike together
 - c. Typical reactions
 - i. Don't make waves
 - ii. Emotional response
 - iii. Build a wall and hunker down
 - iv. Confront with clarity and honesty
 - d. Responses are learned behavior
- III. Thoughts about conflict
 - a. It is natural to push back
 - b. Early experiences determine our typical response
 - c. Conflict steals energy from your life
 - i. Story about Catherine
 - d. Conflict is not a contest
 - e. Conflict can improve relationships and the work environment
- IV. Audience identifies a conflict in their life
 - a. How does thinking about it make you feel?
 - b. How have you handled it in the past?
 - c. Is that working for you?
 - d. Do you want to handle it differently?
- V. 4 steps to managing conflict
 - a. Step back – don't jump in
 - i. Tom Crum – centering
 - ii. Calm emotions
 - b. Point of View / My contribution to problem

- i. Who has one?
- ii. What about?
- iii. Where did it come from?
- iv. Wal-Mart example
- v. Fix him / Fix her
- c. Define the solution – what needs to happen
 - i. Be clear about desired outcome
 - ii. Define: What's at stake?
- d. Approach the other person
 - i. Is it a good time to talk?
 - ii. Neutral turf
 - iii. If they say no, ask for a time
 - iv. Ask to “clear the air”
- e. While discussing situation
 - i. Use “I” messages
 - ii. Acknowledge your feelings
 - iii. State changes needed

VI. Review the 4 steps

VII. Fred addresses issue with Shannon

VIII. Re-direct attention to issues identified by audience members and review 4 steps

- a. Step back – don't jump in
- b. Point of view
- c. What's at stake
- d. Approach the other person

IX. Closing

- a. Invite audience to approach you after the program

Ensuring Life Harmony

Resolving Conflict and Creating Positive Change

SCRIPT

(This is the partial script. The speech package comes with a full 30 minute script)

Thank the introducer:

(See notes below for opening ideas)

Transition: Pause – look out over the audience and boldly say,

Let me share with you a story about my friend, Fred who was a manager.

OR

Once upon a time, there was a manager named Fred.

Fred left work one day so mad that he could have chewed nails. Instead, when he got home, he chewed out his wife, kicked the dog, and snarled at his children. Not a word was spoken over dinner and no one interrupted Fred when he went to his office to finalize a report that was due the next day.

Fred's rage mounted as he looked over the numbers he was working on. Shannon, his top producer had once again surpassed her goals. So, why was he so mad at her?

It happened during a meeting that day. As Fred was reviewing the company's new customer service policy, Shannon began by rolling her eyes. She then leaned over to Vu and said quietly, "Who do they think they're kidding? This will never fly." The final straw was when Shannon confronted him in front of his entire team and said, "So Fred, whose bright idea was this anyway?"



Shannon knew that Fred had worked on the team that wrote the new customer service policy. Her input was requested but she didn't participate. And she did not attend the briefing to decide on the final policy revisions. She said she didn't have time.

Fred felt that he had been undermined and that Shannon would sabotage the new policies by ignoring them. He also knew that if he didn't confront her, there would be issues from the other departments.

Additionally Fred heard through the grapevine that Shannon had arranged an "after hours" gathering at the local Bar and Grill. He could just imagine whose name was being tossed into the flames.

And, Fred knew that confronting Shannon was the last thing in the world he wanted to do. He hated confrontation and shied away from it as much as possible. In fact, Fred had let things go so long with his colleague Ian, that when he did approach him, Ian was so full of anger that he quit on the spot.

Fred did not want Shannon to quit – and yet, he didn't know how to address the situation without it escalating into a shouting match. To ease his growing anxiety, Fred took a couple of anti-acids and decided that he wouldn't be getting any sleep that night.

Transition

So -- ? I bet some of you in this room can identify with Fred.

In today's world, we are being asked to do more with less; change occurs at an unprecedented pace, and situations that could blow at any moment seem to be lurking around every corner.

If you Google the term conflict resolution, you will discover over 7 million web sites to visit. Workplace conflict seems to be escalating at an all time high and although there are no quick fixes to the issue, there are steps that you can begin to practice to communicate more effectively and resolve conflict before it escalates. What we are learning is that more people leave jobs due to negativity in the workplace than for any other reason.



What I'd like to do in this time we have together is to share with you 4 tips to help you resolve conflict and have more harmony on and off the job. The great thing about these tips is that they are practical tangible tips, you can immediately incorporate into all your relationships.

To begin, let's take a brief look at conflict - what it is and how people typically respond...

(this is the partial script of a 30 minute speech)