

# The TIME CHALLENGE



Making  
Every Moment  
in Life  
COUNT

**Audio Training  
Program Preview**



**Ready2Go**  
MARKETING SOLUTIONS



# The Time Challenge

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Making Every Moment in Life Count

**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 multi 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 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



# About Ready2Go Marketing Solutions, Inc.®

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## 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](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

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## 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 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.

# Tips on How to Record Your Audio Training Series

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## 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](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.

# Promotional and Follow Up Copy

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**Promotional Copy for**  
**Managing Your Moments**  
Audio Training Series  
*(This is the partial copy. The complete promotional copy  
comes with your audio training program...)*

Ted is a good man, but he can't sleep at night.

When Ted was 27 years old, he and his brother started a small business taking wealthy executives on adventurous rafting trips through the Grand Canyon. They loved the thrill of the river and the joy of connecting with new people every week, but eventually his brother enrolled in law school and left to start a "real career."

Ted hired a couple of guys and kept going. He spent more time booking the trips and less time leading them, but he still hit the river at least 3 times a month during the busy season.

Soon thereafter, he met Jill, fell in love and started making plans for a family. Seeing that he needed more money to support a wife and children, Ted moved to the office full time. One day while researching new equipment, he saw an un-filled industry, and the light bulb went off. This was his avenue for more income and a wealthier life. He called up some old friends, and started a new venture.

Now, at the age of 35, Ted and Jill have 2 kids, another on the way, and a beautiful house in a respectable neighborhood. Ted's days are filled with phone calls, meetings with manufacturers, attending outdoor-oriented trade shows, and trips to China to oversee production and fulfillment. He supports his family, but he doesn't get to spend much time with them.

Ted also hasn't seen a river in 3 years, and Ted can't sleep at night.

**Can you see the problem?**

Ted doesn't know how to manage his time. Sure he's financially successful, and likely an inspiration to a lot of people, but he is not happy because his days are filled with activity that doesn't mean much to him.

If you look around Ted's life, you'll see other symptoms of this problem. He's chronically late to meetings, important tasks frequently fall through the cracks, and he's known for being impatient.

So is Ted destined to remain unhappy and unfulfilled in order to keep the lights on for his family?



Fortunately not. His problem is actually pretty easy to overcome.

Of course there's no "silver bullet" that will suddenly cure a lifetime of deeply engrained patterns. But with a shift of perspective, the right tools, and a little guidance, *anyone* can become a brilliant time manager.

And now those tools and tactics are readily available for YOU, in a clear, concise and easy-to-follow format.

**Now Introducing:**  
***Managing Your Moments***  
[<insert link here>](#)

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

*(This is a partial email of 6 emails that comes with your audio training program)*

Subject: Part 1: <first name>, it's time to master your time.

Hi <first name>,

Congratulations. You've taken the first step toward living a more powerful, more meaningful life on your terms.

I know that most people don't think of Time Management in those terms, but we're not most people, are we, <first name>?

The truth is that managing your time is all about focusing on what matters most and letting go of the rest of it. That way your life can fill up with people, experiences, pursuits and opportunities that are chosen by you...and you will be the master in the middle of all of it.

This training will help you build more trust, create new opportunities and stay sane and focused in all areas of your life.

These enlightening audio downloads are loaded with tips and tools that you can use right away to help navigate the challenges of life, both internal & external. You will grow stronger, more aware and more grounded with each passing audio module.

Here's a taste of what's in store...

- 3 inner game tricks used by the best time managers in history
- How to take control of your time and eliminate what doesn't matter
- 4 easy steps to keeping the best of perfectionism and leaving the rest behind
- Simple ways to eliminate distraction from your daily life
- How to ask for help in the best, most effective ways possible
- A 3-step process to avert and escape daily DRAMA
- How to outsmart your smart phone, and make technology work for you
- How to empower the people around you and save yourself a ton of time.

Let's get started with **Audio 1 – The 3 Secrets of Brilliant Time Managers**

# Audio Training Program

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

<IMPORTANT: Delete/edit everything in <brackets> before you upload the transcript for your listeners.>

<Put your company name and/or logo here>

### **Audio #1: The Top 3 Secrets of Brilliant Time Managers**

Hello, and welcome to *Managing Your Moments*, a 6-part Audio Training Course.

I'm <your name> of <your business>, and I'm excited to help you live a richer, more fulfilling life the way you want it, on your terms.

Over the course of these 6 training modules, you will learn how to take control of your time, focus on what's most important and eliminate the stuff that doesn't matter. That way you can live a life you can be truly proud of, regardless of circumstance.

As always, I encourage you to take notes so that you can make the most of this time we have together. In fact, I'm going to give you a moment right now to grab your notebook and a pen or open up your laptop.

Go ahead and do that so we can get started.

<Pause>

Alright, let's go!

In today's session we're going to look at the top 3 secrets of the most brilliant time managers. These are the foundation of time management, because they get to the root of what we're *really* doing when managing our time.

Let's face it, when you're managing time, you're not telling the little marching minutes and seconds where to go and what to do. You're simply managing *your relationship* to time.

Time, as you know it, is made up in your mind. When you're having a "great time," time seems to pass really quickly. When you're having a "hard time," the hours seem to drag by and take FOR...EVER.

It's all an illusion created by you, which is GREAT news. That means that YOU can manage the illusion. You're not powerless...you can change it all RIGHT NOW.

<Pause>

Now let's take it a step further.

Typically, we don't care about managing time outside of our relationship to *accomplishment*. If we had nothing to do, we wouldn't feel the need to chunk time into work weeks, weekends, or power hours. But we do have things to do, and these things have meaning, which gives them emotional weight.

So when you're managing time efficiently, you're really managing the emotional weight carried by your activities and responsibilities.

Think of it this way...When you look at something like "getting in shape" or "finishing this project," you probably start feeling a bit of overwhelm at the magnitude of the task. This creates a negative emotion, which you register as pain, and you immediately move away from it.

So what do you move toward?

I'll tell you. You move toward something that will bring you pleasure. You do something smaller and more immediately gratifying, like watching a YouTube video, checking Facebook, or eating a piece of chocolate.

Suddenly, you're doing a million things that eat up your hours and take you further from the task at hand...and this is what time management is all about.

In order to effectively manage your time, you must shift your perspective so that you stay focused on what you truly want to accomplish.

This brings us to the first secret of truly successful time managers.

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