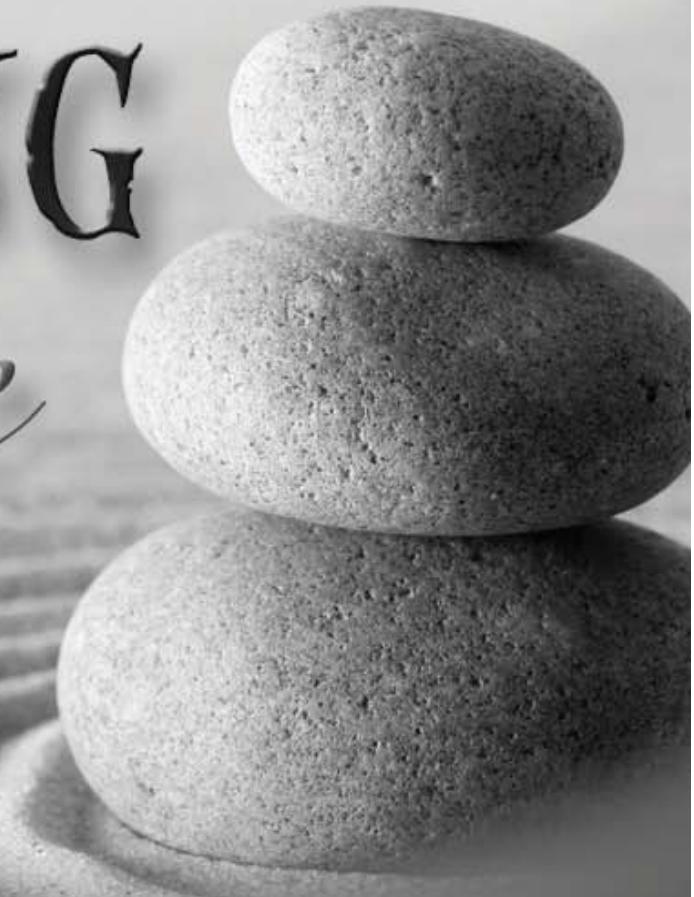


# FINDING *balance*



Reclaim Your Time  
and

*Live a More  
Fulfilling  
Life*

**Teleseminar  
Preview**



**Ready2Go**  
MARKETING SOLUTIONS



# Finding Balance

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Reclaim Your Time and Live a More Fulfilling Life

## Teleseminar Preview





**Congratulations!** on purchasing your very own Ready2Go Teleseminar!

When it comes to effective ways to gain exposure, and offer a valuable service to your prospects and clients, teleseminars are a sure fire strategy. They are hugely popular in the industry for a reason. They are a cost effective, convenient, and very efficient way to deliver value to your market.

While we hope that you are using this product in conjunction with the Ready2Go Marketing Solutions Bundle, this product alone is a great tool for growing your business. With your Ready2Go Teleseminar, you are implementing a powerful strategy for growing your business. And the great news is that the Ready2Go Teleseminar topics are completely developed and ready for you to implement. And they are relevant to most target markets, and easily customizable, saving you tons of time and effort. They are also designed to be educational, engaging and fun so that your attendees leave the call feeling that it was time well spent.

If hosting teleseminars is new for you, and even if you are a veteran, then you have come to the right place, as it doesn't get much easier than with a Ready2Go Teleseminar. If you apply the tips you learn in this Teleseminar Guide, and combine it with a professionally crafted Ready2Go Teleseminar, then you are on your way to great success!

Enjoy!

A handwritten signature in black ink that reads "Kim".

Kim Clausen,  
President  
Ready2Go Marketing Solutions, Inc  
[Kim@Ready2GoMarketingSolutions.com](mailto:Kim@Ready2GoMarketingSolutions.com)

P.S. Please be sure to tell us about your experiences. We are excited to hear!



## What You Get in Your Ready2Go Teleseminar® Program

With the Ready2Go Teleseminar® you get more than 70 pages of:

Fully developed teleseminar with,

- Agenda, teleseminar flow, all necessary content, instructions, and scripting.
- Participant exercises.
- Handouts for the participants to be emailed or used in a webinar.

