



*The*  
**GENIUS**  
*Within*

Calling on Your Natural Talents  
to Make Life  
More Fulfilling

**SPECIAL REPORT**

**Your Logo**

# The Genius Within

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Calling on Your Natural Talents to Make Life More Fulfilling

## **Special Report 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 & 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!

A handwritten signature in black ink, appearing to read 'Kim'.

Kim Clausen, President  
Ready2Go Marketing Solutions, Inc

## **What You Get With Your Ready2Go Special Report**

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

- A 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 you 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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# 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 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 auto-pilot 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](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.*

## 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](http://www.Ready2GoMarketingSolutions.com).

# 10 Tips for Using Your Special Report to Grow Your List

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## 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 a while 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 you website where people can download the full report.
- 8. 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.
- 9. Offer it as a low priced entry level product in your business.** By offering a Ready2Go Special Report, you are showing your client that you provide professional products, with high quality, relevant information. This builds trust, and makes your clients feel safe to purchase additional products, programs and services in the future.
- 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 You Break Your Business," while a relationship coach might change it to "How to Speak So Your Spouse Will Listen."

# Promotional Copy

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## Long Form Promo Copy for Special Report:

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

Have you ever wished that your life was somehow...more special?  
Do you get the nagging feeling that you were meant for something more?  
Do you feel passion, talent, desire and dreams burning inside you, but don't know how to let them out?

Well, I have a little secret I'd like to share with you...

**You ARE meant for something great.**

You were born with talents and abilities that are unique and special **ONLY** to you.  
You possess powers that few others can claim.  
You have a genius living inside of you just waiting to be woken.

Centuries...even decades ago, the term "Genius" was reserved for those who made great discoveries in the realms of art and science. However, recent scientific studies have shown that *anyone* can be a genius, as long as they're in their unique "Genius Zone."

Their methods have been studied, their patterns analyzed, and today's behavioral scientists have cracked the genius code...and it's surprisingly simple.

With just a few key insights and time-tested methods of applications, you can coax *your* inner genius out into the open, activate your abilities, and reveal your super-powers to the world around you.

You deserve to know how amazing and truly powerful you are...  
You deserve to be happy, and on fire to share your gifts with the world...  
You deserve to find your genius zone, living a rich life of accomplishment every day...

And that's why I want to give you my **NEWEST** Special Report...

### **Unleashing the Genius Within**

<insert download link here>

*Unleashing the Genius Within* is full of wisdom, insights and an easy-to-follow formula that will help you unlock your unique genius zone, and then activate it to step powerfully into the happy and fulfilling life you were meant to lead.

**In this groundbreaking special report you will discover...**

- How to tap into your talents and operate in "Genius Mode",
- The most common reasons we ignore our special abilities,

- The #1 practice extraordinary people use to increase their genius,
- The personal characteristics and work habits of renowned geniuses,
- The truth about genius that no one ever taught you,
- And much, much more...

<insert download link here>

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

# Special Report

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

## Special Report: Unleashing the Genius Within

*“I’m a misunderstood genius. What’s misunderstood? Nobody thinks I’m a genius.” ~*

*Bill Watterson*

When you hear the word ‘genius’ what comes to mind?

Is it the clichéd scene of a bespectacled scientist hovering over his microscope and petri dishes shouting ‘Eureka!’?

Is it the portrait of a tortured artist, exposing the heights and depths of human emotion in their creation?

Or is it the epitome of the social misfit, disheveled, walking through town in pajamas with notebooks tucked under his arm muttering to himself?

Perhaps what comes to mind are the most famous and renowned geniuses in human history. You know the ones, people who need no introduction beyond a single name; Darwin, Da Vinci, Michelangelo, Einstein, Mozart or their contemporaries like Hawking or Jobs.

These select few are undisputed masterminds and are acknowledged as such because they not only possess extremely high IQ’s, but their work has permanently inspired and influenced all of humankind. Many years ago to be considered ‘genius’ you had to be born with exceptional intelligence, a strong inclination towards a passion, and a natural creative ability.

So where does that leave the average Joe’s and Jane’s of the world? A life destined for mediocrity? Not a chance!

You don’t have to have a super high IQ, come from a privileged background or have an extensive education to be a genius. Research in recent years suggests we all have our own unique set of talents, natural abilities, and gifts – our own ‘inner genius’ - which has less to do with our IQ and more to do



with an awareness of our gifts and an ability to tap into them. Developments in neuroscience also suggest that we all have much more influence over our own ‘inner genius’ than was previously thought.

*“Contrary to what we’ve been taught, genes do not determine physical and character traits on their own. Rather, they interact with the environment in a dynamic, ongoing process that produces and continually refines an individual” ~ David Shenk, author of *The Genius in All of Us.**

In other words, we all have an inner genius, and that talent is not fixed or fully evolved, but dynamic and able to grow. This means we have the capacity to cultivate our talents and intelligence to improve our lives and, to ultimately realize our own unique inner genius and share it with the world.

It’s like with any sport that you enjoy: with the right coach and dedication to practice and hard work you can improve your game. Similarly, with the right guidance and training you can master your natural talents and maximize your personal and professional growth, and gain access to your inner genius.

Have you ever wondered what your own ‘inner genius’ might be? What special gifts are unique to you? Do you have a distinctive way of solving problems, creating things, seeing possibilities, or interacting with your environment? No longer is genius limited to arts, math and science. It takes innumerable forms and inhabits all fields. If it didn’t, who’d design our buildings, cure disease, or do our taxes? These are all examples of ‘inner genius.’

Has your talent been locked inside you trying to get out? Are you frustrated by an inkling that you’re destined for greatness but are currently living a life that’s less than special? You’re not alone. There are millions of people who have not accessed their own special, distinctive qualities.

But there is hope. New evidence suggests that successfully accessing those inner gifts is well within our reach.

\* \* \*

This special report is designed for people who want to understand, tap into and unleash their own, exceptional inner genius. It’s for people who want to feel more fulfilled living the life they were meant to lead.

Whether you want to rediscover a calling from the past or uncover a new avocation, this report will help you focus in on the nature of your own true genius. It will help you

discover what your talents are and how to cultivate and maximize those unique gifts.

In this special report you will reveal the untapped world of your own ‘inner genius’. You will learn more about what genius really is, and get tips to help you identify your own particular talents. You will also discover how to tap into those talents by exploring what it takes to operate in genius mode. You will discover the personal characteristics and work habits of the renowned geniuses and how they nurtured their own extraordinary talent and got results.

Let’s start the journey to discover your inner genius!

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