



# ENSURING Life Harmony

Resolving Conflict and  
*Creating  
Positive Change*

**AUDIO  
TRAINING PROGRAM  
PREVIEW**



# Ensuring Life Harmony

---

Resolving Conflict and Creating Positive Change

**Audio Training Program Preview**



**Congratulations!** on purchasing your very own 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 2-3 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 4-6 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

P.S. Please be sure to tell us about your experiences. We are excited to hear!

Ready2Go Marketing Solutions, Inc.® 5023 W 120<sup>th</sup> Ave #184, Broomfield, CO 80020 303-465-0454  
[www.Ready2GoMarketingSolutions.com](http://www.Ready2GoMarketingSolutions.com)



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

With the Ready2Go Audio Training Program, you get:

- Six 4-6 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
- 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

## **Conflict Resolution Audio Training Series:**

- \* Audio #1. The 6 Steps for Resolving Confrontation.*
- \* Audio #2. 8 Tips to Turn Down a Heated Situation.*
- \* Audio #3. How to Create Team Cohesiveness.*
- \* Audio #4. What You are Saying and Not Saying Says a Lot.*
- \* Audio #5. The 5 Styles of Conflict Management.*
- \* Audio #6. How to Handle a Difficult Conversation Delicately.*

# About Ready2Go Marketing Solutions, Inc.<sup>®</sup>

---



## 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 and special reports.** 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, 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.*

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

---



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

*(page 1 of 2 pages)*

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.

# Tips on How to Record Your Audio Training Series

---

## 3 Steps to Creating Your Audio Training Program

*(page 1 of 3 pages)*

Your Six 4-6 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.

# Promotional copy

---

## **Promotional Copy for Conflict Resolution Audio Training Program**

*(This is the partial copy. The complete promotional copy  
comes with your audio training program...)*

*Ever Wonder How Popular & Powerful Leaders Successfully:*

*Get along with practically “EVERYONE” they meet & deal with?*

*Keep large organizations with lots of people all working as a team?*

*Negotiate workable agreements under the most stressful of circumstances?*

*Conduct themselves calmly and peacefully when chaos is ensuing around them?*

The truth is, there are some very simple and easy to follow principals at work in all of these circumstances. Knowing and using this time tested tips has made all the difference in the world to these pace setting luminaries. Do you think your life might be any better if you shared these amazing secrets of these well established captains of industry, respected and renowned “movers & shakers” and prominent, world-class VIPs?

How many times have you tried to present your point of view in a meeting, only to get met with an aggressive backlash from someone who disagrees?

Have you ever experienced the general nature of the conversation becoming more emotionally charged as you seek a chance to defend your position?

Has it ever felt as if the people you are discussing the matter with simply aren't really hearing you or truly don't care about finding a fair and equitable solution?

How do these successful leaders manage to work out reasonable resolutions so regularly when it seems as if the people you are dealing with are not “on your side”?

Here's the perfect opportunity to find the answer to all these questions as well as several more you haven't yet even thought of asking.

**Announcing a series of 6 audios on Calming the Storms of Conflict....**

## 1<sup>st</sup> Email in the 6 Part Audio Training Series

*(This is 1 email of 6 emails that comes with your audio training program)*

Subject line: **Conflict Resolution Series Audio #1**

Hi *first name*,

Welcome to this very helpful and informative mini series where over the course of the next *<insert your timeframe here>* weeks, you will learn 6 powerful secrets to resolving conflict and regaining peace and harmony in your life.

It seems that no matter where we go these days, conflict and confrontation somehow finds us. No matter how hard we try to avoid interpersonal tensions at work, at home or as we go about our busy days, somehow disagreements occur as a natural part of life.

They may seem to appear out of nowhere, but one thing is for sure - they won't go away or get better without skills to stop them and resolve them as quickly, easily and mutually beneficial as possible!

This audio, the first in the series, will cover **The 6 Steps for Resolving Confrontation** and why it is important that they be applied as quickly as possible, before tensions and tempers escalate.

[Click here](#) to go to a PDF transcript with a link to the audio.

If you are having trouble downloading the files, cut and paste this url into your browser.

[www.theaudiourl.com](http://www.theaudiourl.com)

Next time, we'll discuss:

### **8 Tips to Turn Down a Heated Situation,**

where you will learn how to effectively transition an already erupting dispute into a state of peaceful, cooperative harmony.

