

FOCUS

on authenticity



**Seeing and Living More of
Who You Really Are**

**Teleseminar
Preview**

The logo features two upward-pointing arrows, one red and one yellow, with a stylized human figure in between them.

Ready2Go
MARKETING SOLUTIONS

Focus on Authenticity

Seeing and Living More of You Really Are

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 marketing and 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
- 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 the workshop 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. They are relevant to most target markets and are 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.

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In 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 the 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® Programs

With the **Ready2Go Teleseminar**, your teleseminar package includes:

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.
- Follow-up plan which includes,
 - Homework and coaching sessions

Marketing Guide with recommendations on how to effectively market your teleseminar including:

- Logistics on how to coordinate a seamless and successful program..
- Marketing timeline
- Teleseminar checklist.

Facilitation Guide which includes 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.

Ready2Go Promotional Guide with professionally crafted promotional materials including:

- Promotional emails
 - 2 Email invitations.
 - Reminder email.
 - Follow-up email.

ARE YOU A MEMBER OF THE TELESEMINAR OF THE MONTH CLUB?

If you are a member of the **Teleseminar of the Month Club** you get **comprehensive training, support and guidance**, all the products listed above, AND these additional done for you products:

- Registration and thank you page copy
- Registration and thank you page html files (completely developed web pages ready to put on your website)

The Webinar Guide includes:

- Professionally crafted slides to coordinate with your teleseminar, making it a webinar presentation
- Tips for hosting a successful webinar presentation

To learn more about the **Teleseminar of the Month Club** program, [click here](#).

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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 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.

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Ready2Go Marketing Solutions' Product Offerings

Be sure to check out the full range of products available to you from Ready2Go Marketing Solutions, Inc. to help you to successfully grow your list, nurture relationships by providing great value, market your teleseminar and get new clients.

With these products you receive quality content created by professional copywriters, speech writers and training developers, 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.

The full suite of Ready2Go products to coordinate with your teleseminar 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 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 designed workshops** to reach more people, generate income and convert more clients

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

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Read This First

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Knowing Your Role

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 - you know the workshop material and you have everything ready before you deliver it.

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. Also, be sure to make your questions relevant to your audience as the more relevant the exploration, the deeper the learning. 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.

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Moving Past Initial Fears

If you are an experienced teleseminar leader, you will quickly discover how professionally crafted these teleseminars are, and you will be able to execute them with ease.

If you are new at hosting teleseminars, you may be thinking, “Can I successfully pull this teleseminar off? Can I really confidently lead this teleseminar with a group of others that I cannot see? I’m not an expert; will people 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 learning experiences have pretty much been the same - there is a teacher going on and on with a lecture about the subject, while students passively take notes.

This teleseminar 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 attendees 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 teleseminar 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 teleseminar 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.

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Conducting the Teleseminar

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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
Introductory Activity – Authentic Perspectives	10 min
Segment #1 – Authenticity and You	15 min
Segment #2 – What Causes Us to Live Our Lives in Inauthentic Ways?	20 min
Make Your Offer Here	5 min
Segment #3 – Persona vs. Character	10 min
Application – Becoming More Real	10 min
Total Time	75 Minutes

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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 teleseminar, 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.

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**Facilitator
Says:**

inauthentic ways? There are some major influences at work here.

- The difference between our public ‘persona’ and our true ‘character.’
- What we can do to increase our willingness to be more authentic with others and in our daily lives.




5. Briefly cover telecall protocol:

“Before we jump in, we are going to take a minute to review some teleseminar guidelines so that we can ensure that we have a successful call.”


- Ask participants to be respectful of others on the line, and keep background noise to a minimum. It’s best to be in a place where there is no noise and you can focus on the discussion at hand.
- Tell participants how to mute and un-mute their phone.
- Say your name before you speak. We always like to know who we are hearing from.
- Be participative. These calls are much more valuable and fun when everyone gets involved.”

6. Say:

- “O.K., so let’s begin our discovery.”

