



Destination: A New You!

**How Self-Discipline is the Key to
Achieving Success and Creating the Life
You Want**



**SPECIAL REPORT
PREVIEW**

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Special Report Package Preview



Congratulations on purchasing your very own Ready2Go Special Report!

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 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
- Success tips
- Speeches
- Teleseminars and Webinars
- Workshops
- Self-Study Programs

The special report is typically how the relationship begins. As a result of a variety of marketing activities (we provide 10 suggested activities in this package), prospects will come to your site to download your special report. They have now given you permission to send them more **information and you are on your way to converting qualified prospects to paying clients**. But it takes time for familiarity to grow, for trust to be developed and for your prospect to learn how you can solve their needs.

Maintaining persistent and consistent communication on a regular basis is not easy. And that is why we developed this multi-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!**

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.

Here's to your enjoyment and success!



Kim Clausen, President
Ready2Go Marketing Solutions, Inc.
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What You Get With Your Ready2Go Special Report

With the Ready2Go special report, here's what you get:

- A professionally designed editable cover
- Professionally crafted 8-12 page special report about a highly relevant, compelling topic 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
- A follow-up email, introducing them to your next offer (i.e., the 6-part audio series)
- 10 tips on how to use this report to grow your list

Using Your Ready2Go Special Report

Growing your list and staying in touch in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using numerous tools and delivering them through a variety of mediums allows you to be creative in your marketing which is more attractive to your prospects and clients.

Special Reports are an effective tool that help you gain your prospects' attention, give something of value for free, and begin to foster a relationship. It is also a great tool for generating awareness, driving prospects to your website and growing your list.

We recommend using the special report in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>).

Here's a few ways you can use your Ready2Go special report along with the other Ready2Go products:

- Blog about your special report and use some excerpts in your blog
- Place an excerpt from your special report in your newsletter
- Tweet about your special report and invite others to download it
- Promote your special report on community boards, industry websites, etc
- After your prospects receive the special report, send them the 6-part audio training program as a follow up gift

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Table of Contents

About Ready2Go Marketing Solutions, Inc.	8
10 Tips for Using Your Special Report to Grow Your List	11
Promotional Copy	14
Special Report	17

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 turnkey 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-and-play marketing solutions, such as fully developed **workshops, teleseminars, speeches, audio training programs, special reports, success tips, tweets, video montages, articles and more!** These tools are ready-made for coaches, consultants, mental health professionals, trainers and speakers to customize and brand as their own, saving tons of time and effort.

We've completely 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 autopilot and focus on doing the work they truly enjoy.

Our products include everything small businesses need to deliver value-added communications and training 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 creative.

Our team includes professional marketers, training developers, writers, copywriters, speech writers and designers 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 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.

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
- **Success tips**, which are 250-350 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
- **PowerPoint Slides** to make your teleseminar into a webinar.
- **Coaching Packages using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.
- **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.

10 Tips for Using Your Special Report to Grow Your List

10 Tips for Using Your Special Report to Grow Your List

- 1. Place it in a highly visible location on every page of your website.** This is the most common way special reports are used. Once you have driven people to your website through different mediums, they will download the report, opt in to receive more information, and you can then begin to nurture a relationship with someone who has already expressed an interest in your products and services.
- 2. Offer it as a freebie at a speaking engagement.** Since the idea is to capture a name and email address so that you can begin a relationship, you do NOT want to just hand out your special report. You DO want to give a compelling summary of what you have to offer. Then you want people to fill in a sign-up sheet or drop off their business cards to have you send it to them. Note: you could also send them to your website to download it themselves, but the danger is that as time passes people will get distracted by other things and won't make it to your site.
- 3. Promote it on the back of your business card – call attention to it when you hand out your card.** Let people know that your business card is also their ticket to valuable information. They will be much more likely to hang on to it until they are in front of their computer again. Again, make your description of the report compelling enough to draw attention from the target market you most want to reach.
- 4. Add a compelling description of your special report to the signature line of your email.** You probably email hundreds of people each week, and even though they're not all connected to you through your business, you never know who they know. Make sure everybody in your network knows what you have to offer. This technique is one of the simplest yet most effective ways to grow your list.
- 5. Use it as an introductory offer when promoting a teleseminar or event.** This is a great way for people to become more familiar with you before committing to something such as a teleseminar or workshop. As you build your relationship, a prospect will become willing to spend more time and then money. A special report is like the earliest stage of a courtship.
- 6. Alert your social network.** People often find out about you through your social networking circles before they've ever been to your web site. So be sure to use all the tools that are available through your social networks to get attention, attract followers and

show your expertise. Then, periodically announce that you have this special report available. Note: You may want to switch up your offers once in awhile to keep them fresh; consider having two or three reports that you can rotate.

- 7. Advertise in an organization's newsletter that reaches your target market.** You will really stand out amongst traditional ads. While other people are selling their products and services, you are offering something for free. If you don't want to pay for advertising space, see if you can submit an article. Write a brief article that introduces the topic of your report, and then in your bio you can provide a link to your website where people can download the full report.