**Until then!**

Your Name, Email address, Website, Signature "blurb"

# Audio Training Program

---

*(This is one of six scripts. All six scripts and instructions for recording comes with your audio training program.)*

<Put your company name and/or logo here>

### **Conflict Resolution Audio Series:**

#### **Tip #1 - The 6 Steps for Resolving Confrontation!**

Welcome to the first audio in my informational series on How to Calm the Storms of Conflict.

I'm <your name> of <your business>.

In this audio and the 5 that will come after, you will learn powerful techniques and strategies to help you resolve confrontations more easily and harmoniously with the important people in your life.

You will be able to incorporate these helpful hints into your daily personal and business relationships and make your life a lot less complicated and a lot more peaceful and satisfying!

So let's get started!

Today we are going to talk about:

### **6 Steps for Resolving Confrontation**

Conflict can occur whenever one or more individuals involved in an interpersonal relationship see things differently, and then begin to think from a purely personal or emotional point of view. The only effective method of reconciling the situation is for both parties to attempt to get back on track by taking a step back and to resume communicating openly, respectfully and calmly.

That can easily be accomplished by following this proven 6 step process. Follow this simple, step by step formula and you will be amazed how quickly problems can be solved and relationships saved!

#### **Step #1: Use the "We're on the same team" approach**

Generally people desire for harmony, so when approaching a conflict, remember that just like you, the other person wants to resolve the situation in a mutually beneficial way. Therefore, you want to approach the situation with a collaborative, "we're on the same team" approach. Start it off on the right foot by controlling your emotions, not blaming the other person, not finger pointing or judging, and using "I" statements. And encourage them to do the same. This is an important step as it will make the rest of the conflict resolution process MUCH easier.

**Step #2: Collectively seek to identify the problem** Always be willing to openly discuss the issue so you each can understand both sides of the problem. The objective is to clearly present your position by stating





precisely what it is that you think, want or believe. Then quiet both your external and internal voice so you can sincerely listen to what the other person has to say.

**Step #3: Find a mutually agreed upon goal** By determining what it is you want out of the situation, you can then begin to work toward finding possible solutions. After identifying the problem, have each person share what outcome they would like to see. Remember to use “I” statements and think of this as a collaborative effort.

**Step #4: As a team, work to determine the best solution to the problem** First start by bouncing ideas off of each other and brainstorming potential solutions together. At this stage, there are no right wrong answers or suggestions. Instead, just freely and openly generate as many ideas as you can as a team to come up with numerous possible solutions.

Next, narrow the list down to the best solution that is mutually acceptable to both people involved. It all comes down to the perception of respect, cooperation, fairness and sincere dedication to finding a workable solution that feels equally agreeable to both parties.

**Step #5: Cooperatively implement the solution together** Next you lay out the step by step plan of what each person will do and when each person will do their part. Also discuss what to do if you encounter some difficulty or there is a break down in the plan. If it feels appropriate, put it in writing so that each side understands their role and can go back and review the steps.

**Step #6: Continue to follow-up and evaluate the effectiveness of the solution** Some but not all conflict cannot be solved in one fell swoop. If the resolution will take time to implement, you may need follow up, communicate about how things are progressing, and make necessary adjustments. Sometimes new challenges arise and you must continually be engaged in a cooperative dialog throughout the entire process. If you agree to do this, do not neglect it. Not following up is how conflicts go unresolved, resentments build, and the conflict ensues again.

That’s it for today. We hope you found this information valuable, and be sure to remember these steps next time you have a challenge with a friend, family member or colleague.

Be sure to join us next time when we discuss the 8 Tips to Turn Down a Heated Situation.

-----  
<This part below can be included the transcript you send, but do not record it unless you want your recording to go beyond 6 minutes>

If you haven’t already downloaded my Special Report: “**Calming the Storms of Conflict**,” please go to my website at [www.yourwebsite.com](http://www.yourwebsite.com) and download it. It discusses in even more depth a number of helpful tips and techniques to more effectively deal with and reconcile conflict in our lives and loves.

Tell your friends about these great 4-6 minute audios!



- **Audio #2: 8 Tips to Turn Down a Heated Situation.**
- **Audio #3: How to Create Team Cohesiveness**
- **Audio #4: What You are Saying and Not Saying Says a Lot**
- **Audio #5: The 5 Styles of Conflict Management**
- **Audio #6: How to Handle a Difficult Conversation Delicately**

<Include your contact info here>

**<IMPORTANT: Delete everything in <brackets> before you upload the transcript for your listeners.>**