



# EMOTIONAL *Smarts*

Using Emotional Intelligence  
to Create a More Joyous,  
Richer LIFE

**Audio Training  
Program Preview**



# Emotional Smarts

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Using Emotional Intelligence to Create a More Joyous, Richer Life

## **Audio Training Program Preview**





**Congratulations** on purchasing your Ready2Go Audio Training Program.

This is a powerful marketing tool that will allow you to deliver a valuable product to your clients and prospects while developing relationships that build familiarity and trust.

If you are implementing a Ready2Go Marketing Solutions multi touch marketing campaign, you have invited people to your web site to download the Special Report, you have captured a name and can now begin to engage them in further dialog. At this point, your prospects have an initial favorable impression of your company, they have received value for free, they will have opted in to receive more information, and you can then begin to nurture a relationship with someone who has expressed an interest in your products and services.

The 6 part audio training is the natural next step in that process. Every 1-3 days you will send your prospects an audio that educates them further on their topic of interest. These audios are completely scripted, informative, interesting and ready to be recorded in your own voice. **In just 5-7 minutes your prospect will get to know you more and feel like the audios are time well spent.**

Plus, it's FREE, it's easy for them to access, and they participate from the privacy of their home or office. Combine this with one or all of the other Ready2Go Marketing Solutions, and **you've got a great strategy for delivering value, staying in touch on a persistent and consistent basis, and nurturing the relationship until your prospect is ready to buy.**

**Finding ways to maintain persistent and consistent communication on a regular basis is not easy.** And that is why we developed this 5 component Ready2Go Marketing Solution. This multi touch marketing strategy, combined with your own marketing communications, means that you can always be in touch with your prospects. Multiple topics that you can deliver throughout the year, combined with your own products and services offerings, gives **you a powerful, effective way to stay in touch, nurture relationships and easily convert prospects to customers!**

Here's to your enjoyment and success!

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

Kim Clausen,  
President  
Ready2Go Marketing Solutions, Inc  
Kim@Ready2GoMarketingSolutions.com

*Emotional Smarts – Using Emotional Intelligence to Create a More Joyous, Richer Life Audio Training Program Preview*

## **What You Get With Your Ready2Go Audio Training Program®**

With the Ready2Go Audio Training Program, you get:

- Six 5-7 minute scripts on highly relevant topics that you record in your own voice
- Transcript of each training segment to send along with the recorded audio
- Six emails to deliver your audio programs
- Promotional email
- Follow up email
- An editable cover for delivering your audio transcripts
- Tips on how to effectively use this tool as part of your multi touch strategy
- Tips on how to record an audio training series that makes an impact

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# About Ready2Go Marketing Solutions, Inc. ®

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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, special reports and more. 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.

And our Ready2Go marketing solutions 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](mailto: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.*

***Emotional Smarts – Using Emotional Intelligence to Create a More Joyous, Richer Life Audio Training Program Preview***

# How to Use Your Audio Training Program to Grow Your List

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## How to Use the Audio Training Program To Grow Your List

Your Ready2Go Audio Training Program is a powerful tool that allows you to offer yet another free valuable service to grow your list and attract more clients. While we recommend using the Audio Training Program combined with the Ready2Go products, you can use this audio training program in a variety of ways to grow your list:

1. **Send as the 2<sup>nd</sup> free offer to your prospects after they have downloaded your Ready2Go Special Report.** The Audio Training Program is designed to be the natural next step to engage your prospect in further dialog. At this point, your prospects have expressed an initial interest in your offers and have a favorable impression of your company. They have received value for free, and they will be more open to continued communication and offers.

2. **Other ways to use the Audio Training Program**

While we recommend using the Audio Training Program in conjunction with the other Ready2Go marketing solutions, we have suggested other ways you can use it to grow your list.

