



kaleidoscope

of choices

Discovering How
Your Thoughts
and Choices
COLOR
Your Life

**Success Tips
Preview**



Ready2Go
MARKETING SOLUTIONS

Kaleidoscope of Choices

Discovering How Your Thoughts and Choices Color Your Life

Success Tips Package Preview

Congratulations for embarking on a multifaceted marketing campaign that includes your Ready2Go Success Tips.

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 Ready2Go 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 and webinars
- Workshops
- Self-Study programs

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.

Incorporating a regular communication strategy takes work, and incorporating Ready2Go products is the most comprehensive, effective and easiest solution on the market.

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 look forward to hearing your successes!

What You Get With Your Ready2Go Success Tips

With the Ready2Go Success Tips package, here's what you get:

- 12 professionally written success tips that are inspirational and educational
- Suggestions on how to use your success tips to create greater awareness, grow your list, and touch your list in a meaningful way on a regular basis
- Tips on how to set up your success tips to send automatically



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.

Tips on Setting Up and Using Your Success Tips

Setting Up Your Success Tips

If you would like to automate your marketing, you can set up your success tips to be automatically sent to your list on a regular basis by pre-loading them into your database management system. Most database management software systems have the capability of sending automated or timed emails so that you load them once, schedule their delivery and leave them alone. Examples of the more popular email management systems are AWeber (www.aweber.com), Constant Contact (www.constantcontact.com), iContact (www.icontact.com), 1ShoppingCart (1shoppingcart.com), Infusionsoft (www.infusionsoft.com), or Ontraport (www.ontraport.com). You can research these to determine which solution is a best fit for your business needs.

For blog posts, you can simply preload your blogs and schedule in advance the days you want them to post.

As always, we recommend that you customize these success tips with your own stories, anecdotes and personal messages. But keep them short as that is what makes this tool so effective!

Using Your Success Tips

Staying in touch with your list 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.

Success Tips are a fantastic tool to use because they are short, provide great value, and can be delivered in written, audio or video form.

We recommend using your Success Tips in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>), as all the Ready2Go products coordinate together.

Here are a few ways you can use your Ready2Go Tips: (also, for consistency with this bulleted list either add a period to all or remove from all)

- Blog posts
- A “Thought of the Week” or “Success Tip of the Week”, that provides value, is easy to read, and is a meaningful touch.
- A short article in your newsletter
- Can be recorded and emailed in audio form, placed on your blog, on your website or sent in your newsletter.
- Can be developed into a short video training and be emailed to your list, placed on your blog, on your website, or sent in your newsletter.

Success Tips

Have To's and Want To's

Diego was tired. He had a deadline approaching, but all he wanted to do was lay down on the floor and take his second nap of the day.

He wasn't tired from lack of sleep, although his sleep had been erratic lately. He was tired because he was sad, and angry, and frustrated. He was tired because he knew he wasn't living his best life. He was letting the demands and influences of others take his time, his energy, and worst of all...his dreams. He was neglecting everything that mattered most to him, and the impact of this knowledge was weighing heavily on his spirit.

He walked into his home office to log some work hours. He just wanted to shut his eyes and block out the world for a while, but he knew that when he woke up, he'd still have just as much work to do and less time to do it...which would mean more stress, more worry, and more anger and sadness.

As he walked heavily across the room, a thought occurred to him. He hadn't exercised in weeks...and he *loved* to move and be in his body. "That will make me feel better!" he thought. With a little smile cracking through, he dropped to the floor and did a military crawl to his chair. When he reached his chair, he did a few pushups. He then rolled over and did some sit-ups. When he stood back up, he did a few squats. He spotted his kettlebell in the corner of the room and hoisted it up for a few solid swings.

15 minutes later, with a mist of sweat on his brow, he actually felt energized to do a little work! He sat down, turned on his computer, and before he knew it 2 hours had passed, and his project was done.

Still energized from his workout and from having completed his project, he decided to spend time on something else that lights him up – something that had been sitting on his desk untouched for months - his novel. He opened a new document, took a deep breath, and let the story flow through him.

Suddenly, he felt back on track. Today he completed the tasks he 'had' to do, and he also honored himself by doing the things that he 'wanted' to do – the things that fuel him, fill him, inspire him, and give him more energy to be present for everything else his life demands.

Everyone has 'have to's' in their lives. And sometimes doing them feels like an uphill battle. With only 'have to's' in our lives, we feel zapped of energy and zest. The remedy is to also make time for your 'want to's'. This is where your life blood flows from. This is the energy that fuels everything else you do.

So, the next time you choose, choose wisely. Choose both.

(This is one of 12 tips that comes in the Success Tips package)