



Overcoming

# PROCRASTINATION

The ART  
*of* Getting Things  
Done NOW

Audio Training  
Program Preview



Ready2Go  
MARKETING SOLUTIONS



# Overcoming Procrastination

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The Art of Getting Things Done Now

**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 multi 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!

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[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



# 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.

And our Ready2Go marketing solutions 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

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## 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

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## 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 and Follow Up Copy

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## **Promotional Copy for Overcoming Procrastination** Audio Training Series

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

Meet Laura.

Laura has a lovely family, two kids and a husband, a beautiful home, and a healthy social life...and no matter what, every time Laura has to go somewhere, she is always late.

Laura's lateness doesn't happen because she doesn't care. In fact, quite the contrary: when Laura knows she has 10 minutes before she has to leave, she starts looking for something productive to fill that time. She picks up toys in her children's rooms, throws in another load of laundry, fills the dishwasher, or any number of common household chores, and before she knows it, she's blown 15 minutes and she's out the door behind schedule.

In short, she procrastinates.

The result? The kids are constantly cranky and complain about being late to band practice, missing the beginnings of movies, and having to apologize to their teachers over and over again.

And Laura's husband, Mike? "I hate being late. But I'm married to a chronic procrastinator. This marriage has taught me a lot about letting go of control and being okay with..." he laughs, "...with disappointment!"

"He has to laugh about it, or it will drive him crazy," Laura says with an embarrassed smile.

In many ways, Laura's procrastination creates a lot of unnecessary stress and strain in her family and her personal and professional relationships...yet the pattern continues to play out every day.

So is Laura a lost cause?

**ABSOLUTELY NOT.**

Laura's lateness and chronic procrastination are actually pretty easy to overcome.

Of course there's no "quick fix magic pill" that will suddenly cure a lifetime of deeply engrained patterns. But with the right tools, a simple shift of the mind and some easily implementable tactics, *anyone* can overcome procrastination.

And now those tools and tactics are readily available for YOU, in a clear, concise and easy-to-follow format.

**Available Now:**  
**Overcoming Procrastination**  
<insert link here>

## 1<sup>st</sup> Email to the 6-Part Audio Series

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

Subject: Part 1: <first name>, would you like to become unstoppable?

Hi <first name>,

Are you tired of feeling defeated when you think of all the projects you've left half finished, or all those dreams you've never started?

Not to fret, you're well on your way to banishing that defeated feeling forever.

Congratulations! You've taken a powerful step toward building your unshakable foundation of accomplishment and productivity. This training will help you build more trust, opportunity and confidence in all of your relationships, and every aspect of your life.

Welcome to the first module of the audio training series, *Overcoming Procrastination*.

These enlightening audio downloads are chock-full of valuable information that you can use right away to help navigate the challenges of life, both internal and external. You will grow stronger, more aware and more dependable with each passing audio module.

Here's a taste of what's in store...

- 7 tricks that productive people use to get it done NOW
- How to become fearless in the face of uncertainty
- 4 easy ways to set yourself up for success...in *any* situation
- Simple ways to eliminate procrastination in your daily life
- How to overcome analysis paralysis and emotional overwhelm
- A 3-step process to avert and escape daily DRAMA
- How procrastination pulls cash from your wallet...and how to stop it.

Let's get started with **Audio 1** – What Is Procrastination?

# Audio Training Program

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## Overcoming Procrastination Audio Training

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

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

<Put your company name and/or logo here>

### Audio #1: What is Procrastination?

Hello, and welcome to *Overcoming Procrastination*, a 6-part Audio Training Course.

I'm <your name> of <your business>, and I'm excited to share these high-level strategies and techniques to help you stop putting things off, get back in action and get more accomplished, regardless of your situation, so that you can achieve your goals and move boldly toward the life of your dreams.

I invite you to take notes in order to make the most of your time here. In fact, we'll pause for a moment so you can grab your notebook and a pen.

< Pause >

You ready? Alright, let's get started!

In today's session we're going to take a look at what procrastination is, and how it affects your life.

Procrastinate comes from the Latin roots "pro" meaning "for" and "crast," meaning "tomorrow." When you're procrastinating, you're literally postponing your brilliant responses, accomplishments, celebrations and successes until tomorrow...or the next day...or the day after that.

As you might imagine (and probably have experienced at some level), when we put things off, we disappoint ourselves and sometimes others. This has a profoundly negative impact on your self-image, confidence, and ability for others to trust you.

But as you know, when you finally do get to those things you've been putting off, you get a rush of satisfaction and enjoyment. Your confidence gets a boost, and you realize that you can get things done and get them done well. And you'd probably get them done even better if you didn't

have your back up against the wall with deadlines. So knowing that, and experiencing it time and time again, why do we delay doing things, and put added stress on ourselves, only to feel good later?

In the words of singer/songwriter/superstar Dave Matthews, “The future is no place to place your better days.”

< Pause >

Of course, procrastination does more than just erode your self-esteem and diminish other’s trust in you; it actually creates a dangerous split in your mind.

When you procrastinate, you’re always thinking about two things:

What you’re doing now, and what you think you should be doing.

You’re probably experiencing something like this right now.

Take a moment and close your eyes. Let’s take a deep breath.

< Pause >

Notice all the background chatter that’s happening in your head right now. Maybe there’s a song that’s been in there all morning, and one line or phrase keeps repeating. Maybe your brain is still chewing on a piece of that dream from last night.

Take another breath, and sink deeper.

< Pause >

Now notice all the questions and “should’s” that live in there.

<Speak with increasing urgency>

“Did I send that email?”  
“I should really finish that project.”  
“Have I cancelled that subscription yet?”  
“I should update my operating system.”  
“Why haven’t I written that book?”  
“I should meditate and exercise more often.”

< Pause >

Sound familiar?