- a. **Offer the Audio Training Program on your website.** Offer it in conjunction with the Ready2Go Special Report to add even more value to your free offer.
- b. **Offer it as a freebie at a speaking engagement - give them a compelling summary and the link.** The idea is to capture a name so you can begin a relationship. No name, no relationship. You either want to have people sign up and send them the training program, or have them go to your website. Having people sign up will get you more responses than people going to your site. They are always well intentioned, but time gets away, other priorities take over, and fewer people will make it to your site to sign up.
- c. **Place a promotion on the back of your business card - tell others about it when you hand out your card.** The Audio Training Program is a foundational marketing activity to drive people to your site so they can learn more about you, and get something of value. And you get a name.
- d. **Add it to your signature line of your email.** Simple, effective, and will grow your list.
- e. **Use it as a free offer for someone to "check you out" when promoting a teleseminar or event.** This is a great way for people to become more familiar with you first before committing to something such as a teleseminar or workshop. Relationships builds by the prospect being

willing to spend more time and then money as the relationship grows. The Audio Training Program is a great way to gain awareness, develop a relationship and build trust.

- f. **Use it in your social networking.** 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 attract visitors, gain their attention, show relevance, and drive them to your site so they can learn more about you, and you can begin to develop a relationship.
  - g. **Include it in your newsletter.** Include a short blurb and link to your Audio Training Program in your newsletter as a standard item in every edition. Change the topics out regularly to keep it fresh.
3. **Customize.** Customizing the audio training program will attract the attention of your target market to gain the greatest interest. The Ready2Go Audio Training Programs discuss highly relevant topics that educate, inform and address peoples' problems and needs. And that's what people want – for us to solve a problem and fill a need. Therefore customizing the core content of this audio training program to your target market will be very powerful in gaining attention, interest and action.

And it's simple. The Audio Training Programs are already scripted and ready to be recorded in your own voice, so all you have to do is customize the title and include brief stories, examples and references that resonate with your market.

While our Ready2Go titles are also very effective, think about how the topic relates to you your target market and determine how you can **generate more interest by customizing the title to speak more directly to YOUR target market.**

Here are a few examples of enticing titles specific to target markets:

- How You Communicate Can Make or Break Your Business
- How to Speak So Your Spouse Will Listen
- 7 Keys to Eliminate Conflict and Create Synergy in the Workplace
- Communicate With Power and Influence
- 5 Ways to Connect With Your Spouse on a Whole New Level

# Tips on How to Record Your Audio Training Series

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## 3 Steps to Creating Your Audio Training Program

Your Six 5-7 minute audio training scripts are ready to record and add your own special touch – YOU. You can record them as is, and we recommend making special references to your market with stories and applications.

Here are the 3 steps to record and prepare your audios for distribution to your clients and prospects. Once you complete these steps, you will have an automatic, hands free, marketing tool that will be used over and over again for all your new prospects.

Also, be sure to read the **10 Tips on How to Record an Audio Training Program That Makes an Impact** so you can record a quality audio program.

### STEPS TO DEVELOP YOUR AUDIO PROGRAM

#### 1. Record your audios

To keep the process simple, we recommend using a combination of **Audio Acrobat** and **Audacity** to record and edit your audio training programs.

**Audio Acrobat** is a very well known and highly used service. ([www.audioacrobat.com](http://www.audioacrobat.com)). You can record your audios here, but Audio Acrobat does not have the capabilities of editing the recording. Therefore, if your file requires editing, you can download the audio file to your computer and use **Audacity's** (<http://audacity.sourceforge.net/download/>) editing software. This is a very quick and easy process.

**Audacity** is a free software application that allows you to edit pre-recorded audio. **Audacity** also allows you to record directly into your computer and easily edit the file there. If you choose to record directly with **Audacity**, you can easily edit your audio file, and then upload it to **Audio Acrobat** for emailing.

For better sound quality, consider recording with **Audacity** directly into your computer. And it's easy to edit and upload to **Audio Acrobat** for distribution.

