

ARE YOU
EMOTIONALLY
Smart?

Optimize Your EQ
for Better
Relationships and a
More Fulfilling
LIFE

**Teleseminar
Preview**





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Teleseminar Preview





Congratulations on purchasing your very own Ready2Go Teleseminar!

You now have at your disposal another product in the extensive suite of completely developed Ready2Go products that you brand as your own and easily implement to grow your business. We certainly hope that you use this product in conjunction with the full suite of communication products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

The full suite of Ready2Go products includes **professionally written, scripted and designed**:

- Pre-written tweets
- Special reports
- Audio training programs
- Educational articles
- Success tips
- Speeches
- Teleseminars
- Workshops

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, or 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! The Ready2Go topics are highly relevant to most target markets, easily customizable and specially designed to attract, nurture and convert clients in a systematic way. Plus, these products can easily integrate with your own products, services and communications.

With this comprehensive suite of products, your prospects and clients will receive quality content, have an opportunity to establish familiarity and trust in you, and get sought after



solutions to their needs. And doing professional presentations is one of most effective components of an effective marketing strategy.

Enjoy!

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 in Your Ready2Go Teleseminar® Program

With the Ready2Go Teleseminar® you get more than 80 pages of:

Fully developed teleseminar with,

- Agenda, teleseminar flow, all necessary content, instructions, and scripting.
- Participant exercises.
- Activity Sheets 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.
 - Follow-up email.
 - Relevant article to send with your marketing emails.
- Marketing timeline.

Follow-up plan which includes,

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



Ready2Go Marketing Solutions' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc.

With these products you receive quality content created by industry professionals, plus all the instructions and tips that you need to be successful in your implementation. The Ready2Go products are created on topics that are highly relevant to most target markets and have valuable content that your prospects will find very educational and informative. Plus, they are easy to customize and brand as your own.

That full suite of Ready2Go products includes:

- **Pre-written tweets** to gain awareness and promote your special offers and events
- **Special reports** to use to grow your list or send to your list as a gift
- **Professionally scripted audio training programs** that you record in your own voice
- **Professionally written articles** to include in your newsletters
- **Success tips**, which are 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **Professionally designed workshops** to reach more people, generate income and convert more clients

To learn more about the Ready2Go products, go to www.Ready2GoMarketingSolutions.com.

Conducting the Teleseminar

Are You Emotionally Smart?

It doesn't take much to realize that our emotions, and our emotional state, have a great deal of influence on almost everything we say and do. But despite this truth, few people seem to be aware of their emotions at any given moment. Consequently, they don't know how to handle life's ups and downs or cope with any number of life difficulties. And they have never considered the idea that emotions are something that can be effectively managed rather than suppressed. That's where the concept of Emotional Intelligence comes into play.

Much has been discovered in the past few decades on how our emotions play such a significant role in our everyday success. It may sound too simple, but by becoming more aware of our own emotional state at any given moment in time will we see a profound ripple effect on our daily interactions with people. Stated bluntly, there is little that equals the power of our emotions if only we are open to learning how to effectively recognize and use this powerful resource.

Anyone can enhance their emotional awareness and make emotions work for them through the concept of Emotional Intelligence. This concept can help a person build more productive relationships through a greater understanding of the impact emotions have on everyday interactions. Without such insights, even seemingly successful relationships may end up courting disaster. Emotional intelligence can provide a person with the skills that will positively impact their whole life.

Learning Outcome:

In this training, your participants will...

- Define Emotional Intelligence and be able to explain the true nature of what it means to be emotionally intelligent.
- Study the brain's limbic system and see how emotions influence a person's thoughts and actions.
- Increase your self-awareness and explore how tuning into yourself and becoming more aware of your thoughts, feelings and actions increases your ability to manage your emotions and relate to others.
- Raise your awareness of the emotions of others. Emotional intelligence involves learning to manage your emotions as well as increase your connection to others. Human beings are inherently social. As you tap into this social awareness and manage your relationships, you'll see a return benefit in being able listen, support and empathize more with others.

Telseminar Benefits:

Course Contents:

Mad, Sad, Glad:

- Participants identify the strong emotions they have experienced in their lives

What is Emotional Intelligence:

- Participants learn about emotional intelligence through a short lecture and then teach back to others what they have learned.

