

FINDING *balance*

Reclaim Your Time
and
*Live a More
Fulfilling
Life*

**Workshop
Preview**



Ready2Go
MARKETING SOLUTIONS

Finding Balance

Reclaim Your Time and Live a More Fulfilling Life

Workshop Preview



Congratulations! on embarking on a multifaceted marketing campaign that includes a Ready2Go Workshop®.

While we certainly hope that you are using this product in conjunction with the full package that includes Ready2Go Teleseminar® and Speech, the use of this product alone is a potent tool for growing your business.

Let's get right to it. Workshops are one of the most effective ways to gain exposure and offer a valuable service to your prospects and clients, and an extremely powerful ingredient in your overall marketing recipe.

Plus, the Ready2Go Workshop® topics are relevant to most target markets, easily customizable, and specially designed to be educational, engaging and fun. Your workshop attendees will have strong takeaways of quality content, aha moments, and the overall feeling that it was time incredibly well spent.

If you've been in business for any length of time, you understand that speaking is an important part of growing your business. You can grow without speaking, to be sure, but you will do it faster and easier when you put yourself out there and speak.

Instead of meeting one person at a time, facilitating a workshop allows you to meet numerous people at once, many of whom will want what you have to offer.

And if facilitating workshops is new for you, then you have come to the right place, as it doesn't get much easier than with a Ready2Go Workshop®.

If you apply the tips you learn in the Workshop Marketing Guide and Workshop Facilitation Guide, and combine it with this professionally crafted Ready2Go Workshop®, then you'll put yourself on the fast track to outrageous success!

And remember, just like with anything new, it takes practice. The more you practice, the better you get. The better you get, the more comfortable you become. And the more comfortable you become, the more you enjoy it! The more you enjoy it, the more successful you will be! Make sense? Are you ready to roll? Then let's go!

Here's to your enjoyment and success!

Kim Clausen,
President
Ready2Go Marketing Solutions, Inc.®
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P.S. Please be sure to tell us about your successes. We are excited to hear from you!

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What You Get in Your Ready2Go Workshops® Program

With the Ready2Go Workshop® you get more than 100 pages of:

Marketing guide with recommendations on how to effectively market your workshop including,

- Logistics on how to coordinate a seamless and successful program.
- Professionally crafted promotional correspondence including,
 - 3 email invitations including a reminder email.
 - 1 follow-up email.
 - 3 relevant articles to send with your marketing letters.
 - 1 promotional flier.
- Marketing timeline.

Fully developed workshop with,

- Agenda, workshop flow, all necessary content, instructions, and scripting.
- Workshop activities.

Facilitation instructions for conducting a successful workshop including,

- Knowing your role and moving past initial fears.
- Tips on how to lead a successful workshop.
- Connecting with the participants.
- Preparation for the workshop.
- Event preparation check list.

Recommended contents for Participant Folder including,

- Welcome letter.
- Agenda.
- Handouts.
- Workshop evaluation.
- Post workshop homework.

Necessary forms for workshop day,

- Product order form.
- Newsletter sign up form.
- Complimentary session sign up form.

Follow-up plan which includes,

- Follow-up recommendations.
- Post workshop homework and instructions for staying in touch.
- Follow-up email.

Finding Balance *Reclaim Your Time and Live a More Fulfilling Life*

Learning Outcome

By the end of this workshop, participants will have created a plan to bring more balance to their lives. They will have assessed how they would like to be spending their time, the obstacles that might be standing in their way, the resources that will provide support, and the joy of living a life that is more fulfilling than what they are currently experiencing.

Workshop Benefits

Participants in this workshop will take a hands-on approach to learning what it takes to find life balance. They will learn practical and motivating techniques for creating awareness, discovering their desires, addressing obstacles, embracing resources, and taking action toward achieving a more balanced life.

The benefits of this workshop include:

- Gaining awareness about how they are spending their time and how they'd prefer to spend their time.
- Determining why they want to change how they spend their time.
- Identifying the obstacles that hinder balance and the resources that support finding it.
- Establishing the actions they will take to achieve more balance.

