



# FROM *the* INSIDE OUT

Effective Ways  
to  
Manage Stress

Audio Training  
Program Preview



Ready2Go  
MARKETING SOLUTIONS

# From the Inside Out

---

Effective Ways to Manage Stress

**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 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 4-6 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 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, gives **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!

Ready2Go Marketing Solutions, Inc.® 5023 W 120<sup>th</sup> Ave #184, Broomfield, CO 80020 303-465-0454  
[www.Ready2GoMarketingSolutions.com](http://www.Ready2GoMarketingSolutions.com)

## 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

---

Published by Ready2Go Marketing Solutions, Inc.

Copyright © 2010 by Ready2Go Publishing, LLC

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system now known or to be invented, without permission in writing from the publisher, except by a reviewer who wishes to quote brief passages in connection with a review written for inclusion in a magazine, newspaper or broadcast.

"This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering professional service of any kind. If expert assistance is required, the services of a competent professional person should be sought."

#### DISCLAIMER

This publication is sold with the understanding that neither the author nor the publisher is engaged in rendering professional services. Questions relevant to the specific professional needs of the reader should be addressed to practicing members of those professions.

The information, ideas, and suggestions contained herein have been developed from sources, including publications and research, which are considered and believed to be reliable, but cannot be guaranteed. Moreover, because of the technical nature of the material and the fact that laws are never static, but ever changing, the assistance of a competent, qualified professional is recommended when implementing any plans or ideas discussed in this publication, in whatever medium the material in this publication is used.

The publisher specifically disclaims any liability, loss, or risk, personal or otherwise, incurred as a consequence directly or indirectly of the use and application of any of the techniques or contents of this publication.

This publication and the contents herein are provided without any warranty, express or implied, as to their effect, completeness, or results received.

#### TERMS OF USE

By purchasing or using this publication and the contents herein, you agree that they may only be used for your personal use and may not be sold or redistributed without the written consent of Ready2Go Marketing Solutions, Inc. The publisher of this package has no way of knowing the specific needs of the reader. It is necessary then that you understand the limitations of this or any other package.

#### LICENSE

This publication is copyrighted. The buyer of this publication is given a limited license to use its contents for his or her use.

This package and all its contents are sold to you, the buyer, with the agreement that your purchase entitles you to a non-exclusive right to use this package and the material contained herein for personal educational use.

**Printed in the United States of America**



# 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.

And our Ready2Go marketing solutions 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

---

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

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.
  - d. **Add it to your signature line of your email.** Simple, effective, and will grow your list.
  - e. **Use it as a free offer for someone to "check you out" when promoting a teleseminar or event.** This is a great way for people to become more familiar with you first before committing to something such as a teleseminar or workshop. Relationships builds by the prospect being willing to spend more time and then money as the relationship grows. The Audio Training Program is a great way to gain awareness, develop a relationship and build trust.

- f. **Use it in your social networking.** People often find out about you through your social networking circles before they've ever been to your web site. So be sure to use all the tools that are available through your social networks to attract visitors, gain their attention, show relevance, and drive them to your site so they can learn more about you, and you can begin to develop a relationship.
  - g. **Include it in your newsletter.** Include a short blurb and link to your Audio Training Program in your newsletter as a standard item in every edition. Change the topics out regularly to keep it fresh.
3. **Customize.** Customizing the audio training program will attract the attention of your target market to gain the greatest interest. The Ready2Go Audio Training Programs discuss highly relevant topics that educate, inform and address peoples' problems and needs. And that's what people want – for us to solve a problem and fill a need. Therefore customizing the core content of this audio training program to your target market will be very powerful in gaining attention, interest and action.

And it's simple. The Audio Training Programs are already scripted and ready to be recorded in your own voice, so all you have to do is customize the title and include brief stories, examples and references that resonate with your market.

While our Ready2Go titles are also very effective, think about how the topic relates to you your target market and determine how you can **generate more interest by customizing the title to speak more directly to YOUR target market.**

Here are a few examples of enticing titles specific to target markets:

How You Communicate Can Make or Break Your Business  
How to Speak So Your Spouse Will Listen  
7 Keys to Eliminate Conflict and Create Synergy in the Workplace  
Communicate With Power and Influence  
5 Ways to Connect With Your Spouse on a Whole New Level

# Tips on How to Record Your Audio Training Series

---

## 3 Steps to Creating Your Audio Training Program

*(This is the partial copy. Page 1 of 3)*

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.

## 10 Tips on How Record an Audio Training Series That Makes an Impact

(Excerpt from The Armchair Speech Therapist by Stewart McLellan, SMP Audio Productions)