Facilitation instructions for conducting a successful teleseminar including,

- Knowing your role and moving past initial fears.
- Tips on how to lead a successful teleseminar.
- Connecting with the participants.
- Preparation for the teleseminar.

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

- Logistics on how to coordinate a seamless and successful program.
- Professionally crafted promotional correspondence including,
  - Email invitation.
  - Reminder email.
  - Confirmation email
  - Follow-up email.
  - Relevant article to send with your marketing emails.
- Marketing timeline.

Follow-up plan which includes,

- Follow-up recommendations.
- Follow-up email.



## Finding Balance

### Reclaim Your Time and Live a More Fulfilling Life

## Learning Outcome

By the end of this teleseminar, participants will have identified the benefits of improving their work-life balance, recognized the factors that support or distract them from work-life balance, and committed to at least two actions that will improve their work-life balance.

## Teleseminar Benefits

Participants in this teleseminar will take a hands-on approach to learning what it takes to find work-life balance. They will define what work-life balance means, explore the consequences of imbalance and the benefits of balance, and strategize ways to minimize negative influences and accentuate positive influences on work-life balance.

The benefits of this teleseminar include:

- Defining work-life balance.
  - Work-life balance is the dynamic relationship between achievement, fulfillment, and the factors that influence your choices.
  - By defining work-life balance in this way, you can begin to see which of your choices are achievement-oriented and which ones are fulfillment-oriented. You can also begin to see where you might be creating an out-of-balance situation with your choices.
- Identifying the consequences of work-life imbalance and the benefits of improving work-life balance.
  - An imbalanced life can have serious consequences that range from unhappiness to serious health issues.
  - A healthy work-life balance creates joy and satisfaction.
- Identifying the factors that influence work-life balance.
  - Internal and external factors influence work-life balance.
  - By becoming aware of these factors, you can minimize the negative ones and maximize the positive ones.



- Strategizing ways to improve work-life balance by minimizing one negative influence and maximizing one positive influence.
  - Negative influences are obstacles to finding work-life balance and positive influences can aid you in finding work-life balance.
  - By strategizing ways to minimize negative influences and maximize positive influences, you make it easier to find work-life balance.

## Course Contents

### Part I – What is Work-Life Balance?

- This component defines work-life balance as the dynamic relationship between achievement, fulfillment, and the factors that influence what you choose.
- It emphasizes the benefits of work-life balance that include less stress, better health, more satisfying relationships, and a greater sense of peace and success.
- It includes an activity that allows participants to experience physical balance/imbalance and then relate that to their work-life balance.
- Participants identify what the two aspects of work-life balance — achievement and fulfillment — mean to them, by adding images to a work-life balance activity sheet. Then they rate their current level of achievement and fulfillment on this same sheet.

### Part II – What Are the Consequences of Work-Life Imbalance and the Consequences of Improving Work-Life Balance?

- This component examines such consequences of work-life imbalance as stress, health issues, family/relationship issues, unhappiness, and not enjoying life.
- It then examines the benefits of improving that balance, for example, less stress, better health, more satisfying relationships, and a greater sense of peace and success.
- The trainer leads a discussion on pertinent research related to work-life imbalance.
- Participants identify what they think the consequences are of work-life balance.



### Part III – What Influences My Work-Life Balance?

- This section explores the negative and positive factors that influence work-life balance, both internal and external.
- It includes an activity where participants examine what distracts them from maintaining their balance.
- Then the trainer introduces the four quadrants on the work-life balance model activity sheet and participants customize the sheet with their own information.

### Part IV – What Can I Do to Improve my Work-Life Balance?

- This section helps participants strategize how to minimize negative influences and maximize positive influences toward their goal of work-life balance.
- Participants select a negative influence they want to focus on and an action that will help them minimize it. Then they select a positive influence they want to focus on and an action that will help them maximize it.
- The trainer emphasizes the commitment required to change our relationship to these negative and positive influences as we take steps to improve our work-life balance.

### Course Review and Application

- This section recaps key points from each of the four sections and provides an opportunity for final comments and questions from participants.
- Most importantly, it emphasizes to participants that to improve their work-life balance and enjoy the resulting benefits, they need to:
  - Get clear about the factors that influence work-life balance. These factors can be oriented internally or externally, and can either be positive or negative.
  - Devise a strategy to minimize the negative and accentuate the positive influences.
  - Commit to changing their relationship to these influences. Work-life balance does not magically happen.