Course Contents

Part I – Awareness

- Introduction – Shopping Spree
 - What choices do we make when our resources are limited?
 - This component features a shopping spree in which participants have to make decisions about how they will spend their money. It's a parallel for how people spend their time, another limited resource.
- The Four Phases of Finding Balance
 - What is the process for finding balance in life?
 - This component features a brief lecture in which the facilitator gives an overview of the four phases of finding life balance.
- Introduction to Awareness: Eyes Wide Shut
 - What happens when you live your life without giving it your full attention?
 - This activity simulates the results people get when they aren't paying full attention to their lives.
- Awareness: What Is My Current Situation?
 - What is my current situation?
 - This component has participants assess how they currently spend their time so that they can begin objectively assessing their level of satisfaction.
- Awareness: How satisfied Am I?
 - How satisfied am I?
 - This component has participants use a 1-10 scale to determine their level of satisfaction with how they currently spend their time.
- Awareness: What Dissatisfies Me About My Current Situation?
 - What dissatisfies me about my current situation?
 - This component has participants describe what is dissatisfying about some of their life activities
- Awareness: What Satisfies Me About My Current Situation?
 - What satisfies me about my current situation?
 - This component has participants describe what is satisfying about some of their life activities



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, 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.

Read This First

Knowing Your Role *(page 1 of 2 pages)*

We believe that the key to a successful workshop rests with the ability of the facilitator to create a safe and comfortable space for all participants. As the facilitator, it is also your responsibility to ensure that participants have what they need to learn. This first means that you have done the necessary preparation work of knowing this workshop and having everything ready before it's delivered.

Second, it means approaching and delivering this workshop from the point of view of just being you. If you don't have much experience being a facilitator, don't worry. Just follow this instructor's guide, and you will be fine. And if you do make a mistake in the delivery of this workshop, don't worry about it. Remind yourself that all you are doing is giving it your best. Don't be afraid to try for fear of making a mistake or getting something wrong. One thing is for certain: if you never make a mistake, you're not doing anything.

In using this instructor's guide, don't forget to incorporate your own stories and experiences into it in order to stress the points you are trying to make. This guide is like a blueprint for building a house; it may tell you what the house is supposed to look like when it is finished, but it doesn't indicate how it should be decorated.

The artful design of this workshop, coupled with your personal facilitation of it, will result in a high degree of participant satisfaction. So remember to add your own personal style to it so that it comes across as yours.

Moving Past Initial Fears

You may be thinking, "Can I actually pull this workshop off? Can I really speak confidently about this topic in front of others for two and half hours? I'm not an expert; will participants ask me something I don't know?"

It is quite normal to have these concerns when confronted with having to deliver a training program. After all, most of our experiences in a classroom of any sort have pretty much been the same - there is a teacher at the front of the room going on and on with a lecture about the subject, while students, in neat rows, passively sit there and take notes.

This workshop is not designed like that. Instead, it has been developed based on the idea of being learner-centered. What this means is simple. You as the facilitator are not the center of attention, nor are you the sole dispenser of knowledge. In other words, learning happens as a result of your participants being allowed to do the work of learning for themselves. You can only really learn how to swim, for example, by swimming. Yes, an instructor may be there to help, but there really is no substitute for a person just diving in with their whole mind and body and experiencing a concept for themselves. There simply is no substitute for doing. This is how this workshop has been designed, rather than on conventional notions of what learning is.

If you keep this in mind, then any fears that arise about whether you can do this, or how you will come across to others, should quickly fade away. Learning will happen because your participants will be far better teachers of their own learning than you. Moreover, this workshop has been designed this way to intentionally take the burden off of you. Remember, whatever your participants can do for themselves, discover for themselves, or talk about for themselves - they will own. As a facilitator, all you have to do is manage the learning process. With this program, you will be able to do just that.

Marketing Guide

Ready2Go Workshops® - Marketing Guide *(page 1 of 8 pages)*

Outlined below are some guidelines for you to consider when planning a successful workshop:

- 1. Set your date** - Start planning 6-8 weeks out. It takes time to find your location, coordinate the details, and implement your marketing plan for the highest attendance rate, so give yourself plenty of time to effectively prepare and market.

