

# Visioning



## and Goal Setting

Projecting Your Tomorrow  
and  
**Heading Toward it  
TODAY**

**SPEECH  
PREVIEW**

 **Ready2Go**  
MARKETING SOLUTIONS

# Visioning & Goal Setting

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Projecting Your Tomorrow and Heading Toward it Today

## **Speech Preview**



**Congratulations!** on purchasing your very own Ready2Go Speech.

While we hope that you are using this product in conjunction with the Ready2Go Teleseminar, Workshop, Audio Training Program and Special Report, this product alone is a great tool for growing your business.

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 of you that hate it, 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!

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***Visioning and Goal Setting Projecting Your Tomorrow and Heading Toward it Today2***

## 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



# About Ready2Go Marketing Solutions, Inc.<sup>®</sup>

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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 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](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.*

***Visioning and Goal Setting Projecting Your Tomorrow and Heading Toward it Today5***

Read This First

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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 come 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

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## WHY SHOULD YOU SPEAK?

*(page 1 of 14 pages)*

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 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!

You have a captured audience who, before you even begin your talk, is looking to you for insight, guidance, knowledge and direction. As long as you deliver a good talk and develop a connection with the audience, you can position yourself and your products and services as a possible "solution" to their "problem."

*(page 1 of 14 pages)*



## **Speaking Guide Supporting Documents** *(included in your speech package)*

- Sample Letter to Meeting Planner
- E-Zine Registration Form
- Complimentary Consultation Sign Up Form
- Product and Services Order Form
- Sample Introduction

# Delivery Tips

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## 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.
- d. If you are comfortable moving around and plan on doing so, test the microphone for the annoying feedback that interferes with the best of speakers. Find the hot spots in the room if there are any.
- e. If you have a lapel microphone, try it on ahead of time and make sure that your voice is picked up.
- f. Remember, if you turn your head, the microphone will not pick up your voice as well.

(page 1 of 5 pages)

# Speech Overview, Outline and Script

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## Visioning & Goal Setting

### Projecting Your Tomorrow and Heading Toward it Today

#### Overview

This presentation is designed to help people understand the importance of goal setting. Regardless of where someone is in their career or along their life path, this topic will apply to them. The presentation includes practical, easy to implement steps in developing goals and following through with action.

Since most meeting planners want to know what you are going to present, it is a good idea to describe the speech in terms of audience benefits. Additionally, this speech synopsis can be used in promotional materials.

Here is an example of the listener benefits:

*Successful people accomplish their goals in life by design and not by default. During this presentation, your group will learn the importance of goal setting and some tips to create a personal vision. Additionally, they will walk away with ideas for SMART goals and how to put their goals into action.*

#### Speech Timing

- This presentation takes between 25 and 30 minutes depending on how much time the introducer takes, the length of audience questions, and your skill of using pauses. Pauses are very, very important – they provide the listener with time to digest and process.
- If the speech needs to be shortened:
  - Reduce the amount of time the opening story takes. This story does set the stage, but is not absolutely necessary to the success of the speech.
  - Share only points one and two: Vision setting and identifying strategies (or goals). You can briefly mention action steps, but use this as an opportunity to secure contact information for the group. You can say something like this:
    - *There are three phases to success: creating a vision; setting SMART goals and following through with action steps. Today we will talk about the first two, visioning and setting goals. If you want more information about action steps, leave me a card and I will e-mail you some additional information – or see me after the program.*

- *Visioning & Goal Setting*

**Projecting Your Tomorrow and Heading Toward it Today**  
**OUTLINE**

**I. Introduction**

- a. **Opening story**
  - i. **2 boys hiking**
- b. **Introduction to speech content**
  - i. **People Poll**
  - ii. **Content**
    - 1. **Creating a vision**
    - 2. **ID strategies**
    - 3. **Developing actions**
  - iii. **Life is curly**

**II. Vision**

- a. **Begin with the end in mind**
- b. **6 dimensions of a vision**
- c. **Suggested exercises:**
  - i. **Eulogy**
  - ii. **Newspaper article**
- d. **Yogi Berra quote**

**III. Strategies**

- a. **Examples**
- b. **SMART goals**
  - i. **Examples**

**IV. Actions**

- a. **Quote: “If you always do....”**
- b. **Results of no action**
- c. **Example: guy on the street**
- d. **Gap Charting**
- e. **Check List**
  - i. **Veronica’s story**
- f. **Accountability**
  - i. **Friend**



**ii. Coach**

**V. Closing**

- a. Amundsen / Scott story**
- b. Review the key points**
  - i. Create the vision**
  - ii. Develop the best strategies**
  - iii. Take action**
- c. Final questions**
  - i. What do you want?**
  - ii. How will you know when you have it?**

## Visioning & Goal Setting

### Projecting Your Tomorrow and Heading Toward it Today

#### SCRIPT

*(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 with a smile, say:*

**One of my favorite stories (or parables) is about 2 young boys who were out hiking and came to a large field. As little boys are prone to do (☺) they decided to have a contest to see who could walk the straightest line across the field. They were going to figure this out by counting the number of steps it took each of them to cross the field.**

**The first young boy began walking, looking down at his feet, sometimes looking up, and sometimes even looking back to see how far he had come as his friend counted each of his steps. He zigzagged across the field, arriving at the other side after 120 steps.**

**Returning to their starting point, the second boy – with a confident grin – began his walk. But before he did, he spotted a small bush across the field and fixed his eyes on this target. As he walked, he kept his eyes glued to the bush. His friend walked beside him, echoing the count of each step. After 90 steps, the second boy reached his destination.**

**Of course, you already understand the lesson here – the boy who had his focus on his future reached his destination easier and more quickly than the boy who was watching his feet or looking back, with only occasional focus on his destination.**



**This is such a simple lesson, yet as I work with my coaching clients, I realize that the number 1 cause for the challenges they face is that they focus on their day to day activities and “to-do list” without a clear vision of where they are headed.**

**And that is what I am here to talk with you about today – creating and fulfilling your vision for your life.**

### **Transition**

**If a poll was taken of most people, it would reveal that:**

- 1. The life they lead is a result of happenstance – and not planning**
- 2. Where they are in life is a result of what other people wanted for them and less of what they want for themselves**
- 3. And, most tragically of all, there is a sense of discontent and a feeling of something lacking in their lives. Most people feel that they were designed for something greater than what they are accomplishing.**

**For some of you who are fortunate enough to be traveling down a road of your own making that supports your dreams and goals, my hat is off to you. For the rest of you, I’d like for you to open your minds this (afternoon/morning/evening) to the possibilities of redefining, redesigning, and ultimately re-loving your life.**

**It is my belief -- and the belief of many personal and professional coaches -- that the lives that we lead is more often a result of lack of planning than over-planning, or even having the wrong plan. The most successful people in the world are people who create and fulfill their own vision for their lives. They are the ones that have defined the meaning of their lives and are living on purpose.**

**In the few minutes that we are together, I’d like to share with you some ideas on how you can create a more fulfilling life – a life by design rather than a life by default.**

*(this is the partial script of a 30 minute speech)*