



FROM *the* INSIDE OUT

Effective Ways
to
Manage Stress

Speech
Preview



Ready2Go
MARKETING SOLUTIONS

From the Inside Out

Effective Ways to Manage Stress

Speech Preview

Congratulations! on purchasing your very own Ready2Go Speech.

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 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
- Educational articles
- Success tips
- Inspirational video montages
- Speeches
- Teleseminars
- Workshops

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. And doing professional presentations is one of most effective components of an effective marketing strategy.

When it comes to public speaking, chances are you are in one of two camps - you either love it or you hate it. For those of you that love it, FANTASTIC!!! The Ready2Go Speeches will be a powerful tool to use as part of your marketing strategy.

And for those who feel apprehensive, nervous or even terrified, no worries!! You are a part of “camp majority”. But the good news is that just by purchasing a Ready2Go Speech, you are making a viable effort toward using speaking to grow your business. If you apply the tips you learn in this Speaking Guide, and combine it with a professionally crafted Ready2Go Speech, you are more than half way home!



You understand that speaking is an important part of growing your business. You can do it without speaking, but you'll do it faster and easier with speaking. Instead of meeting one person at a time, speaking allows you to meet numerous people at once, who want what you have to offer. Speaking also puts you in the position of the expert. You get to provide value and allow the audience to experience you as a knowledgeable, caring person who can help them solve their problem.

And remember, just like with anything new, it takes practice to get better. The more you practice the better you get. The better you get the more comfortable you become. And the more comfortable you become, the more you enjoy it!

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!

What You Get in Your Ready2Go Speech® Program

With the Ready2Go Speech® you get more than 50 pages of:

- Professionally scripted 30 minute speech on highly relevant topics for your target audience. Easily customizable to any audience by adding in your own unique personality, delivery, stories, anecdotes and applications.
- Speech overview to give you a summary of the key points covered
- Speech outline for you to use as your guide when delivering your speech
- Delivery Tips for each specific speech
- Speaking guide which includes
 - Tips on where to find places to speak
 - Instructions on how to land speaking gigs which include
 - Phone script and inquiry letter
 - Marketing documents such as
 - Complimentary consultation sign up form
 - FREE offer sign up form – for your FREE report, eBook, audio, newsletter, etc.
 - Product order form
 - Guidelines on how to adequately prepare for an awesome presentation
 - Suggestions on ways to get the most exposure with your speaking engagement
 - How to secure a complimentary consultation
 - Guidelines for a powerful introduction
- Delivery Tips – tips of the trade from the pros on how to deliver a great speech

Published by Ready2Go Marketing Solutions, Inc.

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Printed in the United States of America



About Ready2Go Marketing Solutions, Inc.®



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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 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.

With these products you receive quality content created by industry professionals, 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.

That full suite of Ready2Go products 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
- **Professionally written articles** to include in your newsletters
- **Success tips**, which are 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Inspirational video montages**, which are 2- to 3-minute inspirational movies that you brand with your logo and contact information
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **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.

Read This First

Before you read the Speaking Guide, there is something that we want you to remember first and foremost, and throughout this process –

There are hundreds, if not thousands, of clubs/associations/organizations in your area who are looking for speakers every day of the week!

They just need to know you exist. And the only way they are going to know about you is if you tell them!

The people that you will be contacting are tasked with finding speakers for their club or organization. They are charged with booking new speakers, new topics, and new interests for their club day in and day out. When a confident, articulate, cheery person with a **sought after** topic contacts them, it is like a blessing from above. **So remind yourself of this continually through this process.**

Also remember, if you get turned down, don't think of it as being rejected, just think of it as being temporarily turned down! You're just being temporarily postponed. Doesn't that feel better? **It's not about you**, it could be about a lot of things - the timing, membership requirements, experience level, club demographics, their needs at the time - the list goes on and on. But it's not about you! The club may also have certain requirements that you are not yet able to meet. No worries! Just do what you can as soon as you can to meet those requirements so you can contact them again at a later date to schedule your speaking engagement.

