

Visioning



and Goal Setting

Projecting Your Tomorrow
and
**Heading Toward it
TODAY**

**SPECIALREPORT
PREVIEW**

 **Ready2Go**
MARKETING SOLUTIONS



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Projecting Your Tomorrow and Heading Toward it Today

Special Report Preview





Congratulations! on purchasing your very own Ready2Go Special Report.

Special Reports are an effective tool to use to gain your prospects' attention, allow you to give something of value for free, and begin to foster a relationship.

We hope that you are using this product as the 1st component of a systematic, relationship based, multi touch campaign that includes a Ready2Go Teleseminar, Workshop, Speech and Audio Training Program. This product alone, however, is a great tool for generating awareness, driving prospects to your website and growing your list.

The Special Report is typically how the relationship begins. Through a variety of marketing activities (we provide 10 tips in this package), prospects will come to your site to download your Special Report. **This is where they opt-in to receive more information and you are on your way to converting qualified prospects to paying clients.** But it takes time for the familiarity to grow, trust to be developed and for your prospect to learn how you can solve their needs.

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 gives **you a powerful, effective way to stay in touch and deliver value all year round!**

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!



What You Get With Your Ready2Go Special Report®

With the Ready2Go Special Report, here's what you get:

- Professionally crafted 8-12 page special report on highly relevant, compelling topics 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.
- Follow up email, inviting them to sign up for your next offer (i.e., the 6 part audio series)
- 10 tips on how to use this report to grow your list



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're truly a diamond in the rough.

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.

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10 Tips for Using Your Special Report to Grow Your List

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.

(page 1 of 2 pages)

Promotional copy

(This is a *partial script* of the promotional copy that you use to promote special report.)

(Use this promotional copy to drive people to your website to download their special report.)

Promo Email for Special Report:

“A Clearer Vision of that Person in the Mirror!”

There are times in all our lives that we wonder what happened to the hopes and dreams we thought we would have accomplished. We had such high expectations and special visions for our future but somehow, along the path, we accidentally took a wrong turn and got off course.

What if there were some very simple, easy-to-follow steps to getting your life back on track? Would you be willing to learn to apply these “time tested” & proven methods? These steps to “Self Creating” your uniquely authentic life are in your grasp! Soon, you too can manifest “A Clearer Vision of that Person in the Mirror!”

Come learn how to effectively discover your deepest desires, gifts, passions, talents and dreams. Then follow the very simple steps laid out in my Special Report which will show you exactly how to reconnect with the person staring back at you in the mirror.

“A Clearer Vision of That Person in the Mirror”

This “Special Report” will share principles and tactics on how to:

- Discover the values & passions that make you “One of a Kind!”
- Get clear on the hopes, dreams and desires that lie at your core
- Tap into the internal gifts and abilities that you have been stifling!
- Consistently achieve the goals and objectives you set forth to achieve
- Chart out a course for your life that you only dreamed was possible & manifest it into reality
- Stay strong and focused with a newfound resolve
- Create the life that you once dreamed was possible

(The *complete script* is included in your special report package.)

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Special Report

(this is page 1 of a 14 page special report)

SPECIAL REPORT

A Clearer Vision of That Person in the Mirror!

We've all had those moments when, looking deeply into the mirror, we suddenly sense that the person looking back at us isn't exactly who we expected it to be. It happens to all of us. The important thing is what we choose to do about it. Do we simply ignore the feeling and go about life as usual? Do we begin to feel frustrated, depressed and dragged down? Or, do we take it as a sign that now is the time to finally pursue and accomplish the things that matter most?

Extensive research conducted over the years shows that every person who achieves great success in their lives and feels most fulfilled, does so by having a clear vision and goal of what they want. It is always at the forefront of their mind, focusing on it, and moving toward it. Having a clear vision and goal is the hallmark of every form of high achievement and success.

Dreams, goals, and your own innate potential are useless without having the ability to follow through on them. Therefore, to achieve what matters most, you must do these things:

1. **Create Your Own Personal Vision** using the mind and body, mental and physical, thoughts and actions to tap into the essence of who you are and what matters most.
2. **Set A Plan** which is a well defined, mapped-out course that will effectively get you from where you are now, to where you want to arrive; with actions, timelines, and milestones.
3. **Take Action** resolving not to give up and preparing in advance how you will deal with setbacks.
4. **Ask, Believe** and **Receive** by expecting that your vision will indeed manifest itself into reality.

This report will cover exactly how you can create your own personal vision and manifest your dreams into your own custom designed life! There is no time to delay, let's begin immediately!

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