

# The TIME CHALLENGE



Making  
Every Moment  
in Life  
COUNT

Special Report  
Preview



Ready2Go  
MARKETING SOLUTIONS

# The Time Challenge

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Make Every Moment in Life Count!

## **Special Report Preview**

## **Congratulations** on purchasing your very own Ready2Go Special Report!

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 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 special report is typically how the relationship begins. As a result of a variety of marketing activities (we provide 10 suggested activities in this package), prospects will come to your site to download your special report. They have now given you permission to send them more **information and you are on your way to converting qualified prospects to paying clients**. But it takes time for familiarity to grow, for trust to be developed and for your prospect to learn how you can solve their needs.

**Maintaining 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, gives **you a powerful, effective way to stay in touch and deliver value all year round!**

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.

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](mailto:Kim@Ready2GoMarketingSolutions.com)

## What You Get With Your Ready2Go Special Report

With the Ready2Go special report, here's what you get:

- A professionally crafted 8-12 page special report about a highly relevant, compelling topic that will drive visitors to your web site to opt-in, so you can begin a relationship
- Promotional copy that you can email or use as an advertisement
- A follow-up email, introducing them to your next offer (i.e., the 6-part audio series)
- 10 tips on how to use this report to grow your list

## Using Your Ready2Go Special Report

Growing your list and staying in touch 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.

Special Reports are an effective tool that help you gain your prospects' attention, give something of value for free, and begin to foster a relationship. It is also a great tool for generating awareness, driving prospects to your website and growing your list.

We recommend using your special report package in conjunction with the other Ready2Go products (<http://www.Ready2GoMarketingSolutions.com>).

Here's a few ways you can use your Ready2Go special report along with the other Ready2Go products on taming your inner critic:

- Blog about your special report and use some excerpts in your blog
- Place an excerpt from your special report in your newsletter
- Tweet about your special report and invite others to download it
- Promote you special report on community boards, industry websites, etc
- After your prospects receive the special report, send them the 6 part audio training program as a follow up gift

# 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 turnkey 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-and-play marketing solutions, such as fully developed **workshops, teleseminars, speeches, audio training programs, special reports, success tips, tweets, video montages, articles and more!** These tools are ready-made for coaches, consultants, mental health professionals, trainers and speakers to customize and brand as their own, saving tons of time and effort.

We've completely 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 communications and training 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 creative.

Our team includes professional marketers, training developers, writers, copywriters, speech writers and designers 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 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.*



## 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
- **Success tips**, which are 250-350 word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **PowerPoint Slides** to make your teleseminar into a webinar.
- **Coaching Packages using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.
- **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](http://www.Ready2GoMarketingSolutions.com).



# 10 Tips for Using Your Special Report to Grow Your List

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## **10 Tips for Using Your Special Report to Grow Your List**

*(page 1 of 2 pages)*

- 1. Have it as a visible, compelling offer on your website.** This is the most common way special reports are used. You will drive people to your website through different mediums, and there your prospects will download the report, opt 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.
- 2. 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. Therefore you do not want to hand out your special report. You either want to have people sign up and send it to them, or have them go to your website to download. 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 web site.
- 3. Place a promotion on the back of your business card - tell others about it when you hand out your card.** The special report is a foundational marketing tool to drive people to your site so they can learn more about you and get something of value. And you get a name.
- 4. Add it to your signature line of your email.** Simple, effective, and will grow your list.

*(page 1 of 2 pages)*

# Promotional Copy

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**(Use this promotional copy to drive people to your website to download their special report.)**

## **Promo Email or Registration Page for Special Report:**

*(This is partial promotional copy)*

Mary is a high school algebra teacher. She spends her lunch break talking to friends and catching up on social media. Sometimes she reads articles in her FB newsfeed about people doing heart-touching charity work in 3<sup>rd</sup> world countries, and she thinks, “I’d love to do that. One day, if I could ever find the time...”

John is an insurance adjuster. When he’s not out in the field, he’s at his desk until 6 or later. Sometimes he plays music with his friends in the evenings after work. Most evenings, though, he’s watching old re-runs of Cheers on Netflix. John dreams of opening a guitar repair shop and quitting his day job. Maybe. Someday. If he could ever find the time...

