

FINDING *balance*

Reclaim Your Time
and
*Live a More
Fulfilling
Life*

**Audio Training
Program
Preview**

 **Ready2Go**
MARKETING SOLUTIONS



Finding Balance

Reclaim Your Time and Live a More Fulfilling Life

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 (or however often you prefer) 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 5-7 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 education based 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, give **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!

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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

Finding Balance Audio Training Series:

Audio #1. What is Work-Life Balance?

Audio #2. Weighing Your Own Balance

Audio #3. Your Balanced Day

Audio #4. Inner Obstacles to Balance

Audio #5. Outer Obstacles to Balance

Audio #6. Small and Simple Choices for Work-Life Balance

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. And we had an abundance of valuable content and wanted to get it to our market.

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, 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 copy

Promotional Copy for Finding Balance Audio Training Program

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

How to Strike the Ideal Balance of Work and Life So You Can Be More Productive and Stress-Free

Finding the right balance of your personal and professional life is one of the most common complaints of people of all walks of life.

The fact is however, finding balance is one thing. Maintaining it is much, much harder.

Being able to “keep all your plates spinning” is almost an art form, and there is so much riding on your success.

By keeping a quality work-life balance, you will experience a feeling of satisfaction, as will those around you, including colleagues, peers, employees, bosses and loved ones. But let that balance slip, even briefly, and it could have devastating consequences.

So we’re going to do something about it.

Announcing a series of 6 audios on The Ins and Outs of Work-Life Balance.

I’ve recorded a series of 6 audios on this subject that will provide you with the right mix of tools, resources and advice that will have you feeling better about the task of balancing your work and life.

After just one audio you’ll feel energized and inspired to get things back on track. Then, after listening to all 6, you’ll be well equipped to manage your home and work life more confidently and elegantly. You’ll have the tools and the wisdom to free up your valuable time and accomplish more, making you and those around you very happy.

These audios are only 4-6 minutes long, so they’re very convenient. You’ll be amazed at how much you can accomplish in such a short time!

Just imagine what it would be like if your life was in balance. Think about how much more productive and relaxed you could be, and how much more your relationships will improve.

In these 6 short audios on **The Ins and Outs of Work-Life Balance**, you will:



- Learn the true definition of work-life balance and what that means for you.
- Examine and assess the balance between work and life in your own life right now.
- Create a vision of your ideal balanced life.
- Understand and identify the most common inner obstacles to work-life balance.
- Understand and identify the most common outer obstacles to work-life balance.
- Identify some small, simple changes you can make that will make a BIG difference.

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: The Ins and Outs of Work-Life Balance Series Audio #1

Hi *first name*,

Welcome to the Ins and Outs of Work-Life Balance! During this 6-part audio course, you will:

- Learn the true definition of work-life balance and what that means for you
- Examine and assess the balance between work and life in your own life right now
- Create a vision of your ideal balanced life
- Understand and identify the most common inner obstacles to work-life balance
- Understand and identify the most common outer obstacles to work-life balance
- Identify some small, simple changes you can make that will make a BIG difference

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

Thanks for being here! Next time, we'll be taking a closer look at your current level of work-life balance, with a series of questions that will reveal both the quality and quantity of the time you spend on each aspect of your life.

Sincerely,

Signature and contact information

Audio Training Program

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

<Put your company name and/or logo here>

The Ins and Outs of Work-Life Balance Audio Series:

Audio #1: What is Work-Life Balance?

Welcome to the Ins and Outs of Work-Life Balance, a 6-part audio course.

I'm <your name> of <your business>.

In this audio, and the 5 that will come after, you will learn to live a more balanced life!

Let's get started!

Our focus for today in **Audio #1 is: What is Work-Life Balance?**

Work-life balance is a phrase that's tossed around a lot these days. It's become almost like a Xanadu – a mythical place we dream about reaching, where we can finally indulge in all of life's pleasures, while still making a good living and taking care of our households and loved ones.

As you'll discover over these next six lessons, finding balance is a four-step process. The first is 'awareness' – awareness of what work-life balance is, and awareness of your own level of work-life balance in your life today.

The next step is 'desire', where you tap into your deepest desire for the kind of balance you want to achieve, and exactly what that would look like and feel like if you had it.

Your next step towards achieving balance is examining the components of your life that are 'influencing' your work-life balance.

And the last part of the process is 'action' – the steps you'll keep taking, day after day, as you continually apply this learning and make different choices in your life.

PAUSE.

So what is work-life balance? The fact is, work-life balance is not a destination you arrive at – it's a constant process of awareness, adjustment and action so that you're continually working toward a to achieve a peaceful balance between work and life. So in order to define the phrase of work-life balance, we're going to break it down and define each word. Let's start with 'work'.

We'll need to expand our vision of work beyond a traditional, 9-to-5 office cubicle J-O-B job. Ask any stay-at-home mom, and you will hear that someone's life's work may or may not come with a briefcase, commute or even a paycheck. Let's redefine work as the activities you must do in order to keep your life functioning. For most of us, that's going to involve things we're paid for and things we're not paid for, things we do outside of the home and things we do at home.

If you're lucky enough to enjoy what you do with your time, it may not always feel like work. Actually, the experience of achievement from a job well done is just as integral to work-life balance as your leisure time with family.

According to Jim Bird, Founder and CEO of WorkLifeBalance.com, what we're aiming for is, "Meaningful daily achievement and enjoyment in each of the four life quadrants: Work, Family, Friends and Self."

PAUSE.

Now let's talk more about the 'life' part of work-life balance. Here we're looking at the things you do purely for enjoyment and emotional fulfillment. These may include personal development activities, sports and recreation, creative pursuits and other hobbies, time for stillness to commune with nature or make a spiritual connection. This is where time seems to stop, where you're fully in the present moment, where you're completely in the flow of life.

Ideally, your work time will include plenty of those moments as well – where achievement and enjoyment intersect, when the division between work and life dissolves and the pendulum settles to a stop – even if only for a moment.

Balance is a personal distinction that only you can measure by looking at your levels of satisfaction, achievement and enjoyment in your life. Balance isn't a permanent, fixed state...

(This is partial copy)