1. **Eat right** – It's hard to concentrate if you missed breakfast, or if you just inhaled a couple of cheeseburgers.
2. **Stay hydrated** – Often we are dehydrated before our bodies let us know with a headache.
3. **Rest** – be on your game with plenty of rest. Don't schedule too much before a teleclass, or recording session.
4. **Relax...** - when reading, YOU are the expert. Take pride in the work you are creating. The people who purchase your products and come to your seminars came to see you and your work – you don't have to worry about what anyone else thinks.
5. **Clean Finish, Clean Start** – one reason 'um's and 'ah's happen is because one thought isn't finished before the next one starts. Your brain tells your mouth to say 'uh' while you collect your thought, turn the page, or scratch your nose. Finish a thought, pause, get collected, and continue.
6. **'You Know'... no, maybe 'You DON'T Know'** – Many people say 'you know' as they speak. Do we honestly know what you're going to say next? Get your thought together and say it. Leave a pause for us to take it in. If you've done your homework, we'll get it. You know?
7. **Do Your Homework** – If you are reading copy, know your material, so you don't need to say 'um' to collect your thoughts.
8. **Do a Test Recording** – it doesn't matter if it's on good gear, do a test recording. You're listening to how you deliver, your tone, inflections, and clarity with which you deliver. Get a couple of friends to honestly evaluate your delivery, and notice any speech issues that might be overlooked. It's easier to listen to what's going right when you're not actually speaking.
9. **Play Act** – When I was learning to do voice overs, I would stand up at the mic, put on a tie, move my hands, whatever it would take to step outside of the monotone and into character. That time playing 'rock star' in front of the mirror as a teenager came in handy.
10. **Be Yourself, Just More You** – A coach and good friend once told me to be myself. Sure, but also take yourself up a couple of notches. You're still you, but make it so people in the cheap seats can see and hear your message.

Provided courtesy of Stewart McLellan Productions.

For all your audio production needs, contact Stewart at 250-881-0121, [www.smpaudio.com](http://www.smpaudio.com) or email him at [sm@smpaudio.com](mailto:sm@smpaudio.com)

# Promotional Copy

---

## **Promotional Copy for Stress Management Audio Training Program**

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

### **How to Take Control Over Your Stress So You Can Lead a Longer, Happier, More Productive Life**

Stress is serious business.

You want to make sure you handle it as soon as possible, because its effects can impact you in all kinds of negative ways.

If you want to live a long, rewarding and healthy life, you must learn to effectively deal with the many types of stress you encounter.

Stress is a silent killer, responsible for aches and pains, mysterious ailments and is even a precursor to deadly diseases.

That's why it's so important to know as much as you can about stress, its causes and the most potent ways to minimize or eliminate it from your daily life.

In this audio series we'll explore all of these things so you can be as informed as possible and take the necessary actions to be stress-free as soon as possible – or at least have less stress!

By the end, or even during the audio series, you'll start to feel differently about the stressors in your life:

- You'll start to see stress coming so you can head it off more effectively
- You'll have more control over stress when it does hit you
- You'll gain real world knowledge about stress so you can make conquering it a priority
- You'll be more empowered to use stress as a positive in your life
- ...and so much more.

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

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

Subject line: How to Stress Less Series Audio #1

Hi *first name*,

Welcome to the audio training series on How to Stress Less! During this 6-part audio course, you will:

- Learn about different types of stress - productive tension (good stress) and distress (bad stress).
- Discover the 4 different and equally debilitating categories of stress and presumably notice some of them in your life.
- Learn how to reduce stress in work, relationships, and by taking care of our personal well being
- Be amazed out how men and women uniquely respond to stress
- Discover how to spot burn-out and stop it before it's too late
- Get tips on how to keep your stress levels under control when others you are dealing with are stressed out.

Are you ready to start? Let's go!

Please [click here](#) to download a PDF transcript and a link to the audio.

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

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

Thanks for being here! Next time, we'll be taking a closer look at four types of stress and ways to get them under control – fast!

Sincerely,  
Signature and contact information

# Audio Training Program

---

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

<Put your company name and/or logo here>

## **How to Stress Less Audio Series:**

### **Audio #1: Stress 101**

Welcome to “How to Stress Less” - a 6-part audio course where I will share important information about stress and give you some powerful tips to deal more effectively with the stress in your life.

Let’s get started:

When is the last time you said to yourself -- or to others, “**I am so stressed out?**”

If your world is anything like mine, then you experience on-going stress. That’s a good thing **and** it could be a bad thing.

### **Pause**

During this 6-part audio program I’ll help you answer the following questions:

- What is stress?
- How does stress affect me?
- How can I minimize the health hazards of stress?

In order to do that, you need working definitions and clarity about stress.

### **PAUSE**

Stress is a response to a stimulus, and when you respond to the stimulus you expend energy.

Anything in your life that causes you to expend additional energy is called a **stressor** – it can be anything from planning a family vacation to preparing for a tax audit. It can be as simple as an unexpected knock on the door or as complex as learning a new language.

Here’s an important concept for you to know.

Stress is about energy. It is about our normal level of energy, about our need for sudden energy, and about the accumulation of energy hormones.

Many times during the day, our body responds to various **stressors** -- events that require more energy than normal.

Your body responds to the stressor by releasing various hormones to give you the kick you need to respond to the stress. With this sudden burst of energy you are able to focus, to create, and to get the job done.

This stage of stress is defined as **productive tension**. It provides you the energy to do what you need to do – to produce, to respond, to react.

When the job is done, the “high” that you feel is quickly replaced by weariness and maybe even fatigue. Your body needs to experience **calm** – the stage of stress where you move below your normal energy level in order to re-group. During the stage of **calm** the hormones that have been created are able to dissipate, returning your body’s system to normal.

*(This is partial copy)*

---

*Like what you see? Purchase the entire copy of this great product now!*