

The Rebel



Within

**Beating
Self-Sabotage
and Reaching Your
Potential**

**Special Report
Preview**





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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

Ready2Go Marketing Solutions, Inc. 5023 W 120th Ave #184, Broomfield, CO 80020
303-465-0454 www.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

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 this 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.



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 Copy for
Inner Critic Special Report:**
(This is partial promotional copy)

Do the voices in your head say mean things to you that you or no one else would ever say out loud?

You know which ones I'm talking about...

"You're too fat to wear that."

"You'll never make that much money. You're not good enough."

"Nobody loves you. You'll always be an outsider."

Whether you're running a multi-national corporation from your corner penthouse office or sitting on the couch in your underwear eating cheesy puffs, you have that voice. It's an inner critic that pipes up to shut you down whenever you start dreaming or doing something new.

And as I'm sure you're aware, if you're not careful, that inner critic can take over, keep you from pursuing your dreams, and do all it can to "keep you in your place." It creates hesitation and second-guesses. It makes you feel anxious and ashamed. And it can eventually lead to isolation, compulsion and a host of unhealthy habits.

Your inner critic can stop you from asking for a promotion. It can keep you lonely on a Saturday night. It can leave you wondering "what might have been" at the end of your life. It's happened to many others, many times before, and it will happen many times again unless we put a stop to it.

Fortunately, YOU have the power to choose whether or not that fate will befall you.

You don't have to be a victim to the little tyrant between your ears. You are here to do such wonderful things, why let an imaginary enemy foil your plans?

But OH, that inner critic seems to make a lot of sense sometimes, doesn't it? Maybe you *shouldn't* wear those jeans, or start that business, or talk to people at parties or buy that house. Maybe you *should* just crawl into a hole and give up on your dreams.

OR.

You could take those negative voices captive, deal with the lil' demon, and put your inner critic in its place once and for all.

If you'd like to feel strong and confident in the pursuit of your dreams...

If you want to shed that lack of confidence and embrace a brighter future...



If you could use some help handling your nay-saying voice of limitation (and you wouldn't be reading this if you didn't)...

Then I've got a special report just for you.

(This is partial promotional copy)

Special Report

SPECIAL REPORT

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

Taming Your Inner Critic - The Power of Possible Thinking

Imagine you're sitting with your best friend catching up over coffee when you decide to share some news. This is big, significant news. It's news you've thought about sharing with someone you trust so you're excited, but it's also the kind of news that puts you in a vulnerable position. But of all the people in the world, you decide your friend is a person you can trust to be on your side. So you work up the courage and you tell her, "I have some big news to share with you..."

You make your big announcement - you share your hopes, fears, and insecurities. You're excited yet anxious to hear some kind words. But instead of encouragement and support, you hear something unexpected. You're met with harsh words that are hurtful and discouraging. Instead of being happy for you, your friend criticizes you. Your 'friend' doesn't feel like your friend at all - your friend feels like your enemy. You feel angry, hurt, rejected. Their words tear into your confidence and you start to doubt your decision, doubt your ability, and doubt your self-worth. Then something else happens - something worse! You begin to believe your friend is right. Your friend's doubts become yours and stick into your brain like a sliver you can't remove. You decide to put your plans on hold. Suddenly, your big news becomes a big bummer.

What would you do? For most of us the easy remedy would be to find a new friend. But what if the 'best friend' who's been belittling you isn't your friend at all? What if all these negative judgments are actually coming from within - from your own inner voice?

* * *

This is a special report on the inner critic in all of us. Maybe you are reading this because you experience the harsh inner critic that stops you from taking action in your life. Perhaps you realize your inner dialogue holding you back, or worse, intentionally sabotaging your efforts. Does your inner negative self get in the way of your dreams? Are you your own worst enemy?

Our brains are hardwired to make sense of our world. We assess risks. We assess our abilities to face challenges and changes in our environments and relationships. We subconsciously interpret, analyze, and talk to ourselves many times every day. Day after day we are faced with situations where we tell ourselves things to make sense of what is happening in our lives, relationships, jobs, and with our personal development.

If we are hardwired to critique our abilities and competencies to understand ourselves better, why do so many of us judge our behavior or let our negative thoughts prevent us from taking action we really want? What makes us so mean to ourselves? Where do these voices come from? Why do we choose to tell ourselves we are somehow lacking, that we are not good enough?

This special report is designed to tackle the topic of the inner critic by looking at how and why we talk down to ourselves. We also discover how to be more realistic and truthful with ourselves, and more accepting of our gifts and shortcomings. Basically, we learn how to keep the self-saboteur at bay.

This report is divided into 4 sections. The first section is a brief introduction on the inner critic and how it can lead us to sabotaging our success. Section two focuses on self-sabotage and how it affects outcomes and the vicious, self-fulfilling prophetic cycle it creates. The third section introduces the 4-Step process to get your negative voice on your side by acknowledging, truth telling, action, and reframing. The final section summarizes the ideas in this report and is designed to inspire you to move forward.

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