And finally, remember that the Ready2Go Speech topics are **relevant and interesting** topics that people want to know and learn more about. You're not trying to convince them to let you talk about the molecular breakdown of an atom. You are going to talk to them about something that is compelling and interesting! And these speeches are professionally crafted. So with some practice, and your personal touch, you have a fantastic service to offer the person who books speakers for their club!

**Do you believe it?!?!
Believing it is the first step to your success!
And here's to your belief!**

Speaking Guide

WHY SHOULD YOU SPEAK?

Speaking should be considered a foundational part of your overall marketing strategy. If you fear it, loathe it and would rather eat nails, no worries!! Join the rest of the human race!!! But the good news is, there are ways to overcome your fears and dislikes, and over time you **will** grow more comfortable with it – you may even learn to love it! Especially if it's making you money!

You get exposure -

Speaking is a powerful marketing strategy for your business because it increases your exposure. You have the opportunity to get in front of your target market with compelling messages and teachings that position you as the expert.

Ideally you want to be speaking to people who want and need the products and services you provide. Exposure is everything. The more exposure you get with your target market and niche audience, the more successful you will be. And speaking is a foundational strategy to get that exposure.

The audience has an opportunity to connect with you and discover what you do. When you speak, you are seen as a knowledgeable expert who can help them solve their problems and enable them to achieve a specific result or benefit. When you speak to their needs and wants, and provide education and solutions to solve their problems, people will connect with you, and when they connect with you they trust you. All long term relationships are built on trust, and speaking is an effective way to begin that trust relationship.

It sets the foundation for a long term relationship -

When a Ready2Go Speech is partnered with other ways for your audience to engage with you, you have the beginnings of a long term relationship. Offer a complimentary follow up session, have them sign up for your electronic newsletter, or give them a download link for a product on your website. Think of creative ways you can capture their contact information by giving them something that is of value such as the Ready2Go Special Report or 6 part Audio Training Program. Once you have their contact information you can start building a relationship with them. And over time, **your audiences will become clients!**

You are the expert -

If you were looking for some help with a specific issue, who would you want to hire? Speakers are generally viewed as subject matter experts. While this certainly varies from speaker to speaker, the very fact that you are in the front of the room distinguishes you from audience members. What a tremendous way to gain "instant" credibility!



Speaking Guide Supporting Documents

(Included in your speech package)

- Special Offer Registration Form
- Complimentary Consultation Sign Up Form
- Product and Services Order Form
- Introduction outline and Sample Introduction

Delivery Tips

Delivery Tips for Speakers

(page 1 of 5 pages)

1. **Get to know the organization you are speaking with**
 - a. Ask questions of the meeting planner
 - b. Research the organization on the web
 - i. Find out their core values
 - ii. Discover their purpose
 - iii. Know who their members are

2. **Prior to the meeting**
 - a. Arrive early enough to check out the room set-up
 - b. Make the room yours by imagining that this is your meeting. You are the hostess to the attendees.
 - i. Stand at the lectern or speakers space and look out over the room to get a sense of the room
 - ii. Make sure you can make eye contact with the people who are sitting the farther away
 - c. Greet and meet the attendees.
 - i. Speak to people as they enter
 - ii. Introduce yourself
 - iii. Ask questions. Remember, people like to talk about themselves
 1. *What do you do?*
 2. *How long have you been a member?*
 3. *What project(s) are you working on?*
 4. *What's your favorite part of belonging to this organization?*

3. **Microphone**
 - a. Test the microphone prior to the meeting!
 - b. If the microphone is connected to the lectern, make sure that it is at the correct height for you. Get familiar with the adjustments. Make sure you lean into the microphone to get the most effectiveness from your voice.
 - c. If the microphone is a hand-held and you are comfortable holding it, practice the sound quality.

Speech Overview, Outline and Script

Stress Management Speech Overview

Overview

This presentation is designed to share insights about understanding and managing stress. Stress is a topic that interests everyone. Although we usually know when we experience stress, most people are not aware of the underlying causes of stress, the body's reaction to stress, and practical stress management techniques.

