



*The*  
**GENIUS**  
*Within*

Calling on Your Natural Talents  
to Make Life  
More Fulfilling

**Teleseminar  
Preview**



**Ready2Go**  
MARKETING SOLUTIONS

# The Genius Within

---

Calling on Your Natural Talents to Make Life More Fulfilling

**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.



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". The letters are fluid and connected, with a long horizontal stroke at the end of the word.

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!

## What You Get in Your Ready2Go Teleseminar® Program

With the **Teleseminar of the Month Club**, 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,
  - Follow-up recommendations.

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

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

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.

Additionally, with the **Teleseminar of the Month Club Premium Membership**, you also receive:

Ready2Go Promotional Guide with professionally crafted promotional materials including,

- Promotional emails
  - 2 Email invitations.
  - Reminder email.
  - Follow-up email.
- 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 membership options**, [click here](#).

---

Published by Ready2Go Marketing Solutions, Inc.

Copyright © 2010 by Ready2Go Publishing, LLC

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system now known or to be invented, without permission in writing from the publisher, except by a reviewer who wishes to quote brief passages in connection with a review written for inclusion in a magazine, newspaper or broadcast.

"This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering professional service of any kind. If expert assistance is required, the services of a competent professional person should be sought."

#### DISCLAIMER

This publication is sold with the understanding that neither the author nor the publisher is engaged in rendering professional services. Questions relevant to the specific professional needs of the reader should be addressed to practicing members of those professions.

The information, ideas, and suggestions contained herein have been developed from sources, including publications and research, which are considered and believed to be reliable, but cannot be guaranteed. Moreover, because of the technical nature of the material and the fact that laws are never static, but ever changing, the assistance of a competent, qualified professional is recommended when implementing any plans or ideas discussed in this publication, in whatever medium the material in this publication is used.

The publisher specifically disclaims any liability, loss, or risk, personal or otherwise, incurred as a consequence directly *or* indirectly of the use and application of any of the techniques or contents of this publication.

This publication and the contents herein are provided without any warranty, express or implied, as to their effect, completeness, or results received.

#### TERMS OF USE

By purchasing or using this publication and the contents herein, you agree that they may only be used for your personal use and may not be sold or redistributed without the written consent of Ready2Go Marketing Solutions, Inc. The publisher of this package has no way of knowing the specific needs of the reader. It is necessary then that you understand the limitations of this or any other package.

#### LICENSE

This publication is copyrighted. The buyer of this publication is given a limited license to use its contents for his or her use.

This package and all its contents are sold to you, the buyer, with the agreement that your purchase entitles you to a non-exclusive right to use this package and the material contained herein for personal educational use.

**Printed in the United States of America**

# 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 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](mailto:support@ready2gomarketingsolutions.com) or give us a call anytime.

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

# Read This First

---

## **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.

*(Page 1 of 2)*

# Teleseminar Protocol

---

## Quick Tips for Teleseminar Protocol

1. **Dial in instructions and protocol** - Send dial in information and teleconference instructions ahead of time so participants can be adequately prepared.
2. **Ask participants to call on a land line** - Ask people to call on land lines and avoid cell phones as much as possible. Cell phones tend to pick up errant signals, fight with the bridge line tones and create poor sound quality.

Tell people that if they do use a cell phone, to immediately put themselves on mute using their phone's mute function or (in most cases) a \*6. When they want to speak, they can come off mute or press \*6 again. Then, when they are done speaking they can go back on mute.

3. **Ask participants to arrange their schedule so they can be 100% present** - Ask people to try to arrange their schedules so that they focus on the teleseminar and not be distracted with other tasks. Of course this is not always possible, but the best learning will come from focused and engaged participants, **especially due to the highly interactive nature of these calls.**
4. **Heavy breathers** - On occasion you'll get a heavy breather on the line. Usually they don't realize they are doing it, so just be prepared and kindly mention that someone is breathing into the phone. Suggest that they hold the mouthpiece or telephone headset microphone a bit away from their mouth and nose, unless they are speaking. This may sound pretty silly, but when you're on a call with a heavy breather, you'll understand why it matters!

*(This is a partial list, 4 out of 10 tips)*

# Conducting the Teleseminar

---

## How to Use The Teleseminar Instructor’s Guide

This guide has been written in a set-by-step approach that will allow you to easily and successfully present this program. For each step, we have included time estimates, key content and activities, as well as the training materials you will need. As well, we have included the icons below to make this guide easy to follow.