Plus setting a date locks in your commitment and will keep you in action toward hosting a successful workshop.
- 2. Choose your location** - Ideally you want to find a location that is free or for a small fee. Community libraries often have rooms that can be rented for a small fee or for free. Community centers, recreation centers, and local churches also often have rooms for rent. Also contact your local Chamber of Commerce. They may have meeting rooms there or know of local businesses that do. If you are a networker and plan to do workshops on a regular basis, ask around at your networking club. Many businesses have meeting rooms that you can use if you just ask.
- 3. Determine your price** – You know best based on your geographical area, your target market, and your experience level, what price to charge for your workshop. For a 2.5 hour workshop, prices can range from \$29 to \$59 or more. We do not recommend that you do the workshop for free if you are conducting it as part of your regular business. If you are compelled to do it for a nominal amount, do it for \$10. People will not value it if it is free and attendance will be much lower as people will sign up and then not show up. Remember, it is not about quantity. It is about quality, and getting the right people there. If you are unsure of what to charge, ask some friends or colleagues. But do not undervalue your services or the value of these workshops. If you undervalue them, your prospects will too. And remember, you can adjust fees as you do more workshops and get more familiar with your market.
- 4. Make a budget** – It is good for you to have a clear idea of how much your workshop will cost so that you can adequately budget your expenses. It is also helpful for your long-term planning in terms of measuring client conversions, return on investment (ROI), and budgeting for future events. Keep in mind that these workshops are designed to minimize your additional expenses for training materials.
- 5. Set a goal** - Determine how many people you want to have at your workshop and at what price. Also set a goal for how many people you want to convert to clients. Typically 10% is a good conversion rate. Use that as your initial goal. If your numbers are lower, continue to shoot for 10%, and if they are higher, use that as your goal for future workshops. Track your conversion rates of all your workshops and you will determine an average over time that you can use as your regular goal.

And if you are selling products at the event, be sure to set a goal for product sales too.

Do not skip this step. It is imperative to your success that you set your goals, write it down, 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. You can also make a vision board that defines your goals and objectives for your workshop.

Marketing Activities Timeline *(page 1 of 3 pages)*

Included in your Ready2Go Workshops® package is a Marketing Guide with recommendations on how to plan a successful workshop.

Also included in your package are several sales letters including,

- 3 pre-event invitation emails including a reminder email
- 1 follow-up email.
- 1 promotional flier.

We also have included 3 articles 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 6-8 weeks out, and start marketing about 4 weeks out.

Ideally you will want to space your marketing activities 1 to 1.5 weeks apart by following this timeline, providing your list with value that educates and peaks their interest.

(Timeline and tips for getting maximum attendance are included in the full workshop program)

Marketing Guide Supporting Documents *(included in your workshop package)*

E-Zine Registration Form

Complimentary Consultation Sign Up Form

Product and Services Order Form

Marketing Activities Timeline – countdown of activities to complete from
6 weeks to kick off!

Event Flier

3 Email Invitations

Follow Up Email

3 Articles - to send with your email invitations and follow up

Event Preparation Checklist - making sure you've got everything you need on game day such as your supply box, signage, photocopies, participant packets, CD player and event binder - just to name a few!

Participant Folder Contents

Within this section are recommendations, along with the necessary documents, to set up the participants' folders. You will want to purchase inexpensive pocketed folders and place the documents listed below in each side.

LEFT SIDE:

- Your business card.
- Brochure or flier explaining your products and services.
- List of upcoming events (if you have them scheduled).
- Offer to do other workshops, teleseminars or speeches for their company, club or organization and list the topics (see the Ready2Go Marketing Solutions' topics listing).

RIGHT SIDE:

- Welcome letter (Included).
- Agenda - (Included).

(The following documents will be added to the participant's folder throughout the workshop).

- Activity Sheets – (Included).
- Handouts - (Included).
- Workshop Evaluation (Included).
- Follow-up Homework - (Included. Great to use to follow up with the participants).

Facilitation Guide

Tips to Help Lead a Successful Workshop

(page 1 of 4 pages)

At the heart of good facilitation is letting 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 guidelines:

1. **Begin and end the workshop on time.** Whatever times you determined for your workshop, stick to them. These times have 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 workshop 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.
2. **Encourage participants to ask questions, and don't be afraid of not knowing an answer.** Learning is not about you imparting your knowledge to others. Instead, learning is about creating a fertile space in which learning grows out of what participants share and reflect upon with each other. Handle questions in a way that encourages participants to express their own thoughts and feelings and to hear from others what they think and feel. When a participant asks you a question, reflect the question back to the entire group and see what they think first. For example, "Great question. What do the rest of you think about it?" Reflecting back to the entire group allows participants to explore and formulate their own answers by drawing upon the personal experience of others. Any time you can encourage participants to share their own thoughts, feelings, and experiences, rich learning will take place. Participants just want their questions answered; it doesn't matter to them who ultimately provides it.
3. **Address workshop disruptions subtly.** If participants are talking with one another and not paying attention to the content you want to give, simply stop and be silent. Such patience, especially delivered with a smile, can quietly redirect participants to refocus on the workshop.
4. **Remember that the best learning is entertaining as well as educational.** This workshop has built-in activities to help ensure that participants are engaged during the workshop. Still, it is important to remember that participants will also respond directly to the facilitator's own energy and enthusiasm. Participants will reflect the attitude of the facilitator, it's that simple. If you want your workshop to be received in a positive and enthusiastic manner, it begins with the attitude you bring to the workshop.

