



THE  
LEADER'S  
JOURNEY

DISCOVERING YOUR  
LEADERSHIP IMPACT

**TELESEMINAR  
PREVIEW**



Ready2Go  
MARKETING SOLUTIONS



# The Leader's Journey

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From Mindset to Impact

## Teleseminar Preview





**Congratulations!** on purchasing your very own Ready2Go Teleseminar!

When it comes to effective ways to gain exposure, and offer a valuable service to your prospects and clients, teleseminars are a sure fire strategy. They are hugely popular in the industry for a reason. They are a cost effective, convenient, and very efficient way to deliver value to your market.

While we hope that you are using this product in conjunction with the Ready2Go Marketing Solutions Bundle, this product alone is a great tool for growing your business. With your Ready2Go Teleseminar, you are implementing a powerful strategy for growing your business. And the great news is that the Ready2Go Teleseminar topics are completely developed and ready for you to implement. And they are relevant to most target markets, and easily customizable, saving you tons of time and effort. They are also designed to be educational, engaging and fun so that your attendees leave the call feeling that it was time well spent.

If hosting teleseminars is new for you, and even if you are a veteran, then you have come to the right place, as it doesn't get much easier than with a Ready2Go Teleseminar. If you apply the tips you learn in this Teleseminar Guide, and combine it with a professionally crafted Ready2Go Teleseminar, then you are on your way to great success!

Enjoy!

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 Teleseminar® Program

With the Ready2Go Teleseminar® you get more than 70 pages of:

Fully developed teleseminar with,

- Agenda, teleseminar flow, all necessary content, instructions, and scripting.
- Participant exercises.
- Handouts for the participants to be emailed or used in a webinar.

Facilitation instructions for conducting a successful teleseminar including,

- Knowing your role and moving past initial fears.
- Tips on how to lead a successful teleseminar.
- Connecting with the participants.
- Preparation for the teleseminar.

Marketing guide with recommendations on how to effectively market your teleseminar including,

- Logistics on how to coordinate a seamless and successful program.
- Professionally crafted promotional correspondence including,
  - Email invitation.
  - Reminder email.
  - Confirmation email
  - Follow-up email.
  - Relevant article to send with your marketing emails.

- Marketing timeline.

Follow-up plan which includes,

- Follow-up recommendations.
- Follow-up email.



## *The Leader's Journey* **From Mindset to Impact Teleseminar**

### **Learning Outcome**

By the end of this teleseminar, participants will have transformed a less-than-desirable leadership challenge into a more desirable outcome by recognizing the relationship between mindset, behaviors, and results. During the workshop, participants will identify the results they want to have, and the behaviors and mindsets needed to achieve those results.

### **Teleseminar Benefits**

Participants in this teleseminar will recognize the relationship between their mindsets, behaviors, and the results they get by identifying a current leadership challenge they are experiencing. They will then transform that challenge into a more desirable result, and identify the behaviors and mindset needed to achieve that result.

The benefits of this workshop include:

- Embracing the realization that I am a leader, regardless of my role, title, or situation.
  - When I think of myself as a leader, I behave differently than when I don't think of myself as a leader.
  - A positive leadership mindset fuels my ability to behave like a leader and to have the impact I really want.
  - A non-leadership mindset sets me up to be more like a victim where I react to my circumstances rather than take charge of them.
- Taking responsibility for the impact I have and the results I achieve so that I can consciously and proactively get the results I really want.
  - By embracing my role as a leader, regardless of my circumstances, I take responsibility for what I think and what I do.
  - By taking responsibility, I have the power to adopt a positive leadership mindset that helps me achieve the results I really want.

- A positive leadership mindset fuels my ability to engage in behaviors that generate the results I really want.

## Course Contents

### Part I – Mindset, Behavior, Results

- This component looks at the pitfalls of repeating behaviors that generate unwanted results.
- It includes a group discussion where participants examine an image that represents the relationship between behavior and impact, as well as the implications of the phrase, “If you always do what you’ve always done, you’ll always get what you’ve always gotten.”
- Participants define terms they will use throughout the teleseminar.

### Part II – Back to the Source

- This component examines who or what is causing a particular problem.
- It includes three activities designed to have participants identify an unwanted problem, the behaviors producing the less-than-desirable results, and then the mindset that is producing the behaviors.
- The facilitator provides parallel real-world examples as models for the participants for each of the three activities.
- Participants also examine where they place blame and responsibility for the problem.