Time	Content	Notes
10 minutes	<p>Introductory Activity – Authentic Perspectives</p> <p>(Show PowerPoint slide of the <i>struggle to be more authentic.</i>)</p>	<p>Materials Needed: Pen or pencil, and Worksheet #1 – “Authentic Perspectives”</p>
<p>Facilitator Says:</p>	<p>“Let’s start with a simple fact: we all struggle to be more authentic, whether we realize it or not. This struggle comes from a deep desire that we have to express ourselves more fully and have others do the same.</p>	
<p>Learners Do:</p>	<p>But the reality we face instead is that it’s often easier to remain and behave in less authentic ways rather than risk letting others <i>see and experience</i> who we really are.</p> <p>Our examination of authenticity must then begin with us first looking at the reasons why people don’t want others to <i>see and experience</i> who they really are.”</p>	
	<p>Activity: “Authentic Perspectives”</p> <p>Activity Objective: Participants explore reasons why people struggle with being more authentic.</p>	
	<p> Directions:</p> <ol style="list-style-type: none"> 1. Have participants pull out Worksheet #1 – “Authentic Perspectives” that was sent to them prior to the teleseminar. 2. Ask participants to review the images on the worksheet and to circle or put a checkmark next to the image that they think best represents why people struggle with being more authentic. <ul style="list-style-type: none"> ▪ Give the following examples to jumpstart participant’s thinking, if need be: <ul style="list-style-type: none"> ○ Tape Dispenser – People get ‘stuck’ 	
		<p>Handout – Worksheet #1 - “Authentic Perspectives”</p>

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Time	Content	Notes
<p data-bbox="211 1491 381 1564">Facilitator Says:</p>	<p data-bbox="690 388 966 430">in the roles they play.</p> <ul style="list-style-type: none"> <li data-bbox="641 462 1128 577">○ Padlock – People feel ‘insecure’ about expressing their true selves, especially their faults and failings. <li data-bbox="641 609 1144 724">○ Robot – People become ‘robotic’ in living out their lives and lose their individuality in the process. <ul style="list-style-type: none"> <li data-bbox="544 756 1153 829">▪ Allow a minute for participants to complete the task. <p data-bbox="446 861 1161 1039">3. When ready, ask for volunteers who would be willing to share which image they selected and why they feel this image best represents the reason why people find it risky to express their true, authentic selves.</p> <ul style="list-style-type: none"> <li data-bbox="544 1081 917 1123">▪ Solicit several responses. <li data-bbox="544 1155 1153 1417">▪ Note: Any image selected and reason expressed is a perfectly acceptable response in this activity. We are not looking for a ‘correct’ answer here, but just getting people to start recognizing the wide-range of reasons that being more authentic is a challenging proposition for most people. 	
	<p data-bbox="446 1449 1096 1491">5. After, end by making the following key points:</p> <p data-bbox="406 1480 462 1606"></p> <p data-bbox="462 1564 747 1606">Key Points to Make:</p> <ul style="list-style-type: none"> <li data-bbox="446 1638 1153 1753">▪ “It often feels like we can’t truly be authentic because it means we risk having others judge us, or worse, reject us. <li data-bbox="446 1785 1144 1858">▪ In the end, it seems easier to just be quiet, try to fit in, and hide who we really are rather than attempt 	

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Time	Content	Notes
<p>Facilitator Says:</p>	<p>to live more authentically around others.</p> <ul style="list-style-type: none"> ▪ Still, we want to be more authentic, but at the same time, being more authentic seems very scary! ▪ If we want to live more authentically, we must move pass this fear. ▪ And our ability to move pass this fear is a continual process, not a one-time occurrence.” 	
	<p>Transition to Next Topic:</p> <ul style="list-style-type: none"> ▪ “Let’s begin the process of becoming more authentic by taking an honest assessment of our hidden selves.” 	

Activity Sheets

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Worksheet # 1 – “Authentic Perspectives”

Which image best represents why people struggle to be more authentic? Why?



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