

# *The Rebel*



# Within

**Beating  
Self-Sabotage  
and Reaching Your  
Potential**

**Audio Training  
Program  
Preview**

**Ready2Go**  
MARKETING SOLUTIONS

# **The Rebel Within**

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Beating Self Sabotage and Reaching Your Potential

## **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!

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)

***The Rebel Within – Beating Self-Sabotage and Reaching Your Potential  
Audio Training Program Preview***



## 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.*

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# 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  
Taming The Inner Critic :  
The Power of Possible Thinking  
Audio Training Series**

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

At the age of 43, Susan was set to marry the man of her dreams.

They had planned the perfect wedding...a stunning venue, gorgeous flowers, friends and family flying in from all over the world...everything was amazing. And, given that both she and her fiancée had already established successful careers, they got to take time off to really enjoy the planning process.

Susan was savoring every delicious moment, when all of a sudden she hit a foul mood, freaked out, picked a fight with her soon-to-be husband and called the whole thing off...THE DAY BEFORE the wedding.

Everyone thought she had gone insane, including her. So at the request of her family, she booked an appointment with a friend's life coach, where she learned something fascinating...

She had MAXED OUT on happiness.

Sounds crazy, huh? Well, it's actually very common. Sometime in her childhood, she had heard something that set a belief in her mind. That belief took on a personality and this critical voice in her head told her that this would never work - that she didn't deserve to have true love.

Susan believed that she wasn't allowed to feel this good, and when she reached the big day, her mind sabotaged her wedding.

Has this ever happened to you? Have you ever sabotaged something you really wanted, consciously or unconsciously?

We all have an inner critic that wants to sabotage our lofty pursuits. It wants us to play small, not take risks, and stay in the status quo. Self-sabotage is one of the many tactics our inner critic uses to hold us back and keep us from taking risks.

When your inner critic is in charge, life can be really sad and scary. It will assault you with an endless barrage of criticism, hurtful words, and lies designed to keep you in your place.

***The Rebel Within – Beating Self-Sabotage and Reaching Your Potential  
Audio Training Program Preview***



Fortunately, there are ways to keep the inner critic from taking over. With a bit of awareness, a few simple tools and some support, you can take your inner critic captive and reclaim your mind and your life, and get back to pursuing what matters most.

I've struggled with that demeaning voice myself, and now I have something to help you avoid any unnecessary pain and suffering...and it's available for you right now.

**Available Now:**

**Taming The Inner Critic : The Power of Possible Thinking**

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

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

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

Subject: Part 1: Kiss your Anxiety goodbye!

Hi <first name>,

Are you tired of beating yourself up and getting stuck over and over in worry, anxiety and regret? Ugh. That feeling is the pits.

I've got good news for you. I happen to know *what's* at the root of that behavior, and *how* to eliminate it.

This email marks the beginning of your journey to power, and we're starting strong.

First things first, though...Congratulations are in order. You took a huge step when you signed up for this 6-part Audio Training Series. Your inner critic has been whispering negativity into your heart for far too long, and it takes a lot of courage to say "Enough is Enough" and do something about it. I applaud you.

This training will help you build more self-assuredness, confidence, and fruitful relationships in all areas of your life. You're no longer shackled to that voice that says that you're not good enough, you're too much of one thing or not enough of another...

This training is designed to give you freedom and perspective, and it starts **RIGHT NOW**. Welcome to *Taming The Inner Critic : The Power of Possible Thinking*.

These enlightening audio downloads are loaded with valuable insights that you can start using right away to eliminate negativity from your life and cultivate a lot more positive outcomes, both internally and externally.

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

- The 7 forms *your* critic can take, and how to spot them right away
- How to stop your critic from sabotaging your dreams
- Helpful tips to stop procrastination and reduce your anxiety
- How to cultivate a more optimistic attitude (it's NOT what you think)
- The most common symptoms of self-sabotage
- How to turn your biggest enemy into your best ally
- A simple 5-step process to quiet the critic within...ANY time.

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

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# Audio Training Program

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*(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>

## **Taming Your Inner Critic – The Power of Possible Thinking**

Audio 1 – How Your Inner Critic is Sabotaging Your Life

Hi, this is <your name>.

Welcome to *Taming Your Inner Critic – The Power of Possible Thinking*, a 6 part audio course.

This audio series is designed to help you become aware of and tapping into that negative, inner critic that lives in all of us. I know what you're thinking, 'who wants to listen to *that* voice!?' Sure, that inner voice points out our flaws and weaknesses, but it also tells us a lot about our strengths.

Just to be clear, I'm not talking about believing your self-criticisms. What I am saying is, those negative thoughts may be telling you, "There's something here you need to pay attention to."

<pause>

If you've ever felt stuck – and let's face it, who hasn't - listening to your inner critic may be the key to experiencing new levels of fulfillment in your relationships, your career and your life.

This audio series will help you:

- Learn how the inner critic sabotages our behavior (and how to stop it)
- Understand our inner critic's 'personality'
- Stop being a prisoner to our sabotaging thoughts
- Overcome the 5 most common negative patterns that hold us back
- Quiet the inner critic with 5 simple steps
- Become more positive with 3 proven strategies

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Today's session focuses on how your inner critic may be sabotaging your efforts.

Everyone has an inner critic. That internal monologue that shames us, criticizes us, and interferes with our happiness and success. That voice can shape our behavior, impact our decision-making, and affect our outcomes. Sometimes it does all three. Sometimes all at once!

There's no doubt that the inner critic can be annoying. It can be destructive. It can hold us back from realizing our dreams. It can sound something like this,

"I never do anything right..."

"Why didn't I do this instead of that?"

"What's the matter with me?"

"I can't do this."

"I'm a failure."

"I need to get my act together."

Sound familiar?

Having the occasional, negative thought is normal. The trouble starts when those thoughts become persistent, when they suck the energy and enthusiasm out of your efforts, or when they interfere with your goals.

<pause to transition>

As I share some common symptoms of self-sabotage, choose one or two that you feel are affecting you today - the one or two that would be most helpful to eliminate from your life.

<pause>

The first sign of self-sabotage is **needless worry**.

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