### Part III – The Leadership Mindset

- This section explores the flip side of the view in Part II.
- It includes three short activities designed to help participants define a goal they DO want, including the behaviors to produce it and the mindset to fuel the behaviors.
- The facilitator provides parallel real-world examples as models for the participants for each of the three activities.
- Participants write a statement describing the mindset they will commit to holding regarding their desired outcome.

#### Part IV – Leadership Choices

- This section pulls together work done in sections II and III.
- Participants contrast the mindset that was creating an unwanted result in their life with the mindset they want to adopt to achieve desired results.

#### Course Review and Application

- This section reinforces the potent discoveries made during the teleseminar when participants work through the two pathways for the Mindset-Behavior-Impact model.
- It also recaps the key points from the teleseminar.
- The facilitator lets participants know that they will be receiving a handout as a follow-up after the teleseminar entitled “Applying the Mindset-Behavior-Impact Model” that they can use to practice getting better results in their lives.



# 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.

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.*

# Marketing Guide

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## Ready2Go Teleseminar® - Marketing Guide *(page 1 of 6 pages)*

Outlined below are some guidelines for you to consider when planning a successful teleseminar:

1. **Set your date** - Start planning 3-4 weeks out. It takes time to implement your marketing plan and prepare for the highest attendance rate, so give yourself plenty of time to effectively prepare and market. The great news about teleseminars is that they are easy to implement, cost effective and convenient for your attendees to join!

Setting a date also locks in your commitment and will keep you in action toward hosting a successful workshop.

2. **Determine your price** – If you are doing this as a standalone teleseminar and not part of the Ready2Go Marketing Solutions’ bundle, you may want to charge a fee. However, if you are doing it as part of a marketing campaign, then doing it for free may be a better option.

There are many price strategies to doing teleseminars. If you elect to charge, workshop rates that range between \$19 - \$97 for a one time teleseminar depending on a variety of factors including the size and type of your list, the levels and types of education you provide, what you offer for free and fee, and what your clients and prospects’ expectations are. We just encourage you to have a long term perspective and don’t view this as a primary source of income, but instead as one of many **value-add services to offer your clients and convert your prospects.**

If you are unsure of what to charge, ask some friends and colleagues. And remember you can adjust fees as you do more teleseminars and get more familiar with your market.

3. **Set a goal** - Determine how many people you want to have at your teleseminar and at what price (if you are charging). Also set a goal for how many people you want to have sign up for complimentary consultations. **DO NOT** skip this step. It is imperative to your success that you set your goals, think about these things regularly, and take the necessary steps to achieve them. You will not achieve a goal that you do not have clearly defined.

4. **Make it viral** – What sorts of fun and interesting things can you do that will compel your list to invite their friends and colleagues? This is a powerful way your reputation and business grows.

It is much more fun when they bring a friend, so tell them so, and give them a reason to do so. It requires little time and risk, and gives their friends a chance to “check you out”.

Also consider discounts, freebies or prizes. For instance, give a gift certificate to the person who brings the most people; hold a drawing for everyone who brought someone, or give one of your products for free. You can track this information in your shopping cart when they register. It doesn’t have to be expensive, but the little things go a long way.



## Marketing Activities Timeline

*(page 1 of 3 pages)*

Included in your Ready2Go Teleseminar® package is a Marketing Guide with recommendations on how to plan a successful teleseminar.

Also included in your package are several promotional materials including,

- Pre-event invitation email
- A “reminder” email.
- Follow-up email.

We also have included an article that you can use for pre and post event giveaways.

Outlined below is a suggested timeline of how to promote your event. As mentioned in the Marketing Guide, ideally you will want to **begin your planning 3-4 weeks out, and start your marketing 2-3 weeks out.**

Ideally you will want to space your marketing activities 5 - 7- 10 days apart by following this timeline, providing your list with value that educates and peaks their interest.



## The Leader's Journey From Mindset to Impact Teleseminar

### Supporting Documents

*(included in your teleseminar package)*

- 2 Email Invitations
- 1 Confirmation email
- Follow Up Email
- 1 Article to mail with your invitation
- Participant Handouts

# Facilitation Guide

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## Knowing Your Role

*(page 1 of 2 pages)*

We believe that the key to a successful teleseminar rests with your ability as the facilitator to create a safe and comfortable learning environment for all attendees. As the facilitator, it is also your responsibility to ensure that attendees have what they need to learn. This first means that you have done the necessary preparation work of knowing this teleseminar content.