#### 2. Create your web pages for listeners to link to play the audio.

Once the files are edited and uploaded to Audio Acrobat, you have two options for distributing them:

1. You can create 6 **customized web pages** that will have the link to the audios. You can create these as simple or elaborate as you desire. There are some that include the link along with testimonials, other offers, and include the previous audio recordings. And there are some with simple verbiage and the link.

To see our audio tips web page, go to  
<http://www.Ready2GoMarketingSolutions.com/workshopaudiotraining/tip1.html>

To get more ideas, research how some others in the industry are creating theirs.

If you are not web savvy, most VAs who have web experience, and web designers, can build these web pages for you easily and inexpensively.

2. If you do not want to create customized web pages that play the audio, it is a simple process to embed the audio URL from Audio Acrobat directly into your email. Audio Acrobat's support team can help you do this yourself in just a couple easy steps.

### **3. PRELOAD INTO AN AUTORESPONDER**

After you have recorded the audios, you will then need to pre-load the emails that deliver each audio link for the recording into an auto responder email system. These emails have been pre-written for you and are included in this package.

An auto responder is an automated email message that can be scheduled for delivery and is automatically sent to the recipient. You will indicate how often you want the emails to be sent and they will be mailed automatically.

There are numerous auto responder services on the market that are very easy to use such as 1ShoppingCart ([www.1shoppingcart.com](http://www.1shoppingcart.com)) , AWeber ([www.aweber.com](http://www.aweber.com)), or Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)).

Once you have the audios recorded, web pages built, and the emails loaded into your autoresponder program, **you now have a hands free, automated marketing tool that you will use time and time again to offer a valued added product to your ever growing list.**

And remember, if you need any assistance implementing this program, you can contact us for a consultation. We also can provide referrals to help you to get your Ready2Go Audio Program developed and implemented easily and affordably.

## 10 Tips on How Record an Audio Training Series That Makes an Impact

(Excerpt from The Armchair Speech Therapist by Stewart McLellan, SMP Audio Productions)

1. **Eat right** – It's hard to concentrate if you missed breakfast, or if you just inhaled a couple of cheeseburgers.
2. **Stay hydrated** – Often we are dehydrated before our bodies let us know with a headache.
3. **Rest** – be on your game with plenty of rest. Don't schedule too much before a teleclass, or recording session.
4. **Relax...** - when reading, YOU are the expert. Take pride in the work you are creating. The people who purchase your products and come to your seminars came to see you and your work – you don't have to worry about what anyone else thinks.
5. **Clean Finish, Clean Start** – one reason 'um's and 'ah's happen is because one thought isn't finished before the next one starts. Your brain tells your mouth to say 'uh' while you collect your thought, turn the page, or scratch your nose. Finish a thought, pause, get collected, and continue.
6. **'You Know'... no, maybe 'You DON'T Know'** – Many people say 'you know' as they speak. Do we honestly know what you're going to say next? Get your thought together and say it. Leave a pause for us to take it in. If you've done your homework, we'll get it. You know?
7. **Do Your Homework** – If you are reading copy, know your material, so you don't need to say 'um' to collect your thoughts.
8. **Do a Test Recording** – it doesn't matter if it's on good gear, do a test recording. You're listening to how you deliver, your tone, inflections, and clarity with which you deliver. Get a couple of friends to honestly evaluate your delivery, and notice any speech issues that might be overlooked. It's easier to listen to what's going right when you're not actually speaking.
9. **Play Act** – When I was learning to do voice overs, I would stand up at the mic, put on a tie, move my hands, whatever it would take to step outside of the monotone and into character. That time playing 'rock star' in front of the mirror as a teenager came in handy.
10. **Be Yourself, Just More You** – A coach and good friend once told me to be myself. Sure, but also take yourself up a couple of notches. You're still you, but make it so people in the cheap seats can see and hear your message.

