



# THE LEADER'S JOURNEY

DISCOVERING YOUR  
LEADERSHIP IMPACT

**Audio Training  
Program  
Preview**



Ready2Go  
MARKETING SOLUTIONS



# The Leader's Journey

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Discovering Your Leadership Impact

**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 (or however often you prefer) 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 5-7 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 education based 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, give **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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## What You Get With Your Ready2Go Audio Training Program®

With the Ready2Go Audio Training Program, you get:

- Six 5-7 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

### **Leadership Audio Training Series:**

- **Audio #1 - Clear Values Make for Clear Leadership**
- **Audio #2 - The Convictions that Drive Your Leadership Style**
- **Audio #3 - Your Leadership in Everyday Life**
- **Audio #4 - Leadership Mastery: Positive Leadership Qualities**
- **Audio #5 - Leadership Shadows: Behaviors That Lead to Frequent Leadership Failure**
- **Audio #6 - Leadership Role Models**

# About Ready2Go Marketing Solutions, Inc.<sup>®</sup>

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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 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. And we had an abundance of valuable content and wanted to get it to our market.

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](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.*

# How to Use Your Audio Training Program to Grow Your List

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## 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 2<sup>nd</sup> 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

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## 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](http://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 copy

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## Promotional Copy for The Leader's Journey Audio Training Program

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

**Subject:** (( first name )), what kind of leader are you?

Dear ((first name))

Hello! I was thinking about leadership today and I wanted to send you this.

You know, most people don't realize it but even if you are not in a formal leadership position (like a manager or a business owner), you are still playing a leadership role in other areas of your life.

Perhaps you are a team manager, a parent – and even if you're not – you still need to manage yourself!

But management isn't always easy or natural is it? Sometimes you have a conversation that feels a little "off" or your team doesn't accomplish a goal that you set, or there's some other kind of drama that you wish would just go away.

Have you experienced something like this? I know I have.

Wouldn't feel nice to get some help and some additional information about something that is so important but hardly ever discussed – Effective Leadership?

Well that's why I thought of you, because I am announcing a brand new 6 week audio series "**The Leader's Journey**" that will help you discover the extraordinary leader inside of you.

If you've ever wondered how successful leaders get along with everyone they meet, motivate and inspire their teams, negotiate win-win agreements under stressful circumstances or conduct themselves calmly in chaotic situations, this audio series is for you.

It's easy to listen to because it's a series of short 5 – 7 minute segments. **The Leader's Journey** will give you simple but powerful information that will help you uncover the extraordinary leader within you – all at no cost.

You read that right! You will receive the Leader's Journey at no cost to you. In it you will:

- Discover your core values and how they impact your leadership style
- Learn why beliefs and convictions impact your leadership style and how to tune into yours to become more effective
- Examine your leadership role and its impact in your everyday life



- Learn 10 Key leadership qualities
- Uncover leadership blunders and learn 4 key strategies to undo them
- Identify your role models and learn how to observe them in action



## 1<sup>st</sup> Email in the 6 Part Audio Training Series

*(This is 1 email of 6 emails that comes with your audio training program)*

Subject: [Profile of a Leader] Clear values make for clear leadership

Dear firstname:

Great leadership skills can be learned. In fact, over the next **{how long}**, we'll be discussing exactly how to **hone your natural abilities and shape them into effective leadership skills**.

If you will spend just 5-7 minutes with me for each of these audio lessons, I promise they will **dramatically affect your abilities as a leader**. You will learn about yourself, about the act of leadership, and about how to influence others.

Each lesson builds on the one before, so don't shortchange yourself by skipping one. You cannot afford to miss out on the insights you will gain from these short but powerful lessons.

Your first lesson starts today, with a discussion about

**what makes you who you are –  
right down to your core.**

And how those core values are so important in your role as a leader.

Are you ready to become a more masterful leader? Let's get started!

[Click here](#) to go to a PDF transcript with a link to the audio.

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

**[www.theaudiourl.com](http://www.theaudiourl.com)**

Next time, get ready to find out about: **The Convictions that Drive Your Leadership Style.**

**Until then!**

Your Name

Email address

Website

Signature “blurb”

# Audio Training Program

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

<Put your company name and/or logo here>

## **The Leader's Journey Audio Series:**

### **Audio #1 – Clear Values That Make for Clear Leadership**

Welcome to the first lesson in our **Profile of a Leader** series! Throughout each of the lessons to come, we will identify how your inherent qualities as a person define your impact as a leader.

This lesson focuses on the **core values you bring to leadership**.

Have you ever stopped to reflect on the impact that you have as a leader in your life, regardless of what you do in your work? If you are a parent, you are a leader. If you organize a get-together with friends, you are a leader. If you step in to diffuse a heated conversation, you are a leader. Maybe you're a leader in a community group or other volunteer position.

It is not a sign on the door or letters after your name that makes you a leader. It is how you step into a leadership role.

Who you are as a leader will always come down to who you are as a person. And who you are as a person will always come down to who you really are, deep down, in your core. That's where you find the real you.

But what do I mean by that? Am I calling you a phony? No, not at all. But like many of us, you may be living your life mostly on the surface. When you're living your life on the surface, it's easy to get caught up in busy-ness, constantly responding and reacting to incoming requests, situations, demands, complaints, disappointments, and the like.

When you're living your life on the surface, you rarely get opportunities to pause, reflect, strategize, plan or ponder.

Even when you're living your life on the surface, you may be lucky enough to have found ways to use your natural gifts and talents. Once in awhile, though, you get a little pang of discomfort, and you feel doubtful about whether or not you're making the right decisions. Sometimes you may even feel doubtful about bigger issues like where you're going in your career or how to handle a challenging situation with a loved one.



The best way to deal with this discomfort, this uncertainty, this doubt, is to go deeper – right to your core. That's where you'll find your core values. The most peaceful, grounded and successful people are so tuned into their core that they practically live there all of the time. Most of us just strive to visit more often!

Living your life from your core means that you have a deep knowledge and understanding of who you really are and what is most important to you. And that you have a profound commitment to stay true to that.

You pace your day in a way that allows you ample time to pause, reflect, strategize, plan and ponder. And when you need to make a decision, you make it from your core.

Pangs of discomfort and self-doubt are usually sure signs that we've done something – or are about to – that contradicts our core values somehow. Let's say, for example, that you have a core value of comfort. Your job, though, happens to be working for a property management company that doesn't take good care of its residents. In fact, some of the residents are living in deplorable conditions. Your value of comfort is completely being trumped on, and that is not going to feel good.

As another example, let's say you have a core value of clarity. After an argument with your spouse, you were left wondering what the fight had actually been about, what, if anything, you had agreed to do, and how things stood between the two of you today. That would not feel good, either.

Whether you are conscious of them or not, your core values are driving what you do. If you're living your life on the surface, then you may react or respond to your pangs of discomfort or backtrack on a decision because you weren't clear to begin with. You're interacting with your core values on a subconscious level.

When you live your life from your core, you consciously turn to your values to drive what you do. You invite them right up into the front seat of the car and let them steer the wheel while you put your foot on the gas.

Now that we've looked at the important role your core values play in your life as a whole, let's take a closer look at **four reasons why identifying your core values as a leader is so important.**

*(This is the partial script)*