Second, it means approaching and delivering this teleseminar from the point of view of just being you. If you don't have much experience being a facilitator, don't worry. Just follow this instructor's guide, and you will be fine. And if you do make a mistake in the delivery of this teleseminar, don't worry about it. Remind yourself that all you are doing is giving it your best. Don't be afraid to try for fear of making a mistake or getting something wrong. One thing is for certain: if you never make a mistake, you're not doing anything.

In using this instructor's guide, don't forget to incorporate your own stories and experiences into it in order to stress the points you are trying to make. This guide is like a blueprint for building a house; it may tell you what the house is supposed to look like when it is finished, but it doesn't indicate how it should be decorated.

The artful design of this teleseminar, coupled with your personal facilitation of it, will result in a high degree of attendee satisfaction. So remember to add your own personal style to it so that it comes across as yours.

## **Tips to Help Lead a Successful Teleseminar**     *(page 1 of 6 pages)*

At the heart of good facilitation is to let participants discover learning for themselves. As the facilitator, be open to allowing participants to express the learning that is most important to them.

You can do this by first creating a safe learning environment, which means responding neutrally to all participant comments, even those that may be at odds with the majority of the group. It is important to legitimize all contributions.

As well, keep in mind the following facilitation and telecall protocol guidelines:

- 1. Prior to the call, send call in instructions and teleseminar protocol to the registrants -**  
Once your participant registers for the call, send them a confirmation email with call in info and housekeeping tips. The housekeeping tips include items covered in the Telecall Protocol such as not using a cell phone, try to be in a setting that is quiet and uninterrupted for optimal learning, and how to mute their line. You can get these instructions from your teleconference hosting company
- 2. Be prepared for technical difficulties –** If you have ever been on a teleseminar, you know there is always a likelihood that there will be some sort of interference or technical difficulty. Unfortunately, even with our technical advances, it is still all too common an occurrence. So the key is to be prepared and educate your attendees on telecall protocol. See the attached tips sheet for a few telecall protocol basics.
- 3. Send the handouts -** These teleseminars are very interactive and we provide handouts for the participants. Be sure to send the handouts in advance so that the participants can be prepared for the call. A good time to send them is when the participant first registers and then again when you send the reminder.
- 4. Begin and end the teleseminar on time -** Whatever times you determined for your teleseminar, stick to them. These times set an expectation in your participants' minds that need to be honored. This may mean that you will have to deviate from the script of this teleseminar depending on the level of participant discussion that materializes during the course. The most successful facilitators live in the moment and adjust their programs to ensure that participant needs and expectations are always being met.
- 5. Start the call with interest and excitement –** Much like professional speakers start their speeches with a catchy phrase or story, you too should start you calls that way. It engages the audience immediately and they develop an instant impression that this call is going to be time well spent.

After your intro, you can announce yourself, announce the call, and discuss housekeeping items.

# Conducting the Teleseminar

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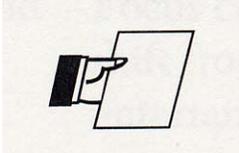
## Teleseminar Schedule

The following agenda is meant to be a guideline and not a hard and fast schedule to keep.

Topic	Time Estimate
Starting the Call	5 min
Part I – Mindset, Behavior, Results	15 min
Part II – Back to the Source	35 min
Part III – The Leadership Mindset	20 min
Part IV – Leadership Choices	10 min
Final Thoughts	5 min
Total Time	90 Minutes

## The Leader's Journey From Mindset to Impact Teleseminar

(1 of 9 activities)