Provided courtesy of Stewart McLellan Productions. For all your audio production needs, contact Stewart at 250-881-0121, [www.smpaudio.com](http://www.smpaudio.com) or email him at [sm@smpaudio.com](mailto:sm@smpaudio.com)

# Promotional and Follow Up Copy

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*(This is a sample of the promotional copy that comes with this program)*

**Promotional Copy for  
*Emotional Smarts***

*Using Your Feelings to Create More Opportunities, Better Relationships  
and Greater Personal Fulfillment*

Audio Training Series

Have you ever been at a complete loss for words when facing a difficult situation?

Have you ever wished that you had some kind of compass or guide to tell you the right thing to do when navigating your life?

Wouldn't it be great to have a secret super-power that gives you the ability to always know the right thing to say, and the right move to make?

Well, maybe you do...

Have you ever gotten a tingly feeling that tells you there's something more going on, and you should perk up and pay attention? Some old-timers call it a "gut feeling," while others call it intuition. Peter Parker of Marvel Comics calls it his "Spidey Sense."

The truth is that you *do* have a "secret super-power" that's often overlooked and has, in the past, been shunned by mainstream society. This particular superpower exists inside the pantheon of human experience now known as "Emotional Intelligence."

Let's face it...emotions can be scary. They're extremely powerful, much like gasoline. Gasoline can power your car, but it can also be highly explosive and dangerous when handled improperly. That's why we're taught in our culture to hide our emotions, and choose reason and logic as our guideposts.

The only problem is...that's just not the way humans work.

Truth: As much as we'd like to believe that we are rational creatures who operate on logic and reason, we are *actually* highly emotional, hot-button-laden creatures who make most of our choices based on how we feel.

That's why it's a bad idea to make important life choices when you're tired or hungry. That's why we advise one another to not make rash decisions when we're



angry. On some level, we KNOW that we're highly emotional, and we take steps to mitigate our risk of making poor emotional choices.

But what if you could take that a step further?

What if you could *not only* avoid poor, emotionally-driven choices, but start making *REALLY GOOD* emotionally-inspired choices?

You can.

It simply takes dedication and practice in the art of emotional intelligence, and I want to help you.

If you're ready to awaken your secret super-powers, find the right words, make the right choices, and create massive win-wins and richer relationships in all areas of your life, then I've got something you're really going to like.

Now introducing...

## **Emotional Smarts**

*Using Your Feelings to Create More Opportunities, Better Relationships  
and Greater Personal Fulfillment*

*A 6-Part Audio Training*

*(This is a sample of the promotional copy that comes with this program)*

## **1<sup>st</sup> Email to the 6-Part Audio Series**

*(6 emails come with this program. This is email #1)*

Subject: <first name>, let's talk about your feelings.

Hi <first name>,

Have you ever struggled to express yourself?

Have you ever been made to feel stupid or foolish for talking about your feelings?

Don't worry, you're not alone. We live in a culture that values cold logic and reason over the warm and living, sometimes confusing and scary realm of emotions. However, we now understand that emotions are a powerfully important part of any successful life.

Your emotions help you connect with other people, make essential split-second decisions, and more...

And if you want a rich, fulfilling life of opportunity and connection, you're going to need to elevate your emotional game.

Welcome to the FIRST module of your NEW audio training series, *Emotional Smarts*.

These powerful audio training sessions are filled with tips and wisdom you can use TODAY to navigate the challenges of life with ease, both at home and in the office.

With each new module, you will become more focused and aware, confident in your ability to handle just about anything...and it all starts NOW.

### **Over the course of these next 6 trainings, you'll learn...**

- **How to quickly minimize stress and manage emotional storms,**
- **3 easy questions to help cool down when they're emotionally hijacked,**
- **How to train their brain to become more emotionally aware,**
- **The 5-part foundation for emotional literacy,**
- **The bulletproof 3-part formula for creating emotional harmony,**
- **And a lot more...**
- **And a whole lot more...**

Let's get started with **Audio 1** – Why Emotions Matter

*Emotional Smarts – Using Emotional Intelligence to Create a More Joyous, Richer Life Audio Training Program Preview*



Click the link directly above to download a PDF transcript and start streaming the audio.

