



Transitions and *Transformations*

Thriving in the
Midst of CHANGE

**Audio Training
PREVIEW**



Ready2Go
MARKETING SOLUTIONS



Transitions and Transformations

Thriving in the Midst of Change

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, appearing to read "Kim", written in a cursive style.

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 With Your Ready2Go Audio Training Program[®]

With the Ready2Go Audio Training Program, you get:

- Six 4-6 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

6 Thriving in the Midst of Change Audios Series:

- Audio 1 – Change: What’s it Really All About
- Audio 2 – What’s Your Style When it Comes to Change?
- Audio 3 – Position for a Transition During Change
- Audio 4 – Bouncing Back from Change
- Audio 5 – Becoming the Best You
- Audio 6 – Helping Others Navigate the Course of Change



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, special reports and more. 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 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

(page 1 of 2 pages)

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 2nd 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.

Tips on How to Record Your Audio Training Series

3 Steps to Creating Your Audio Training Program

(page 1 of 3 pages)

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). 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.

Promotional and Follow Up Copy

Promotional Copy for Thriving in the Midst of Change Audio Training Program

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

When You Can Thrive In the Midst of Change You Possess a Very Special Ability that Can Bring You Huge Success in Any Area of Your Life

Change is constant. It's one of the few things that is a certainty in life.

But despite this fact, very few people are prepared when the inevitable changes take place.

If you had the ability to prepare for changes before they happen so you can better handle changes when they do happen, you would have a very enviable and marketable skill. But perhaps more importantly, you would be able to better manage the twists and seemingly unexpected turns of your own life.

That's why I'm offering a series of 6 convenient audios on the topic that will bring you one giant step closer to being one of the few people in the world who actually are able to cope well with change.

I've put together a bundle of 6 audio recordings on how to make the most of change in your life. These audios are packed with time tested wisdom and advice you can take and run with so you can work better with change taking place all around you, and even set an example for those you come in contact with on a daily basis.

These audios are only 4-6 minutes long, so you can listen to them at your convenience. You'll be able to make progress very quickly!

Thriving in the midst of change is an ability that will help you in all areas of your life: at home, at work, anywhere change can take place unexpectedly. You'll be truly amazed at your new reactions to situations that used to stress you out.

To see a sampling of the audio training series, [click here](#).

In this remarkable audio program you'll cover issues like:

- Three phases of the change process
- How different personality types deal with change differently
- How to navigate through the challenging transitional phase of change
- How to be resilient in the face of change over and over again
- 5 tips that will help you become your best self and thrive during change
- How to help others cope with the difficulties of change.

1st Email to the 6 Part Audio Training Series

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

Subject line: Thriving in the Midst of Change Audio Series #1

Hi *first name*,

Welcome to the audio training series on Thriving in the Midst of Change! During this 6-part audio course, you will:

- Three phases of the change process
- Did you know different personality types deal with change differently? Learn how in this segment
- How to navigate with ease through the transitional phase of change – the biggest and most challenging phase.
- How to not let change get the best of you and how to continue to be resilient time and time again
- 5 tips that will help you become your best self and thrive during change
- Helping others cope with the difficulties of change.

You are in store to receive tons of valuable information that you can use right away to help navigate through the changes in life and are inevitable. No longer do you need to dread change, but instead you can welcome it.

The titles for the series of the 6 Thriving in the Midst of Change audios are:

Audio 1 – Change: What’s it Really All About?

Audio 2 – What’s Your Style When it Comes to Change?

Audio 3 – Position for a Transition During Change

Audio 4 – Bouncing Back from Change

Audio 5 – Becoming the Best You

Audio 6 – Helping Others Navigate the Course of Change

Let’s get started with **Audio 1** – Change: What’s it Really All About?

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

Thanks for being here! Next time, we'll be taking a closer look at the ways different personality types deal with change.

Audio Training Program

<Put your company name and/or logo here>

How to Thrive in the Midst of Change Audio Series:

(This is one of six scripts. All six scripts and instructions for recording comes with your audio training program.)

Audio #1: Change: What's it really all about?

Welcome to the Thriving in the Midst of Change – a 6-part audio course to help you learn how to not only survive during changes, but how to thrive.

In this first audio course, we're going to look at the three phases of the change process and three steps you can take to more easily navigate through the changes in your life.