Instructor’s guide icons used:

 <p>Directions:</p>	<p>Used to indicate the steps you will need to follow in order to conduct the program’s activities.</p>
 <p>Key Concepts</p>	<p>Refers to the most important concepts you will want participants to learn from this workshop.</p>
	<p>You will find this icon where the participant fills in an answer on their activity sheet.</p>
	<p>Denotes debriefing questions meant to challenge participant’s thoughts on what they just experienced in an activity.</p>

## Teleseminar 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 - What does a “Great Day” look like?	10 min
The ‘Genius’ You Are – Your Unique Set of Talents	10 min
What Gets in the Way of us Expressing Our Talents?	10 min
Identifying Our Talents in Action	15 min
Testing for Talents	15 min
A “Great Day” Revisited – Standing by Your Talents	10 min
<b>Total Time</b>	<b>75 Minutes</b>

## **Step #1 – Prepare Participants for Learning**

**P**reparing 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	<p><b>Introduction - What does a “Great Day” look like?</b></p> <p><b>Activity: “What Does a Great Day Look Like?”</b></p> <p><b>Activity Objective: Participants reflect on what makes for a great, fulfilling day for them.</b></p>	<p>Materials Needed: Pen or pencil, notepad.</p>
Learners Do:	 <p>Directions:</p>	
Facilitator Says:	<p>1. Say:</p> <p>Let’s start this teleseminar by answering a simple yet very profound question. Now when I ask you this question, take some time to think of your answer. And if you get stuck, just go with your gut.</p>	
Facilitator Asks:	<p>Okay, here’s the question:</p> <p>What does a “great day” look like for you?</p>	
Facilitator Says:	<p>2. Clarify the kinds of responses you are looking for by adding:</p> <ul style="list-style-type: none"> <li>▪ Now in answering this question, think about the kinds of activities you would be doing that would make this a great day.</li> <li>▪ If you were able to spend the bulk of your day doing these activities, you would feel great.</li> <li>▪ These aren’t regular activities that make up your daily routine, so really think about the things you like to do that meet the following criteria.</li> <li>▪ Think about the activities in your life: <ul style="list-style-type: none"> <li>○ That you lose track of time while doing them.</li> </ul> </li> </ul>	 <p>What does a “great day” look like?</p>

Time	Content	Notes
<p><b>Facilitator Says:</b></p>	<ul style="list-style-type: none"> <li>○ That get you excited just by thinking about them.</li> <li>○ Where you feel energized when you do them.</li> <li>○ That you frequently dream about.</li> <li>○ Where you find yourself performing beyond your usual ability when you are doing them.</li> <li>○ Where your enthusiasm for them is high for a long period of time.</li> <li>○ And that you seek out other people who share this interest.</li> </ul> <p>3. Ask participants to take two minutes to reflect and write their answer to the question: what does a great day look like for you?</p> <ul style="list-style-type: none"> <li>▪ Let participants know when there is 30 seconds remaining.</li> </ul> <p>4. When the time is up, bring everyone back together and ask for volunteers who would be willing to share the kinds of activities that they came up with.</p> <ul style="list-style-type: none"> <li>▪ Solicit several responses.</li> </ul> <p>5. After, make the following key points:</p>	
	<p> <b>Key Points to Make:</b></p> <ul style="list-style-type: none"> <li>▪ As you heard, a wide variety of activities were shared. Obviously, we all find fulfillment in different ways.</li> <li>▪ But even though people find fulfillment in different ways, our individual fulfillment happens only in one way.</li> <li>▪ Fulfillment in our lives - plain and simple - happens when our talents are honored in the</li> </ul>	

Time	Content	Notes
<b>Facilitator Says:</b>	<p>activities we are doing. It's really that simple.</p> <ul style="list-style-type: none"> <li>○ Fulfillment happens only when our talents are honored in the activities we are engaged in.</li> <li>▪ So right from the start, I want to give you the most important message of this teleseminar, and that message is this:</li> </ul>	
	<p style="text-align: center;"><b>Expressing your talents, in whatever you do, is the key to your fulfillment in life.</b></p> <p>6. Ask participants to write down this key message. Once participants have had a chance to capture it, transition to the next segment.</p> <p><b>Transition to Next Topic:</b></p> <ul style="list-style-type: none"> <li>▪ To put it another way, our 'great days' usually involve doing the things we love. And what we love usually involves the expression of our innate talents.</li> <li>▪ We'll refer back to this key message during the teleseminar.</li> <li>▪ Fulfillment comes from the expression of our talents. And we all have something special to offer the world. We all possess something that makes us unique. That's what is meant by the term 'the genius within'!</li> </ul>	

## **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.

# Activity Sheets

---

Transfer these slides to a Powerpoint file or to a Word file. Then you can increase the size and customize as needed.

## Worksheet # 1 – What is Your Genius?



Albert Einstein once said...

*“Everyone’s a genius, but if you judge a \_\_\_\_\_ by its ability to climb a \_\_\_\_\_ it will live its whole life \_\_\_\_\_ that it’s stupid.”*

So what is your genius?

- We are all capable of doing one thing \_\_\_\_\_ than any other person \_\_\_\_\_ in this time in history.
- We typically spend great portions of our lives judging ourselves by the wrong measures of success such \_\_\_\_\_, or \_\_\_\_\_.
- But aiming for these things may not fit with the \_\_\_\_\_ that comes from doing work that \_\_\_\_\_ with and \_\_\_\_\_ who you really are.
- If you spend your life trying to be good at \_\_\_\_\_, you’ll probably being great at \_\_\_\_\_.