**Keep your eyes out for the next 5 audio segments. They're coming to your inbox soon:**

**Audio #2: How to Handle Your Own Emotions**

**Audio #3: Right Here, Right Now**

**Audio #4: Your Emotional Vocabulary**

**Audio #5: Building Emotional Bridges**

**Audio #6: Make Every Day Amazing**

Your exciting new life starts RIGHT NOW, and we're going to create it together. Enjoy today's training, and I'll have another one to you soon.

Sincerely,

**Your name**  
**Email address**  
**Website**

**Signature "blurb"**

P.S. If you know anyone who could benefit from this information, please feel free to share the link below with them. I'm always happy to help those who want to learn new skills and grow.

<insert link to registration page>

# Audio Training Program

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*(There are 6 audio scripts in this program. This is a partial script of audio #1.)*

## ***Emotional Smarts***

*Using Your Feelings To Create Wins Everywhere*  
Audio Training

### **Audio #1: Why Emotions Matter**

Hello, and welcome to *Emotional Smarts*, a 6-part Audio Training Course designed to help you to understand and utilize your emotions, and discover the emotional impact you have on others.

I'm <your name> of <your business>, and I'm excited to share this eye-opening training with you.

Over the course of these 6 audio modules, you will learn how your emotions affect your life, how to handle your own emotional storms, and ways to utilize emotions for developing stronger relationships with others. Plus, you'll pick up a few tools you can start using immediately to minimize stress and manage conflict, and discover numerous ways to make your life easier, more enjoyable and far more fulfilling.

I invite you to take notes as we go along so you can quickly reference your discoveries later, whenever you need a little reminder.

In fact, we'll pause here for a moment so you can get your notebook and a pen.

<PAUSE>

Ready? Okay, let's do this!

In the 1960's, a science fiction television show called *Star Trek* exploded into pop culture. One of the main characters was an alien/human hybrid named Dr. Spock, who was known for his people's ability to be completely logical, without emotion.

People LOVED Spock, in large part because we, as a culture, recognized the havoc that our emotions can wreak on our lives, and the peace that comes from rational, logical thought and action.

However, people really fell in love with Spock when they saw his half-human side show through rare emotional moments of caring and passion.

During that time in American history, we culturally viewed emotions as weak, chaotic, and unpredictable. Some even argued that emotions were an un-intelligent flaw in the human design.

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And to be fair, it's easy to understand why.

Have you ever done or said anything in a heated moment that you later regretted?

Have you ever known anyone who's consistently difficult to deal with?

Have you ever been frustrated or upset by someone else's emotional outbursts?

Of course you have. If you're an adult human, you've faced all these situations. Emotions can be frightening in their power and unpredictability. However, that power can be focused, and that unpredictability can be analyzed, understood and developed.

We now understand that emotions can be a higher form of intelligence. They motivate us, drive our actions, and help us gather extremely important, subtle information that informs our decision-making.

Have you ever walked into a room and gotten "a feeling" that helped you navigate a difficult situation?

Have you ever had a heart-to-heart with someone, and walked away afterward feeling clear and refreshed?

Have you ever had dinner with friends and family, and spent the whole evening laughing and enjoying the warm glow of love and connection?

Those are all examples of the powerfully positive upside of emotions.

The fact is, every single one of us is loaded with emotional triggers and responses, and despite some of our best efforts to train them away, our emotional centers aren't going anywhere.

Knowing that, it's essential to your success and happiness that you learn how to handle your own emotions, and manage the emotional impact that you have on others, and others have on you.

*(There are 6 audio scripts in this program. This is a partial script of audio #1.)*