Annabelle loves her job. She owns an organic smoothie bar and helps people get healthy all day. However, after working 12-14 hours a day answering emails, returning texts, balancing the books, making smoothies & more, she goes home exhausted, wishing she could get more done. If only she could find more time...

Do you ever wish there were more hours in a day? Do you sometimes wonder how people ever find the time to pursue their passions, build companies, or make dinner for their families every night?

**If so, you’re not alone.**

In our device-driven culture, we’re constantly in contact and available 24/7, yet the promise of “more free time” offered by modern technology still seems far out of reach.

Most people are so bombarded by distractions and caught up in catching up that they come to the end of each day scrambled and scattered, hoping to get enough rest to do it all again the next day.

And then there are those other people...

You know the ones. They’re calm and collected, centered and focused. They seem like the epitome of Zen, sitting tranquil at the center of an amazing world of accomplishment. They build skyscrapers. They go on dream vacations. They raise kids, volunteer for school functions and more. They seem almost...super human.

How do they do it? They have the same, short 24-hour days that you do, and the same basic human composition, yet they’re able to do SO MUCH.

How? What’s their silver-bullet secret weapon?

**The answer is simple, really: They manage their time well.**

*(This is partial promotional copy)*

***The Time Challenge – Making Every Moment in Life Count Special Report Preview***

# Special Report

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## **SPECIAL REPORT**

*(This is partial copy of a 9 page special report)*

### **Time Management** ***If You're Not Managing Your Time, It's Managing You***

*"I'm late / I'm late/ For a very important date / No time to say 'Hello, Goodbye' / I'm late, I'm late, I'm late." ~ White Rabbit, singing from Disney's Alice in Wonderland (1951).*

When you check your watch does it feel like you're constantly running behind? Do you feel that instead of enjoying your free time you're really just forgetting about everything that needs to get done? Or maybe at the end of the week you just find yourself wondering where all the time went.

Like the waistcoat wearing, pocket-watch tending White Rabbit, we're a culture obsessed with time. Our days can feel like we're trying to stuff 25 hours of tasks into 24 hours of time. Add to that, the fact we spend nearly 1/3 of our lives sleeping and it's no wonder we don't feel like we have enough hours in the day to achieve what we want to achieve.

Yet, we all know people who seem to have their life 'together.' People who manage their time and balance their personal responsibilities with work and family obligations, and even managing to squeeze in a hobby or two. They seem happy, stress free and are basking in their accomplishments. But it begs the question...

**If we all have the same number of hours in a day, how do some people manage to accomplish so much and attain such amazing results while others struggle to get the bare minimum done?**

This special report is designed to help you answer that question and to show you how to incorporate effective time management tactics into your life that will help you make the most of your time. We explore what time management is and the costs of leaving your valuable time to chance. We introduce you to the Top 9 Time Stealers that may be affecting your productivity (and how to fix them). And lastly, we share the benefits of time management, and highlight how to incorporate some simple strategies to help you accomplish more, in less time with less effort.

Let's start first with this seemingly elusive concept of "time management".

**What is Time Management?**

***The Time Challenge – Making Every Moment in Life Count Special Report Preview***

Time management is the method and use of planning, organizing and taking deliberate control over the length of time you spend on particular activities - all in an effort to improve efficiency, effectiveness and productivity.

Time management is the act of working with an identifiable purpose using one or more resources within the constraint of a certain, limited amount of time and scope.

The process of time management incorporates a variety of skills, practices and tools that help you to manage your time when undertaking certain tasks to the service of a goal.

Simply put, time management is how much time you choose to spend on the tasks in your life. The better you are at managing your time, the more efficient and effective you will be in getting what you want out of your life.

The modern concept of managing time more effectively to improve results is no longer reserved for boardrooms and offices. People have been using these tried and true time management methods to make the most of their personal lives as well.

But as we all know, there can be serious consequences to not managing your time – consequences that can affect your relationships, career, finances, health and more. Let's look at some of those now.

*(This is partial copy of a 9 page special report)*