A black and white photograph of a woman with long hair, seen from behind, sitting in a meditative lotus position on a grassy cliff. She is looking out over a vast, hazy landscape under a bright, low sun, creating a silhouette effect. The overall mood is peaceful and contemplative.

FROM *the* INSIDE OUT

Effective Ways
to
Manage Stress

Teleseminar

Preview

The logo for Ready2Go Marketing Solutions features a stylized graphic of two curved arrows, one pointing up and to the right, and another pointing up and to the left, intersecting. Below this graphic, the text "Ready2Go" is written in a large, sans-serif font, with "2" as a subscript. Underneath "Ready2Go", the words "MARKETING SOLUTIONS" are written in a smaller, all-caps, sans-serif font.

Ready2Go
MARKETING SOLUTIONS

From the Inside Out

Effective Ways to Manage Stress

Teleseminar Preview

Congratulations on purchasing your very own Ready2Go Teleseminar!

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 communication 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
- Educational articles
- Success tips
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

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, or 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!

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. And doing professional presentations is one of most effective components of an effective marketing strategy.

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 90 pages of:

Fully developed teleseminar with,

- Agenda, teleseminar flow, all necessary content, instructions, and scripting.
- Participant exercises.
- Activity Sheets 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.
 - Follow-up email.
 - Relevant article to send with your marketing emails.
- Marketing timeline.

Follow-up plan which includes,

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

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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 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 or give us a call anytime.

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
- **Professionally written articles** to include in your newsletters
- **Success tips**, which are 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Inspirational video montages**, which are 2- to 3-minute inspirational movies that you brand with your logo and contact information
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **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.

Marketing Guide

Ready2Go Teleseminar® - Marketing Guide

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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 prices strategies to doing teleseminars. If you elect to charge, workshop rates that range between \$19 - \$97 for a onetime 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. **Develop your marketing strategy** – If you have an established, targeted list that you have been communicating with on a regular basis, then we recommend you market your teleseminar by sending the invitations provided in this packet as well as the articles that are included.

Marketing Activities Timeline

(Page 1 of 3)

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.

From the Inside Out: Effective Ways to Manage Stress Teleseminar

Supporting Documents *(Included in your teleseminar package)*

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

Facilitation Guide

Tips to Help Lead a Successful Teleseminar

(Page 1 of 5)

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. **Have people introduce themselves when they come on the line** – Have them say their names and where they are calling from. If it is a small group, you can take a brief moment or two to have them say what they do as well. Be sure to address as many people as you can personally, saying “hi” to them and warmly welcoming them to the call. This is important to set the tone of the call. If you have numerous people coming

Connecting With Participants

(Page 1 of 2)

You will likely have a wide variety of people attend your teleseminars. These people will come with quite different backgrounds, personal experiences, and their own trial & error with this topic. With this in mind, it would be helpful for you to keep in mind the following points to ensure that all get the most out of this teleseminar:

1. **Real people, real lives.** Acknowledge that your attendees come to your telecalls having lived real lives. They come with their own set of challenges, tribulations, and deeply felt disappointments. Acknowledging this, letting everyone know that the perfect answer, the perfect way of behaving, and the perfect way of sounding before others isn't necessary. Realize that imperfection can be part of this teleseminar, and that it's okay for all involved to safely open up and explore without being made to feel wrong or inadequate.
2. **I care.** It's important for you to personally care about this material. In fact, the best way to 'sell' these concepts to others is to realize the impact they have had on you in your life. So share with teleseminar attendees your own learning, as well as vulnerabilities, that have happened with the materials you are about to present. Be human from the start, and people will be willing to engage with you and learn from you.
3. **Resistance is part of learning.** You may experience attendees pushing back on the content from time to time. Don't be afraid of this resistance, and certainly don't take it personally. This is all perfectly normal. At times, learning something new can appear threatening. By accepting a new concept, we essentially have to also accept the fact that some of our previous beliefs around an old way of thinking were inadequate. This is okay. It's like buying a new shirt; often, it's important to try it on first to see how it will look before we are willing to purchase it. If participants resist, keep in mind that that resistance also means they are paying attention to what is being presented and taking it seriously enough to dance a little bit with it.
4. **Clearly beneficial.** The point above speaks to the need facilitators have of making sure participants know how the material being covered will benefit them personally. We likely let go of what we are currently holding on to only when what's new is seen as a clear benefit to us. Always let participants tell you, rather than you telling them, how a new concept could be of benefit to them. This way it's personal, and whatever is personal, is far easier to ultimately buy and own.
5. **World relevance.** The real lives of your attendees don't take a break just because they are attending your teleseminar. Like you, your attendees probably have lives that are way too busy, and way too hectic. The only way to capture their attention and keep it is to constantly be making this teleseminar and its content relevant to the worlds of your participants.

