



Overcoming

PROCRASTINATION

The ART
of Getting Things
Done NOW

Special Report
Preview



Ready2Go
MARKETING SOLUTIONS

Overcoming Procrastination

The Art of Getting Things Done Now

Special Report Preview



Congratulations on purchasing your very own Ready2Go Special Report!

You now have at your disposal another product in the extensive suite of completely developed Ready2Go products that you brand as your own and easily implement to grow your business. We certainly hope that you use this product in conjunction with the full suite of products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

The full suite of Ready2Go products includes **professionally written, scripted and designed:**

- Pre-written tweets
- Special reports
- Audio training programs
- Success tips
- Speeches
- Teleseminars and Webinars
- Workshops
- Self-Study Programs

The special report is typically how the relationship begins. As a result of a variety of marketing activities (we provide 10 suggested activities in this package), prospects will come to your site to download your special report. They have now given you permission to send them more **information and you are on your way to converting qualified prospects to paying clients**. But it takes time for familiarity to grow, for trust to be developed and for your prospect to learn how you can solve their needs.

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

The Ready2Go topics are highly relevant to most target markets, easily customizable and specially designed to attract, nurture and convert clients in a systematic way. Plus these products can easily integrate with your own products, services and communications.

With this comprehensive suite of products, your prospects and clients will receive quality content, have an opportunity to establish familiarity and trust in you, and get sought after solutions to their needs.

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

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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

Using Your Ready2Go Special Report

Growing your list and staying in touch in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using numerous tools and delivering them through a variety of mediums allows you to be creative in your marketing which is more attractive to your prospects and clients.

Special Reports are an effective tool that help you gain your prospects' attention, give something of value for free, and begin to foster a relationship. It is also a great tool for generating awareness, driving prospects to your website and growing your list.

We recommend using the special report in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>).

Here's a few ways you can use your Ready2Go special report along with the other Ready2Go products:

- Blog about your special report and use some excerpts in your blog
- Place an excerpt from your special report in your newsletter
- Tweet about your special report and invite others to download it
- Promote you special report on community boards, industry websites, etc
- After your prospects receive the special report, send them the 6 part audio training program as a follow up gift

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 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 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.

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Ready2Go Marketing Solutions' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc.

With these products you receive quality content created by industry professionals, plus all the instructions and tips that you need to be successful in your implementation. The Ready2Go products are created on topics that are highly relevant to most target markets, and have valuable content that your prospects will find very educational and informative. Plus they are easy to customize and brand as your own.

That full suite of Ready2Go products includes:

- **Pre-written tweets** to gain awareness and promote your special offers and events
- **Special reports** to use to grow your list or send to your list as a gift
- **Professionally scripted audio training programs** that you record in your own voice
- **Success tips**, which are 250-350 word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **PowerPoint Slides** to make your teleseminar into a webinar.
- **Coaching Packages using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.
- **Professionally designed workshops** to reach more people, generate income and convert more clients

To learn more about the Ready2Go products, go to www.Ready2GoMarketingSolutions.com.

10 Tips for Using Your Special Report to Grow Your List

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- 1. Have it as a visible, compelling offer on your website.** This is the most common way special reports are used. You will drive people to your website through different mediums, and there your prospects will download the report, opt 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.
- 2. 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. Therefore you do not want to hand out your special report. You either want to have people sign up and send it to them, or have them go to your website to download. 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 web site.
- 3. Place a promotion on the back of your business card - tell others about it when you hand out your card.** The special report is a foundational marketing tool to drive people to your site so they can learn more about you and get something of value. And you get a name.
- 4. Add it to your signature line of your email.** Simple, effective, and will grow your list.

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Promotional Copy

(Use this promotional copy to drive people to your website to download their special report.)

Promo Email for Special Report:

(This is partial promotional copy)

When you have a pressing task on your plate, do you get right to work and knock it out?

Or do you find yourself scrolling through Facebook and re-organizing your closet instead?

Well if you're like most people, you probably do a combination of the two.

According to the American Psychological Association, only 20% of American men and women are *chronic* procrastinators. The rest of us only do it when we have something better to do.

Many of us start really strong with great intentions and grand visions, whether drafting a presentation for work or a kicking off a weight-loss regimen dreamed up on New Year's Day.