Change is a phenomena that occurs in nature and in life. Without change we simply would cease to exist. We have all survived changes – or we wouldn't be here today. But, I believe that you can do more than survive. You can thrive.

(Pause)

Chances are, you have experienced more changes in your world during the last 5 years than at any other time in your life.

Because of increasingly fast-changing technology, the cycle of change has been compressed. Change occurs faster and faster – and the longer we live, the more change we'll experience. It will serve you well to understand and embrace change.

Think of a change you experienced in your world in the last few months –even the past few days.
(pause)

I bet you can think of many.

What we can learn from the past is this: We can no longer predict what life will look like over the next few years. The world we know now will change. We will change.
(transition)

So, how can we embrace – and thrive – during times such as these?

It is important to understand that change is an external event that requires you to make some kind of internal adjustment.

When we adjust – even just a little -- we have responded to change. And we respond to change by moving through three phases:

- 1) Experiencing the ending of something that we knew – also called the “letting go” phase
- 2) The neutral zone – the time between when you let go of something and become comfortable with the new. This is also referred to as the transitional time.
- 3) And the final stage of change is beginning anew. This is the time when you know you have moved on. You have left the old behind and made the necessary adjustments to move forward in a healthy way.

In other words, you must let go of the old -- the tried and true – make adjustments to learn new skills, behaviors and even attitudes – and then move forward.

(pause)

Even though you may not even know it, you are really quite skilled at this. You make small changes every day.

Perhaps your favorite restaurant has closed. Or your favorite brand of cereal is no longer available. Or maybe the person you have counted on to prepare your taxes has moved away. You make the change and move on. Sometimes in the process you are even happier with a new restaurant, new cereal, or new accountant. New things are often better than the old.

Or maybe you are faced with bigger changes – life challenging changes.

Your job description has changed. Or you have lost your job. Perhaps a child has left home for the first time – or an adult child is returning home.

Maybe you have had to deal with the loss of a relationship – through divorce or death. Whether the change is small or big, you have to adjust.

The first step of the change process requires us to let go of what is familiar. This is hard even with the smallest of changes. But you cannot embrace the new if you are holding on to the old.

Letting go isn't easy. And the more significant the change, the harder it is. When letting go, there is a sense of loss. With the bigger the change, the greater the sense of loss.

When you have a loss in your life, you will experience grief which includes: denial, bargaining, anger, and depression. You must give yourself time to work through – or experience – the emotions associated with your loss.

After all, you are grieving something – or someone – that was important to you.

As you let go, you enter into the transition stage. During this stage, it may feel as if nothing is

happening. You might feel as though you are not moving forward. You may also feel vulnerable and uncertain because you are in between – you have let go of the old and the new is unknown.

Transition is the time when you are adjusting internally to the changes you are experiencing . You begin to prepare yourself for something new.

People who are in the agricultural professions understand this time as the fallow time. The time when the fields are barren. During this time, the soil is renewing so that it will be prepared for the next crop.

Human beings need this same kind of fallow time – this idle time – to prepare for the new.

And finally, the last stage is to begin anew. This is when you begin to spend more energy on the future than the past or even the present. Your focus shifts, your productivity increases and your morale increases.

Before we end this first audio session, here are three things to focus on over the next week to help you thrive during the time of change.

- 1) Trust yourself more. You are a competent individual who has successfully dealt with change in the past. You can do it again. It might be helpful to make a list of some of life changes that you have encountered. Give yourself credit for handling change in the past. And if some changes were hard to overcome, that's okay. You still did it.
- 2) Accept that change is awkward. You will be out of your comfort zone. Out of the tried and true. That's okay. That's how you grow.
- 3) Do something that makes you feel in control. This can be simple as cleaning out your closet or something a little more complex, like learning a new computer skill.

So, between now and next time, trust yourself more, accept that change is awkward, and do something!

Until then, remember, these words of Leo Tolstoy:

“Everyone thinks of changing the world, but no one thinks of changing himself – or herself”

<This part below can be included in the transcript you send, but do not record it unless you want your recording to go beyond 6 minutes>

If you haven't already downloaded my report: **Transitions and Transformations, Thriving in the Mist of Change**, please go to my website at www.yourwebsite.com and download it there. It discusses more in-depth tips and techniques that you can implement right away to help you navigate change in your life.

Please tell your friends about these great 4-6 minute audios!