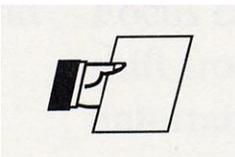
Conducting the Teleseminar

Teleseminar Schedule

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

Topic	Time Estimate
What Can You Gain from Stress Management?	5 min
How Do You Respond to Stress?	20 min
What Are the Types of Stress?	5 min
What Are Some Stress Management Techniques?	15 min
How Will You Manage Your Stress?	10 min
What Are the Implications of Managing/Not Managing Stress?	10 min
Closing Activities	10 min
Total Time	75 Minutes

Stress Management

Time	Content	Notes
20 minutes	<p>Part II: How Do You Respond to Stress?</p> <p>Learning Objective: Participants visualize a common stressful situation and explore a breathing technique for coping with stress.</p>	<p>Materials Needed: Pen or pencil, and Activity Sheet #2</p>
10 minutes	<p>Activity #2: Stress Responses</p>	
<p>Facilitator Note:</p>	<p>Do not ask participants to close their eyes. This may not be comfortable for someone unfamiliar with guided imagery. Keep in mind also that visualizing a traffic jam could be stressful for someone who may have recently experienced a traffic accident.</p>	
<p>Facilitator Says:</p>	<p>“The stress we experience can be magnified or minimized by how we react to it. We are going to be visualizing a stressful situation – a traffic jam. And then you’re going to use your experience of the situation to explore some stress management techniques.”</p>	
<p>Learners Do:</p> 	 <p>Activity Directions:</p> <ol style="list-style-type: none"> 1. Ask participants to take out Activity Sheet #2. 2. Describe how the activity sheet is set up (e.g., “There are 3 pages and 6 sets of boxes.”) 3. Tell participants that the visualization will be conducted as follows: <ol style="list-style-type: none"> a. You will describe a situation, and you are wanting the participants to put themselves in it. [The word “scenario” will indicate when you begin describing the scenario and each time you resume describing it. 	 <p>Activity Sheet #2 “Stress Responses”</p>

Time	Content	Notes
Facilitator Says:	<p>b. At key stopping points, you will ask the participants to do two things:</p> <ul style="list-style-type: none"> i. Notice what they are thinking and how they are physically responding to the scenario. ii. And, write down on their Activity Sheets their thoughts and reactions. <p>Note: These key stopping points are clearly marked in this Guide by the horizontal lines in the Instructor’s Guide. They are also coordinated with the six sets of boxes on the Activity Sheet, which will give participants a place to take notes.</p> <p>4. Explain that at the end of the visualization activity, they will learn a stress-management strategy.</p> <p>“Let’s begin. (Read the scenario with emphasis)</p> <p>Scenario. Picture yourself being stuck in an unexpected traffic jam. You are surrounded by cars. No one is moving.</p> <p>You see a traffic signal ahead with a red light. Ah, the light changes to green, and you feel hope that the cars ahead of you will begin to move. No one seems to be moving though.</p> <p>‘Come on, move!’ you say out loud with frustration.</p> <p>After one minute, the light changes to yellow and then to red. Not a single car moved.</p> <hr/> <p>Okay...now notice what you are thinking. [pause]</p> <p>Notice how your body is responding. [pause]</p> <p>Write down a few notes about this in section 1 of your Stress Responses sheet. [pause giving them about 30 seconds to write]</p> <hr/>	

Time	Content	Notes
	<p>Now imagine, as you are sitting in this traffic jam, that you are running late for a job interview. You look at the clock and are reminded that you need to be at the interview in 15 minutes. You are beginning to worry about being late.</p> <hr/> <p>What thought comes into your mind? [pause]</p> <p>How would you describe your body's response? [pause]</p> <p>Write down a few notes in section 2. [pause giving them about 30 seconds to write]</p> <hr/> <p>Scenario. Ah, the light turns green again. You feel hopeful that the traffic will surge forward. But no one moves again! After a minute, the light cycles to yellow and then red. Once again, you didn't move an inch.</p> <hr/> <p>How much of a spike did your mental stress just make? Can you give it a percentage? Did it go up ten percent? Fifty percent? [pause]</p> <p>How much of a spike did your physical stress just make? Give it a percentage, too. Write your notes in section 3. [pause giving them about 30 seconds to write]</p> <hr/> <p>Scenario. It's a hot summer day. Your windows are rolled up and your air conditioner is blasting as it tries to keep you cool.</p> <p>The driver of the car next to you suddenly turns up the volume of his stereo full blast. All you can hear is the annoying thump-thump-boom-boom of his sub-woofers as the pounding sensation resonates and vibrates your car with every beat. You hate this kind of music. You can feel your anger surge as this other drives imposes his music on you.</p>	