- 8. Remind your subscribers.** Even though your subscribers presumably already have a copy of the report, they may not have looked at in awhile. Or perhaps they never received it because of a technical glitch. As well, they may know someone else who could benefit from reading your report, and this way they can easily share the download information by forwarding your newsletter. Include a brief description and link in every single issue.

- 9. Post snippets from the report in your blog.** This is another great way to gain exposure, engage your audience and drive them to your website wanting more. In your blog post, you will want to be sure to include key words that are relevant to your target audience. So, this is a great opportunity for you to customize the content to your audience, adding your own personal touch with stories, anecdotes, resources and experiences.

- 10. Customize.** Ready2Go special reports apply to just about any target market, as they discuss highly relevant topics that educate and inform people while addressing common problems and needs. And that's what people want – for you to solve a problem and fill a need. To make them more impactful for your audience, consider adding a few references or relevant points that resonate even more with your specific target market and bring the message home. One way to do this is with the report title. For example, a business coach might use the title "How You Communicate Can Make Your Break Your Business," while a relationship coach might change it to "How to Speak So Your Spouse Will Listen."

Promotional Copy

(This is a sample of the promotional copy that comes with this package.)

Promo Copy for Special Report

Special Report Now Available:

‘Creatures of Habit: How to Master Self-Discipline and Achieve More of What you Want Out of Life’

Have you ever made a commitment, and then struggled to follow through?

Does self-discipline ever seem like someone else’s superpower...but not yours?

If so, you’re certainly not alone.

Self-discipline is something that we all struggle with from time to time. Whether it’s losing a little weight in time for a friend’s wedding, finally finishing your book, or launching that new business, we all have dreams and goals that seem *just* out of reach...and the **ONLY** thing standing in your way is the ability to follow through and do what needs to be done.

As they say, “There’s nothing to it but to do it,” and yet so often, *simply doing it* seems to be the hardest thing on earth!

Well today is your lucky day.

You see, this particular hurdle has been faced and overcome by millions of people before you, and some of them have gone on to share their time-tested wisdom. And today you can learn from these mistakes and reap the benefits with valuable insights, all bundled up into a transformational report.

NOW INTRODUCING:

Creatures of Habit: How to Master Self-Discipline and Achieve More of What You Want Out of Life

This transformational report is filled with new perspectives, actionable tips, and revealing exercises to help you overcome your greatest internal hurdle, one step-by-step at a time.

[Click here to receive yours now](#)

Destination: A New You! – How Self-Discipline is the Key to Achieving Success and Creating the Life You Want - Special Report Package Preview

Inside this report, you will discover...

- The #1 way to ignore distractions and overcome your obstacles
- How to regulate and resist the impulses, temptations and weaknesses that knock you off track
- Three key principles that will help you break your bad habits
- A fresh perspective on how to use major life disruptions as fuel for your goal
- One easy way to become more self-reliant and achieve higher goals
- The best way to give yourself a sense of control and comfort in stressful and chaotic situations
- The key factor separating those who have self-control from those who don't
- And much, much more...

If reaching for new dreams feels frustrating, overwhelming and sometimes impossible, then this Special Report was made for you.

Get your copy of

'Creatures of Habit: How to Master Self-Discipline and Achieve More of What You Want Out of Life' today

(This is a sample of the promotional copy that comes with this package.)

Special Report

(This is a sample of the special report that comes with this package.)

Creatures of Habit – How to Master Self-Discipline (and achieve more of what you want out of life).

“A disciplined mind leads to happiness, and an undisciplined mind leads to suffering.” ~ Dalai Lama

In the 1990’s, a newly divorced woman on welfare completes a 90,000-word manuscript, by hand, on a typewriter. It’s rejected dozens of times. It takes her three years, but eventually J.K. Rowling finds a publisher for *Harry Potter and the Philosopher’s Stone* and becomes one of the most successful authors of all time.

Like thousands before him, Jim moved to Hollywood to pursue his dream at the age of sixteen. One night, he wrote himself a cheque for ten million dollars for ‘*acting services rendered*’ and slipped it into his wallet. Seven years later, comedian Jim Carrey made his payday, earning a permanent page in comedy history.

Scott Foster was an accountant by day and a ‘beer league’ hockey goalie by night. On March 29, 2018 he’s called up by the NHL’s Chicago Blackhawks as their backup goalie. Foster plays 14 minutes, becoming the first ever emergency back up goalie to stop a shot (seven shots, to be exact) in the NHL, preserving the team’s 6-2 victory.

What do these three people have in common that helped them achieve success? Big dreams? Check. Motivation? Check. Faith? Check. But it takes more than a dream, inspiration, and belief in one’s abilities to achieve success.