# About Ready2Go Marketing Solutions, Inc.<sup>®</sup>

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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 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@ready2gomarketsolutions.com](mailto:support@ready2gomarketsolutions.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.*



# Marketing Guide

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## Ready2Go Teleseminar® - Marketing Guide *(page 1 of 6 pages)*

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

1. **Set your date** - Start planning 3-4 weeks out. It takes time to implement your marketing plan and prepare for the highest attendance rate, so give yourself plenty of time to effectively prepare and market. The great news about teleseminars is that they are easy to implement, cost effective and convenient for your attendees to join!

Setting a date also locks in your commitment and will keep you in action toward hosting a successful workshop.

2. **Determine your price** – If you are doing this as a standalone teleseminar and not part of the Ready2Go Marketing Solutions' bundle, you may want to charge a fee. However, if you are doing it as part of a marketing campaign, then doing it for free may be a better option.

There are many prices strategies to doing teleseminars. If you elect to charge, workshop rates that range between \$19 - \$97 for a one time teleseminar depending on a variety of factors including the size and type of your list, the levels and types of education you provide, what you offer for free and fee, and what your clients and prospects' expectations are. We just encourage you to have a long term perspective and don't view this as a primary source of income, but instead as one of many **value-add services to offer your clients and convert your prospects.**

If you are unsure of what to charge, ask some friends and colleagues. And remember you can adjust fees as you do more teleseminars and get more familiar with your market.

3. **Set a goal** - Determine how many people you want to have at your teleseminar and at what price (if you are charging). Also set a goal for how many people you want to have sign up for complimentary consultations. DO NOT skip this step. It is imperative to your success that you set your goals, 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.
4. **Make it viral** – What sorts of fun and interesting things can you do that will compel your list to invite their friends and colleagues? This is a powerful way your reputation and business grows.

It is much more fun when they bring a friend, so tell them so, and give them a reason to do so. It requires little time and risk, and gives their friends a chance to “check you out”.

Also consider discounts, freebies or prizes. For instance, give a gift certificate to the person who brings the most people; hold a drawing for everyone who brought someone, or give one of your products for free. You can track this information in your shopping cart when they register. It doesn't have to be expensive, but the little things go a long way.



## Marketing Activities Timeline

*(page 1 of 3 pages)*

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

Also included in your package are several promotional materials including,

- Pre-event invitation email
- A “reminder” email.
- Follow-up email.

We also have included an article 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 3-4 weeks out, and start your marketing 2-3 weeks out.**

Ideally you will want to space your marketing activities 5 - 7- 10 days apart by following this timeline, providing your list with value that educates and peaks their interest.



## Finding Balance Making Choices to Balance Achievement and Fulfillment Teleseminar

### Supporting Documents

*(included in your teleseminar package)*

- 2 Email Invitations
- 1 Confirmation email
- Follow Up Email
- 1 Article to mail with your invitation
- Participant Handouts



# Facilitation Guide

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## **Knowing Your Role**

*(page 1 of 2 pages)*

We believe that the key to a successful teleseminar rests with your ability as the facilitator to create a safe and comfortable learning environment for all attendees. As the facilitator, it is also your responsibility to ensure that attendees have what they need to learn. This first means that you have done the necessary preparation work of knowing this teleseminar content.

Second, it means approaching and delivering this teleseminar 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 teleseminar, 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 teleseminar, coupled with your personal facilitation of it, will result in a high degree of attendee satisfaction. So remember to add your own personal style to it so that it comes across as yours.