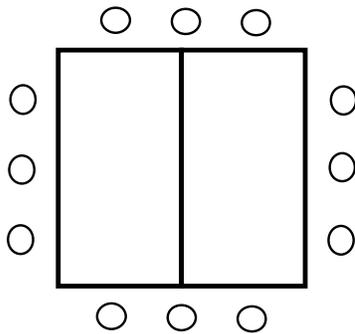
Before the Workshop

Room Set Up

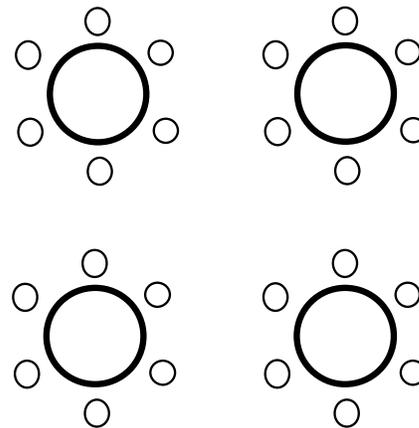
(page 1 of 4 pages)

- In many instances, you will likely have little say in the room you will be using for your workshop, and this may affect the way seating for your workshop can be arranged.
- Different seating arrangements will create different participant dynamics. Some seating arrangements will support participant interaction while others will give more control to the facilitator. Careful consideration of your seating arrangement can go a long way in creating high participant involvement.
- The following seating arrangements are the most advantageous when high participant involvement and interaction is desired. These arrangements will also promote an informal, relaxed atmosphere.

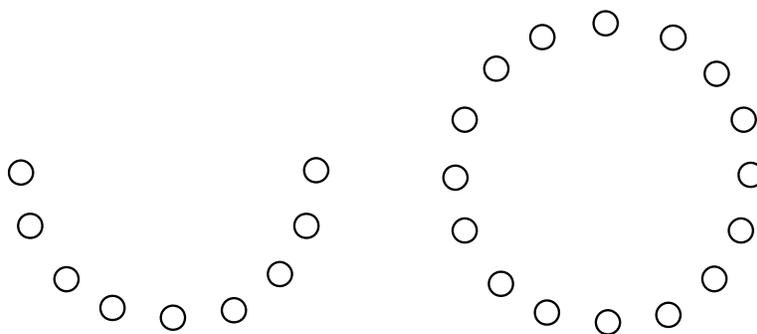
Single Square or Round



Cluster



Semi-circle or Full Circle



- With whatever seating arrangement you decide to use, make sure you have an appropriate number of chairs. You especially wouldn't want more chairs set up than the number of participants you are expecting. Set up the room so that it matches the correct number of participants you are expecting to attend the workshop plus just a few extra.

Conducting the Workshop

Finding Balance

Reclaim Your Time and Live a More Fulfilling Life

Workshop Schedule

Topic

1. Course Overview & Logistics
2. Introduction – A Shopping Spree
3. The Four Phases of Finding Balance
4. Awareness Phase
5. Desire Phase

Break

6. Influences Phase
7. Life Balance Worksheets
8. Action Phase
9. Course Review and Application

Step #1 – Prepare Participants for Learning

Preparing participants to learn is a critical step. This step arouses interest in participants, generates positive feelings about the learning they are about to experience, and gets them primed to learn. Without it, many mental blocks within participants may limit the effectiveness of their learning.

Some of those mental blocks include:

- Fear of looking stupid in front of others.
- Uneasiness in interacting with people they don't know.
- Fear that the workshop will point out significant deficiencies in their own character.
- Fear of the change that comes along with personal growth.
- Personal situations outside the workshop that are occupying their minds, thus their attention.
- Concern over the workshop being boring.
- Fear of not being able to accomplish assignments within the workshop.
- Fear of failing or not meeting with success.

Create a positive learning environment by humanizing the workshop, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial. Other ways to create a positive learning environment can be found on the next two pages of this guide.

The importance of getting off to a good start cannot be overstated. What you say and do in the first few minutes of the program can make all the difference in the world between a rich learning experience for participants and a frustrating expectation of what lies ahead for the next several hours.

(There is one workshop activity that falls under this section. We have included that activity here.)

Time

Content

Notes

15 minutes

Intro Activity – A Shopping Spree

An introductory activity communicates a great deal to participants about the workshop.

This activity will relate directly to the topic at the same time it grabs the participant’s attention.

Activity Objective: Participants make choices about how they would like to spend their time.