Reaching our goals requires many qualities– talent, passion, and hard work, to name a few. But at the heart of every champion, whether it’s in business, sport, politics, art, literature, science, etc. lies one thing in common: self-discipline.

Self-discipline is *the* critical factor when it comes to achieving our goals. When our self-discipline is healthy, we’re focussed. We ignore distractions. We face and overcome obstacles. We sacrifice short-term pleasures for long-term rewards. When we apply self-discipline along with our talents, passion, and hard work we can consistently realize our goals and lead a rich and rewarding life.

But, when our self-discipline falters, we tend to avoid responsibilities. We fall behind. We postpone our goals. We experience financial struggles. Our dreams fade. We stagnate. Our overall sense of fulfillment plunges. Reaching our dreams can feel difficult, if not impossible.

Maintaining consistent self-discipline isn’t always easy. It can be an everyday struggle. We know what we want and what we need to achieve it, but something prevents us from taking action to get there. We all experience times when our get up and go has got up and left - times when we’d just rather not do the thing(s) we know we need to do in order to get what we want.

Destination: A New You! – How Self-Discipline is the Key to Achieving Success and Creating the Life You Want - Special Report Package Preview

“That’s why there’s the snooze bar. *As my first decision of the day, I will go back to bed.*” ~
Comedian Jim Gaffigan

But lacking self-discipline is no joke.

How many times has your self-discipline failed to show up when you needed it most? How often do you say you want something yet don’t make the effort needed to achieve it? How many plans has your snooze bar ruined?

If you’re not living the life you know you want, the life you know you’re capable of creating, developing more self-discipline can do more than simply get you back on track.

Practicing self-control can boost your motivation and supercharge your progress. With self-control comes clarity - clarity about what’s really important to you, and what’s not. Improving your resolve leads to more focus. You get a higher return on your investment of time, energy, and money when you commit to practicing self-discipline. With a healthy dose of self-control getting ‘unstuck’ not only becomes possible, it can seem effortless.

If you experience a lack of self-control more often than you’d like then, take heart. First, you’re not alone. Even the most successful people struggle with self-discipline. Second, self-control is not a mysterious superpower reserved for a chosen few. Not only do you already possess self-discipline, you have the ability to cultivate more of it, and harness it to help you achieve your dreams.

We’ve all met people with amazing willpower. You know the type; they rise at 5:30 AM, meditate, jog five miles, set daily goals, and sip their spirulina and kale protein smoothie on their way to work. In other words, they don’t waste time. They are successful and have a list of accomplishments to prove it.

But the reality of life can look something more like this: we drag ourselves out of bed, rushing around to avoid being late for work. We order breakfast from a speaker. At work, we put off (or avoid altogether) the tasks we find unpleasant. We steal time playing *Candy Crush* and cap our ‘exhausting’ day by crashing in front of a screen, feasting on our favourite snack food, and mentally preparing ourselves to do it all over the next day.

Perhaps that’s an exaggeration to make a point. But, for many people, the truth isn’t too far off.

A well-known Harvard study compared the willpower of humans with that of chimpanzees. The experiment was simple: the human and primate participants were given two options: choose two treats now or wait two minutes and receive six.

Obviously, being the more advanced species, humans outperformed the chimpanzees, right? Are you sitting down? While the human prefrontal cortex may be larger and more developed than those of our primate cousins, it turns out they have more self-discipline than we do – WAY more.

Chimpanzees opted to wait the full two minutes for the greater reward over 70% of the time. While the humans managed to restrain themselves a measly 19% of the time. Ouch. Not a very flattering picture of our self-discipline. But what does this really mean?

Maybe we rationalize our bad habits and choices. Or perhaps we don't consider what's at stake. Or perhaps we simply overthink things. Whatever the reason for our seemingly limited self-control, it begs the question – what other, greater rewards are we missing out on in life when we opt for immediate gratification over long-term rewards?

Whether you relate more to the resolve displayed by the human or the chimps in the study above, it turns out, we all could use more self-discipline in our lives from time to time. A recent survey of Americans found that almost 30% reported a lack of self-discipline was the biggest barrier to change.

But the good news is, when it comes right down to it, self-discipline is a choice. We get to choose whether we persevere through adversity and obstacles to reach our goals or whether we succumb to our primal, pleasure instinct. We choose to allow the disruptions, conflicting thoughts, and temptations to get the better of us, or we push through them in pursuit of our bigger-picture objectives. In the end, self-discipline is a choice we each get to make.

Yet, accessing our self-control often feels so hard to do. Why is that? What do we need to do in order to develop our own self-discipline and make it a permanent fixture in our lives? Why does it feel as though our self-control is in limited supply, always needing replenishment? How can we find more self-discipline in our lives?

To get clear on the answers to those questions and more, we need to define and examine self-discipline. Once we understand what self-discipline is (and isn't), how it works (and doesn't work), and how our environment and the people around us impact our determination, we can gain control of our own self-discipline and harness it to get more of what we want out of life.

But, first thing's first.