## Tips to Help Lead a Successful Teleseminar *(page 1 of 6 pages)*

At the heart of good facilitation is to let 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 and telecall protocol guidelines:

- 1. Prior to the call, send call in instructions and teleseminar protocol to the registrants -**  
Once your participant registers for the call, send them a confirmation email with call in info and housekeeping tips. The housekeeping tips include items covered in the Telecall Protocol such as not using a cell phone, try to be in a setting that is quiet and uninterrupted for optimal learning, and how to mute their line. You can get these instructions from your teleconference hosting company
- 2. Be prepared for technical difficulties –** If you have ever been on a teleseminar, you know there is always a likelihood that there will be some sort of interference or technical difficulty. Unfortunately, even with our technical advances, it is still all too common an occurrence. So the key is to be prepared and educate your attendees on telecall protocol. See the attached tips sheet for a few telecall protocol basics.
- 3. Send the handouts -** These teleseminars are very interactive and we provide handouts for the participants. Be sure to send the handouts in advance so that the participants can be prepared for the call. A good time to send them is when the participant first registers and then again when you send the reminder.
- 4. Begin and end the teleseminar on time -** Whatever times you determined for your teleseminar, stick to them. These times 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 teleseminar 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.
- 5. Start the call with interest and excitement –** Much like professional speakers start their speeches with a catchy phrase or story, you too should start your calls that way. It engages the audience immediately and they develop an instant impression that this call is going to be time well spent.

After your intro, you can announce yourself, announce the call, and discuss housekeeping items.



## Conducting the Teleseminar

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## Teleseminar Schedule

The following agenda is meant to be a guideline and not a hard and fast schedule to keep.

Topic	Time Estimate
Starting the Call	5 min
Part I – What is Work-Life Balance?	12 min
Part II – What Are the Consequences of Work-Life Imbalance ... and the Consequences of Improving Work-Life Balance?	12 min
Part III – What Influences My Work-Life Balance?	12 min
Part IV – What Can I Do To Improve My Work-Life Balance?	14 min
Final Thoughts	5 min
	<b>Total Time</b>
	<b>60 Minutes</b>

## Finding Balance

### Making Choices to Balance Achievement and Fulfillment Teleseminar

Time	Content	Notes
12 minutes	<b>Part I – What is Work-Life Balance?</b>  Activities Objective: Participants define and personalize work-life balance.	Materials Needed: Pen or pencil, and Activity Sheet #1
3 minutes	<b>Activity #1: What is Balance?</b>	
<b>Facilitator Says:</b>	“Do you remember riding on a see-saw when you were little and how shifting on your seat or an extra push-off from the ground would change the whole action of the see-saw? One of the dynamics at play with a see-saw is ‘balance.’  To get started lets bring some perspective to our own lives. I won’t ask you to climb on a see-saw, but I do want to ask you to think about the life you have lived up to this point and the remaining balance of years ahead of you.”	
<b>Learners Do:</b>	 Activity Directions: <ol style="list-style-type: none"> <li>Ask participants to do the following calculation in their heads:               <ul style="list-style-type: none"> <li>Subtract your current age from 90.</li> <li>Add two zeros to the answer.</li> <li>Divide that number in two.                   <ul style="list-style-type: none"> <li>This is roughly how many weeks you have left on this Earth, assuming you live to a very ripe old age.</li> </ul> </li> <li>If you smoke and don't look after yourself properly, subtract 1,200 weeks.</li> </ul> </li> </ol>	

Time	Content	Notes
	<p>2. Then ask participants to close their eyes, take a few slow deep breaths, and visualize the following:</p> <p>“You are very near the end your life. You have a few minutes of consciousness remaining with which to peacefully look back over what you have achieved, and what difference you have made in the world. And how you will be remembered.”</p> <p>3. Rhetorically ask the following:</p> <ul style="list-style-type: none"> <li>• So how do you want to be remembered?</li> <li>• What did you do that mattered?</li> <li>• What will you have done that will give you a truly good feeling at the end of your life?</li> <li>• How have you best fulfilled your own unique potential?</li> </ul> <p>4. Make the following points:</p> <ul style="list-style-type: none"> <li>• We rarely think about our lives this way: that we are only here for a short time and the need we have to focus on what truly matters.</li> <li>• Thinking deeply about our own life purposes and what brings us fulfillment helps us to align what we are doing currently with what we want to be doing with the rest of our lives.</li> <li>• This in turn creates awareness about the directions our lives are heading and where, within each day, we are dedicating our time.</li> <li>• With this in mind, the question we may need to ask ourselves is whether the lives we are living truly reflect the proper choices we have made, and are those choices getting us to where we really want to be?</li> </ul>	