However, soon enough life gets in the way, and instead of continuing on the path, so many of us fall back into the safer, more familiar waters of clearing out the junk-mail folder, sanitizing the baseboards and Friday happy hours.

The good news is this: Procrastination doesn't have to win.

You've experienced victory over this little devil before, and when you do, it feels SO good, doesn't it?

Accomplishing your tasks, especially the ones you've been putting off for a while, fills you with a sense of completion and confidence that's unparalleled. Every one of those wins brings the feeling that anything is possible. All of those dreams that seemed just out of reach are suddenly available, and all you have to do is take a few progressive, daily steps toward the goal.

Productivity and simple proactive movement are the key ingredients used by every successful person you've ever met or heard of. Jerry Seinfeld once famously stated that he owed his successful comedy career to big red X's. Every day that he wrote new jokes, he got to put another X on the calendar. As long as he didn't break the chain, everything would be okay.

But procrastination...procrastination can lay waste to even your greatest plans and efforts. Wasting time with mundane tasks in the face of great undertakings will rob you of your life-force and steal your dreams right out from between your hands, leaving you feeling depleted, defeated and unable to achieve...well...anything.

That's why it's important...nay, ESSENTIAL that you learn the tools used by the super-successful and pull yourself out of the mire of "I'll do it later" as SOON as humanly possible.

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If you'd like to eliminate your habits of procrastination and invite more productive, playful, proactive wins into your life, then I've got a special report that you're going to love.

(This is partial promotional copy)

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Special Report

SPECIAL REPORT

(This is partial copy of an 8 page special report)

Overcoming Procrastination *The Art of Getting Things Done Now!*

Do you remember the last time you accomplished one of your goals? Maybe it was an important item checked off your list this morning, or maybe it was a big one, like buying a house, finishing school or launching a business.

Once it was done, do you remember how you felt? Did you feel alive, lighter and full of pizzazz, like you could take on the whole world? You probably felt lit up to do other things, to shape up other areas of your life, and turn more of your dreams into realities.

It felt GREAT, didn't it?

And, if you're like anyone else, accomplishing that goal took focus, dedication, planning, persistence and patience. In short, it required you to be proactive.

Dictionary.com defines proactivity as:

“Serving to prepare for, intervene in, or control an expected occurrence or situation.”

In layman's terms, it means, “you've got to get ready and take charge to make things happen.”

Of course, the opposite of getting ready and taking charge is procrastination.

Procrastination is a little devil that shows up for everyone at some point or another, and always more often than you'd like for it to. It robs you of confidence, kills off your opportunities, and keeps your dreams just out of your reach.

This special report is designed to help you understand what procrastination is, see the ways that it shows up in your life, and give you some powerful tools to help you move from procrastination to proactivity anytime, in any situation.

Let's start first with the definition of procrastination.

What is Procrastination?

Procrastination is...never mind - I'll tell you what it is later.

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We all know what procrastination is! Every time you delay doing something important, you're procrastinating. When you re-organize your sock drawer instead of finishing an assignment, that's procrastination. When you play video games on your phone instead of calling about a job, that's procrastination. Procrastination, simply put, is time wasted.

Procrastination is so common and prevailing that when BBC News issued a story on it, they got more reader response than almost ever before.

"I started decorating the bathroom in 2000 when I moved in to this house. The tins of paint are still on display 12 years later and the work awaits completion. I still haven't decided what colour towels I'm having."

~ **Caroline, Wirral**

"A friend of mine, who I'll call "Dave" (because that was his name) said he would do anything to avoid A-level revision. At one point he infamously found himself weighing the cat, convinced that he would only be able to settle down to work if he had that data to hand. To this day, my family still refers to procrastination as 'weighing the cat.'"

~ **Ian Whitten, Sittingbourne, Kent**

"When we first got married, my wife brought home a whiteboard on which we could list the jobs that needed to be done. About a year later it disappeared. Just before our silver wedding anniversary, I found the whiteboard in our garage. There were about 20 jobs on it. None of them had been done - and most of them still needed to be done."

~ **Steve Swift, Alton, Hampshire**

While procrastination stories are usually pretty funny, the act of procrastination itself can be painful, life-draining, and in many cases, heartbreaking. Chronic procrastinators have been known to lose jobs, ruin marriages, and throw away dreams, all because they couldn't pull the trigger and make "it" happen.

(This is partial copy of an 8 page special report)