The Way the Brain Functions:

- By filling in a graphical illustration, participants discover the link between thinking and emotions in the way the brain operates

The Present Moment:

- Participants get in touch with what emotions they are experiencing in the present moment
- They discover the power of self awareness and how it leads to self management

Key Questions:

- Participants explore the five domains of emotional intelligence
- Participants conduct a self-study and answer a relevant question for each domain

Personal Tactics:

- Participants identify the personal tactics that would be most helpful to them in improving their emotional intelligence skills

Social Tactics:

- Participants identify the social tactics that would be most helpful to them in improving their emotional intelligence skills

Tele-seminar 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
Introduction to Emotional Intelligence	10 min
What is Emotional Intelligence?	10 min
The Way the Brain Functions	5 min
The Present Moment	10 min
The Five Domains of Emotional Intelligence	16 min
Personal Emotional Intelligence Tactics	7 min
Social Emotional Intelligence Tactics	7 min
Final Thoughts	5 min
Total Time	75 Minutes



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.

Create a positive learning environment by humanizing the tele-seminar, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial.

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 hour.

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.

Time

Content

Notes

10 minutes

Introduction to Emotional Intelligence

Materials Needed:
Pen or pencil,
'Mad, Sad, Glad'
worksheet.

Activity: "Mad, Sad, Glad"

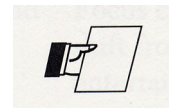
Activity Objective: Participants identify the strong emotions they have experienced in their lives.

Learners
Do:




Activity Directions:

1. Have participants pull out the worksheet "Mad, Sad, Glad" that was sent to them prior to the tele-seminar.
2. Tell them that you would like them to take a few minutes identifying their personal experience with strong emotions – a time when they can remember feeling mad, sad, and glad.
 - Allow a minute or two for this step.
3. Once participants have identified an experience with each emotion, ask them to reflect on how feeling each of these strong emotions affected them, which may be in either a positive or a negative way.
 - Allow a minute or two for this step.
4. Bring participants together and ask for volunteers who are willing to share with the rest of the group what they put down.
5. After soliciting several examples of all three emotions, ask the group to identify the common themes they are hearing around emotions and how they affect our lives.
 - Solicit several responses.
6. End by making the following key points:



Worksheet #1 –
"Mad, Sad, Glad"

Time	Content	Notes
Facilitator Says:	 <p>Key Points to Make:</p> <ul style="list-style-type: none"> ▪ We can see how emotions play an important part in our day-to-day living. ▪ Yet isn't it strange that despite the enormous affect emotions can have on our lives, we don't live our lives in an emotionally intelligent way. ▪ But imagine if we did... <ul style="list-style-type: none"> ○ Wonder if we could handle life's ups and downs with more ease? ○ Wonder if we could manage our emotions without having to suppress them? ○ And wonder how we could cope with change if we could be more okay with living with the discomfort of being outside our comfort zone? ▪ What would that be like? ▪ Well, that's where the concept of Emotional Intelligence comes into play and what it has the potential to do for us in our lives. 	
Facilitator Says:	<p>Transition to the Next Topic</p> <ul style="list-style-type: none"> ▪ So, let's take some time here in the next hour to understand the true nature of what it means to be emotionally intelligent. ▪ We'll start by defining this concept. 	



Step #3 – Course Review & Application

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.

After the Teleseminar

Post Teleseminar Progress

If you desire, you can offer homework to the participants at the end of the teleseminar. You can offer to follow up with them via phone (15-30 minutes) or have them send you their homework. Have them sign up for this by sending you an email indicating their interest. Be sure to follow up with them right away to confirm a date and time.

This is another way to stay in touch, offer value and check in to hear how their learning from the workshop has improved their communications skills in real life.

If you desire, you can also tell the participants that you will call them again between one to two weeks after the program is over to check in and see how valuable the learning from the teleseminar has been. Ask them to talk about their homework answers, success stories, and frustrations they are still experiencing. If helpful, create a checklist of questions to ask such as:

- Name something that this program has helped you to improve. Give at least one detailed success story.
- What are the positive consequences of this improvement in your life?
- What new perspective have you been able to own as a result of this teleseminar?
- What one or two things do you want to continually focus on?

Another great way to stay in touch is to collect responses to the questions above and compile them into a summary of the most important learning, then email copies to the whole class (be sure to get their permission to use their feedback and name).

Create a copy for future teleseminars so that new participants can see the value that others have received from the program. These are your testimonials and are great for marketing future workshops.

Remember, follow up is another very important “touch” in your multi-touch marketing campaign. Following up with participants not only shows them that you care but gives you another opportunity to develop a long-term relationship with your community of prospects and clients.

IMPORTANT: Only offer this extra value if you plan to follow through on it. Nothing is more unprofessional than offering to do follow ups and then not following through in a timely manner as promised.

Activity Sheets

Worksheet # 1 - Mad, Sad, Glad

1. Identify a personal experience around each of the following strong emotions:

Mad – Anger, frustration, rage, hostility.

Sad – Sense of loss, depression, helplessness, unhappiness, or disappointment.

Glad – Pride in an achievement, giddy excitement, joy, supreme satisfaction.

2. Reflect on how feeling each of these strong emotions affected you, either positively or negatively.