Materials Needed:
“Shopping Spree” activity sheet, pen or pencil

Facilitator Says:

“You are here because you are interested in finding better life balance. One of the central challenges related to life balance is the issue of choices. There are a lot of choices to make with how you spend your time – more than you have time for.

So, let’s begin by getting in touch with what it’s like to make choices. You’re going to go on a shopping spree...and you’ll have to make choices about what you’ll be buying.”



Directions:

1. Tell participants how to proceed with the activity:

“You will receive an activity sheet called ‘Shopping Spree.’ The activity sheet has a list of items that you will choose from. Each item will cost you \$24, and you have a total budget of \$168. When you do the math, that means you can buy up to 7 items (7 x \$24 = \$168).

Time

Content

Notes

One of the items is a “Wild Card.” With that item, you create whatever you’d like.”

Note: If anyone asks about the significance of \$168, tell them that it will become apparent later. [The \$168 represents the total number of hours in a week.]

2. Give each participant one copy of the Shopping Spree activity sheet and make sure everyone has a pen or pencil.
3. Allow participants just 2 minutes (i.e., create a sense of urgency so that they don’t over-think their decisions) as they proceed with the activity individually.
4. Have them put check marks next to the items they select. They can select up to 7 items (7 x \$24 = \$168).

Shopping Spree

Each item is worth \$28 and you have a budget of \$168. Work within your budget to select the items you want.

- Tutor to help with your children’s homework.
- 2-hour weekly class on how to be a better parent.
- Half-day family outing every 2 weeks.
- 2 hours per week of housekeeping services.
- 1 hour per week of lawn and garden service.
- Healthy and delicious low-fat dinner delivered to your home every Monday night.
- Membership to a high-end gym 2 blocks from your home.
- Reduce your daily commute by 50%.
- Night class to develop your professional skills.
- Have the perfect boss.
- Start your own business.
- Get a big promotion and increase your salary by 33%.
- 90-minute massage twice a month.
- One extra hour of sleep every night.
- 20-minute daily meditation.
- New large-screen TV with free satellite service.
- One-week vacation to anywhere you want.
- 4 tickets to attend your favorite sports event.
- Engage in your favorite hobby twice a week with free supplies.
- See the latest Broadway show once a month.
- Dinner out with 4 of your closest friends once a week.
- Romantic evening with your loved one once a week.
- Make a large donation to your favorite charity.
- Increase your day from 24 to 25 hours.
- Wild Card.** Something that’s not on this list: _____

Time

Content

Notes

Facilitator Asks:

5. Debrief the activity:

- Did you spend all of your money?
 - If so, why?
 - If not, why not?

Note: There are no right or wrong answers to the questions above. Just be curious about your participants' reasons for spending all of their money vs. not spending their money.

- What guided the choices you made?
- What do your choices say about you?
- What was it like to limit your choices to only 7 and deny yourself some of the other items?
- What's the take-away lesson for you?



Facilitator Reviews:



Key Concepts (tie to activity)

- Most resources are limited. We have to make choices in how we allocate or use our resources.
- It is important for us to have a sense of what is guiding our choices – such as the values or priorities that motivate us.

Step #2 – Content Presentation & Practice

This is the part of the workshop where participants first encounter new knowledge.

True learning means that participants acquire a deeper understanding of a topic by pushing past the boundaries of their own awareness of the concept.

This means participants become conscious of new ideas and possibilities through their own discovery and experience of the topic. In other words, total participant involvement is necessary.

Learning is not passive; it's not an act of consumption. Instead, learning is an act of creation.

What participants think, say, and do is more important than what the facilitator thinks, says, and does. The facilitator's role is simply to initiate the learning process and then get out of the way.

During this workshop, participants will engage in a variety of learning activities where they will experience, discuss, and reflect upon the content for themselves rather than just having it spoon-fed to them by the facilitator.

(The majority of the workshop activities fall under this section...)

Step #3 – Course Review & Application

It's important to know to what extent the workshop has been successful.

Reviewing what has been learned is critical for long-term retention by participants. This step is the culmination - the fulfillment - of all the learning that has gone on during the workshop.

Unless what is learned is applied, there is no learning. Participants need to reflect on their experiences in the workshop and bring closure to their learning.

This step also gives participants a chance to draw on other participant's experiences so that they can generate conclusions about what has been learned from others as well.

Reviewing what's been learned ultimately solidifies what has been learned at a deeper level and expands participants' ability to analyze, reflect, and make adjustments to the knowledge they have gained.

(More workshop activities fall under this section...)