Time	Content	Notes
	<p>In section 4, write down a single word that describes your mental response and another one for your physical response. [pause]</p>	
	<p>Scenario. The light finally turns green and you are once again hopeful that traffic will begin to move. You can't see very far ahead, but you notice the car in front of you moves forward slightly. Then, suddenly, the guy with the thump-thumping stereo lurches forward and tries to squeeze in front of you into the small space that was just created.</p> <p>This feels disrespectful to you, so you honk your horn at him. He responds with an obscene gesture and continues to crowd into the small space.</p>	
	<p>This time, see if you can assign a shape or color to your mental and physical stress responses. Make your notes in section 5. [pause]</p>	
	<p>Scenario. Now your attention is drawn to your dashboard where a bright yellow light suddenly appears. It's your CHECK ENGINE light. You just had your car serviced last month, so there's no reason why that light should be coming on right now. You can feel the tension grow as you begin to wonder if your car will stall on you, and if you will ever get to this interview!</p> <p>To reduce the strain on your car, you turn your air conditioner off and open your windows. You can hear your neighbor's thump-thumping stereo even louder now.</p> <p>You feel your heart pounding and your pulse speeding up. You notice your mouth is dry, your forehead is sweaty, and your head is starting to hurt.</p>	

Time	Content	Notes
<p data-bbox="269 615 431 688">Facilitator Says:</p>	<p data-bbox="485 363 1185 468">You feel trapped in a situation that is inescapable. Undoubtedly, you are definitely going to be late for your job interview. [pause]</p> <p data-bbox="485 506 1182 573">Okay. We will end the visualization here. Now it's time to experience some stress relief."</p> <p data-bbox="485 648 1187 716">"We carry with us at all times one of the most powerful stress-management techniques that exists. It's breathing.</p> <p data-bbox="485 753 1198 896">We all know how to breathe, but most of us breathe too shallowly to get the stress-reducing benefits of the breath. When it comes to managing stress, a shallow breath doesn't do enough.</p> <p data-bbox="485 934 1206 1077">To breathe deeply, you need to allow your abdomen (your lower stomach) to expand. Let's try it. And, as you take a deep breath, notice the effect it has on your mind and body.</p> <p data-bbox="485 1115 1203 1257">Take a <i>s l o w, d e e p</i> breath inward – allowing your lower abdomen to expand, as though your breath reaches all the way down to the bottom of your stomach. Hold for 2 seconds.</p> <p data-bbox="485 1295 1203 1362">You release the breath, and allow your abdomen to return to its normal position.</p> <p data-bbox="485 1400 1208 1505">Once again, you take another deep breath – breathing all the way down to your abdomen, allowing your stomach to expand. And then releasing it as you calmly exhale.</p> <p data-bbox="485 1543 1211 1757">On your activity sheet, write a picture, word or phrase that describes how your mind and body are responding to the deep breath. Is it a pressure cooker letting off steam? Feather falling gently downward? Now do the same for your body. [pause for 30 seconds giving them time to write]</p>	
<p data-bbox="274 1793 431 1829">5 minutes</p>	<p data-bbox="456 1793 565 1829">Debrief</p>	

Time	Content	Notes
<p>Facilitator Says:</p>	<p>“Let’s look at three questions arising from this visualization and the breathing technique you just used.</p> <p>First, what types of thoughts did you have as the situation was becoming more stressful? Solicit several responses. Thank the first participant and say things like “What else?”, and “Who else would like to share?”</p> <ul style="list-style-type: none"> • <u>Learning Point:</u> Say, “It’s difficult for most people to think about strategies to calm themselves down. Instead, it’s more common for people to allow negative thoughts to take over. Additionally, we tend to express these negative thoughts inappropriately by complaining, venting, yelling, worrying, or feeling intense anger and frustration.” <p>Second, what physical sensations did you notice as the situation was becoming more stressful? Solicit several responses.</p> <ul style="list-style-type: none"> • <u>Learning Point:</u> Say, “Physical sensations that typically accompany stress include: faster and/or harder heartbeat, tightness in muscles, breathlessness or shallow breathing, indigestion, nausea, stomach ache, tiredness, skin rash, clenched jaw, headache, loss of appetite, increased food craving, sweaty palms and arm pits, butterflies in your stomach, trembling, etc.” <p>And third, how did the breathing exercise affect you? Solicit several responses.</p> <ul style="list-style-type: none"> • <u>Learning Point:</u> Say, “Breathing is a proven method for calming down your body’s reactions to a stressful situation. By calming our physical reactions, we can pay more attention to our thoughts. This gives us the opportunity to turn away from negative thoughts and move toward thoughts about how to manage the situation.” 	<p></p> 
<p>End of Part II</p>		

Time	Content	Notes
Facilitator Says:	Transition to the Next Topic “We’ve all just experienced – vicariously – how we respond to being in a traffic jam, and experienced the effects of using our breathing as a stress management technique. Now we’re going to answer the question, ‘What other kinds of stress are there?’ Let’s dig a little deeper into this subject.”	

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