Time	Content	Notes
15 minutes	<b>Part I – Mindset, Behavior, Results</b>	Materials Needed: Pen or pencil, and Activity Sheet #1
15 minutes	<p><b>Activity #1: Why Does This Keep Happening?</b></p> <p><b>Activity Objective:</b> Participants identify the pitfalls of repeating behaviors that get them the results they don't want.</p>	
<b>Facilitator Says:</b>	<p>“If you always do what you’ve always done, you’ll always get what you’ve always gotten.”</p> <p>Have you heard this statement before or something similar? Albert Einstein is attributed with saying that insanity is doing the same thing over and over again and expecting different results!</p> <p>Let’s look at what this idea and might mean to you.”</p>	
<b>Learners Do:</b>	<div style="display: flex; align-items: flex-start;">  <p>Activity Directions:</p> <ol style="list-style-type: none"> <li>1. Ask participants to take out Activity Sheet #1 – Why Does This Keep Happening?</li> <li>2. Once participants have Activity Sheet #1 in front of them, ask them to take a moment to study the image and the “If you always do...” quote on it.</li> <li>3. Next, ask participants to share how this image relates to the “If you always do what you’ve always done ...” statement.</li> <li>4. Then ask participants who would like to share what the quote means to them personally.</li> </ol> </div>	 <p>Activity Sheet #1 Why Does This Keep Happening?</p>

Time	Content	Notes
	<p>5. Introduce the terms used throughout this training. Ask participants to take notes at the bottom of Activity Sheet #1 as you define the following terms:</p> <ul style="list-style-type: none"> <li>▪ <b>Leadership</b> is proactively setting out to have a desired impact, noticing what your actual impact is, and adjusting your behavior so that you can achieve your desired impact. (This applies to all circumstances of leadership – whether you are leading your life, a meeting, your family, a team of co-workers, a project, or a business.)</li> <li>▪ <b>Impact</b> is the result you get, whether it was intended or not.</li> <li>▪ <b>Mindset</b> is the combination of your thoughts, beliefs, and values. Your mindset directly influences your behavior. A <b>Leadership Mindset</b> comes from a place of creativity and resourcefulness that allows you to see possibilities, opportunities, strengths, and what is working. In contrast, an <b>Impoverished Mindset</b> focuses on weaknesses, what’s not working, and being a victim of your circumstances.</li> </ul>	
	<p><b>Facilitator Says:</b></p>  <p><b>Key Points to Make After Activity</b></p> <ul style="list-style-type: none"> <li>▪ “If you always do what you’ve always done, you’ll always get what you’ve always gotten” means that your BEHAVIOR as a leader directly affects the RESULTS you get.</li> </ul> <p>As a leader (regardless of what or whom you’re leading), if you are getting effective results from your team, you are having a positive impact on them, and therefore yourself. If you are not getting effective results, then you must change your BEHAVIOR, or you’ll keep getting the</p>	

Time	Content	Notes
Facilitator Says:	<p>Transition to the Next Topic</p> <ul style="list-style-type: none"> <li>▪ The next activity begins by looking at your current leadership MINDSET. We'll start by looking at a situation that you are encountering that is giving you a less-than-desirable result.</li> <li>▪ Next, we'll look at the BEHAVIORS that are generating those RESULTS, and the MINDSET that is creating those BEHAVIORS.</li> <li>▪ By understanding how your MINDSET creates your BEHAVIORS that create your RESULTS, you can make the adjustments in your BEHAVIORS and MINDSET to get the RESULTS you want.</li> </ul>	<p>same results – meaning you will keep having the same negative impact.</p> <ul style="list-style-type: none"> <li>▪ Your BEHAVIOR is representative of your MINDSET. As a leader, you want to maintain a leadership mindset. In other words, if your mindset is impoverished in some way – if it's filled with negativity or limiting beliefs it will affect others, and you will get less-than-desirable results. If you are focused on abundance, strengths, and positivity (i.e., qualities of a leadership mindset), you will positively influence others and achieve your desired results.</li> <li>▪ Why not create a leadership mindset that will fuel the behaviors that will have the impact and get the results you are seeking?</li> </ul>

# Activity Sheets/Handouts

*(this is one of 9 activity sheets)*

## Activity Sheet #1

### *“Why Does This Keep Happening?”*

**“If you always do what you’ve always done,  
you’ll always get what you’ve always gotten.”**



What does this statement mean to you?

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What happens when you continue to do things even when you don’t like the results you’ve been getting?

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### **Terms and Definitions**

Leadership: \_\_\_\_\_

Impact: \_\_\_\_\_

Mindset: \_\_\_\_\_

Leadership Mindset: \_\_\_\_\_

Impoverished Mindset: \_\_\_\_\_

REMEMBER: Everyone is a leader.