Since most meeting planners want to know what you are going to talk about, it is best to describe the speech in terms of benefits. Often this is used in promotional materials.

Here is an easy way to discuss the benefits of this topic.

Your group will walk away with a better awareness of what stress is – how stress can work for you and the negative implications of prolonged stress.

They will understand how stress impacts their physical and emotional well-being and learn ways to minimize the negative impact of stress.

Participants will walk away with a new perspective and new skills about how they can manage stress.

Speech Timing

- This presentation takes between 25 and 30 minutes, depending on how much time your introducer takes, the length of the activities, and your skill of using effective pauses.
- If the speech needs to be shortened, do not worry. Review the material carefully and choose one or more of the following to omit.

It is always a good idea to do this regardless of what time frame you have been given. It is not unusual for your slot on the program to be shortened in the very last minute due to someone else prolonging their time. Be prepared to omit pieces.

KNOW ahead of time which pieces you will omit. Here are some suggestions.

- Omit the piece on Seyle's research
- Omit the example of Lonnie and Sarah – or shorten
- Omit the activity of the audience listing the stressors in their lives (page 1). Make sure you adjust the content so you do not reference the omitted activity.
- Omit the activity of the audience listing their stress relievers. (Make sure that you adjust the content so you do not reference the omitted activity.)
- Instead of going in-depth for the 4 categories of stress, mention each one briefly. Then add:
 - *For a more detailed explanation of these categories and some measure you can take, please be sure and sign up for the white paper on stress.*
- If time is really shortened, then you can refer to a point, but don't develop it. It would sound something like this.
 - *There are proven ways to improve your stress management techniques. They are: breathing techniques, mindfulness, self-talk, and control vs. no-control.*

And 😊, if you invite me back, I will cover these in more detail.

Or, these are all covered in my workshop.

Or, if you would like more information about these concepts, give me your e-mail address and I will send you more information.

Stress Management Speech – Outline

I. Introduction

- a. 95% of all illnesses stress related
- b. Importance to audience

II. What causes Stress?

- a. Audience activity – list stress over last week
- b. Name It / Tame It
- c. Common stressors

III. What is stress

- a. Stress is a reaction or response to anything that makes demands on your energy
- b. Hans Seyle
 - i. Researcher
 - ii. Stress of Life – 1956
- c. The causes of stress is different for different people
- d. Energy levels

IV. Kinds of Stress

- a. Eustress – good stress – AKA, Productive Tension
- b. Distress

V. Impact of Stress

- a. Hormonal changes in the body
- b. Physical symptoms
- c. Emotional behaviors and responses

VI. Categories of Stress

- a. Environmental (you cannot control)
- b. Relationship Stress (communication)
- c. Work related stress
- d. Self-imposed

VII. Stress Management Techniques

- a. Breathing Technique
- b. Mindfulness
- c. Self-Talk
- d. Control vs. No-control

VIII. Closing

Stress is the trash of modern life – we all generate it, but if you don't dispose of it, it will pile up and overtake you. Danzae Pace

Stress Management Speech

(This is the partial script. The speech package comes with a full 30 minute script)

Thank the introducer:

(See notes below for opening ideas)

Transition: Pause – look out over the audience and boldly say,

Are you aware that **stress** has been named as the **underlying** cause of as much as 90% of all illnesses?

90%!

Stress is one of the most common, yet least understood of all maladies in the United States.

It is important that you become your own stress expert because your health literally depends on how you manage the stressful events in your life.

TRANSITION

I bet if everyone in this room answered the following question, we would get at least 10 different responses.

Here's the question:

During the last week, what is something specific that caused you stress?

Think back over your last week.

As you do, I want you to take a couple minutes now and write down everything that happened to you that caused you stress.

(Make sure you have provided your group with something to write on. If they don't have paper, give them about 15-30 seconds to think about some of their stressors)

Don't worry if the cause of stress is sitting beside you ☺, you will not have to share your list – unless you want to.

As you write, be as specific as possible. In other words, instead of writing down the word, "work", write down what it was about work that caused you stress:

- Co-workers complaining about a project
- A boss asking me to write a report with an unrealistic deadline
- Computer programs that did not work or suddenly had a fatal error

Or if you have children, don't just write down the word "children", but put down specifically what they did – or didn't do that caused you stress.
Give the audience about 2 minutes to compile their list.

If you want to, you can kind of "tease" them by interjecting statements like:

- *I can see that some of you are running out of paper*
- *I can tell that some of you are getting stressed out by writing down the things that cause you stress*
- *I'm glad no one is taking your blood pressure right now. For some of you, it might be off the charts*
- *If you can't find anything to write, good for you. You can be my number 1 assistant and help me lead this session! ☺*

One of the reasons I like to do this exercise is to help people name their stress. There is an old adage that goes like this: "**Name It / Tame It**". In other words one of the first steps in dealing with stress is to name the stress.

(If you have a talkative group, then you might have them share some of their stressors)

"I always like to hear what my audiences consider their stressors. I'd love it if you would share at least one or two of your stressors."

Pause – and wait for some responses.

If you do not have the audience talk about their stressors, then you can continue with this.

In my work, I have found that there are some common stressors that people just like you face every day. For example:

- Money is a giant stressor in today's world. And for most people it's because they don't have enough, not that they have too much! ☺
- Co-workers can cause a lot of stress for people. This can range from co-workers who spend their time on their Facebook or I-Pod, to co-workers who bring negativity into the workplace – day after day after long day.
- Sick parents – Taking care of sick parents is a highly stressful situation. For some of you it might be that you are the caregiver – for others it might be that your parents live too far away and you are not able to tend to their needs. And if you have siblings, chances are that you have differing ideas on who needs to be doing what, resulting in stressful encounters.
- Children who do not finish their chores. **If** you happen to have a child who always finishes their chores you are a candidate for "parent of the year."
- If you are constantly saying to yourself: *I feel guilty because I never seem to get everything done. Is there anyone here that gets everything done on their "to do list" all of the time?*

- Computer struggles – technology struggles – too many texts, e-mails, friends on FaceBook, or Tweets
- Or – just the opposite, you don't know the difference between a tweet and a Facebook friend or LinkedIn – you feel that you are living in the stone age when it comes to the fast paced, ever changing technology – in other words, your kids know more about operating your television than you do
- Your spouse left the toilet seat up – or down!
- The weather is too hot, too cold, too dry or too wet
- A traffic jam caused you to be late for something that was very important to you

Okay, that's enough. (look up and smile at the audience): I'm getting stressed out just by going over this list.

Today we are going to look at

1. What stress is – the good, the bad, and the ugly
2. Some ways to categorize and manage the impact of stress on your life
3. And some stress management techniques

This is important to you because we all know that people perform at their best when their energy and health is not compromised due to stress.

And that leads us into the first point.

Stress is a reaction or response to anything that makes demands on your energy.

When doing some research, I found some interesting facts about stress.

Although we can rest assured that the caveman – the cavewoman – and the cave-teenager – experienced stress, the term stress was not used as it is today until the 1950's.

A Hungarian born, Canadian, named Hans Seyle conducted the first research regarding stress as a human condition. His studies occurred in the 1930's and he wrote his first book: **The Stress of Life** in 1956.

Up until Seyle's work, a relationship between health and stress was not documented. But trust me, it existed.

Seyle's work coined the word **stress** to mean

A response of the body to any demand of change.

Let me repeat that:

Stress is a response of the body to any demand of change.



Seyle's book was the first of literally millions of writings about stress. In fact, if you googled the word stress today, you would discover over 600 million articles about stress and over a ½ a million books about stress.

That amount of available reading is enough to stress me out! ☺

But don't worry, I've taken the most applicable research and am sharing it with you today in an easy-to-understand manner.

Transition

Like what you see? Purchase the entire copy of this great product now!