

What Matters Most



Building a Fulfilling Life
on the Foundation of
Your Values

Special Report

Your Logo

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 & 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!



Kim Clausen, President
Ready2Go Marketing Solutions, Inc



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 the special report 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:

- Promote it on your social media outlets. Use excerpts or images with a download link in exchange for your prospects' contact information.
- 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 your special report on community boards, industry websites, etc.
- After your prospects receive the special report, send them the Ready2Go 6 part audio training program on this topic as a follow up gift.
- Offer as a gift at events, conferences and speaking engagements in exchange for the participants' contact information.
- Give it away as a value-added communication as part of your regular keep-in-touch plan.



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About Ready2Go Marketing Solutions, Inc.

What Matters Most – Building a Fulfilling Life on the Foundation of Your Value Special Report Package Preview



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@ready2gomarketsolutions.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 reformatted 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.

10 Tips for Using Your Special Report to Grow Your List

10 Tips for Using Your Special Report to Grow Your List

1. **Place it in a highly visible location on every page of your website.** This is the most common way special reports are used. Once you have driven people to your website through different mediums, they will download the report, opt in to receive more information, and you can then begin to nurture a relationship with someone who has already expressed an interest in your products and services.
2. **Offer it as a freebie at a speaking engagement.** Since the idea is to capture a name and email address so that you can begin a relationship, you do NOT want to just hand out your special report. You DO want to give a compelling summary of what you have to offer. Then you want people to fill in a sign-up sheet or drop off their business cards to have you send it to them. Note: you could also send them to your website to download it themselves, but the danger is that as time passes people will get distracted by other things and won't make it to your site.
3. **Promote it on the back of your business card – call attention to it when you hand out your card.** Let people know that your business card is also their ticket to valuable information. They will be much more likely to hang on to it until they are in front of their computer again. Again, make your description of the report compelling enough to draw attention from the target market you most want to reach.
4. **Add a compelling description of your special report to the signature line of your email.** You probably email hundreds of people each week, and even though they're not all connected to you through your business, you never know who they know. Make sure everybody in your network knows what you have to offer. This technique is one of the simplest yet most effective ways to grow your list.
5. **Use it as an introductory offer when promoting a teleseminar or event.** This is a great way for people to become more familiar with you before committing to something such as a teleseminar or workshop. As you build your relationship, a prospect will become willing to spend more time and then money. A special report is like the earliest stage of a courtship.
6. **Alert your social network.** People often find out about you through your social networking circles before they've ever been to your web site. So be sure to use all the tools that are available through your social networks to get attention, attract followers and show your expertise. Then, periodically announce that you have

this special report available. Note: You may want to switch up your offers once in awhile to keep them fresh; consider having two or three reports that you can rotate.

- 7. Advertise in an organization's newsletter that reaches your target market.** You will really stand out amongst traditional ads. While other people are selling their products and services, you are offering something for free. If you don't want to pay for advertising space, see if you can submit an article. Write a brief article that introduces the topic of your report, and then in your bio you can provide a link to your website where people can download the full report.
- 8. Post snippets from the report in your blog.** This is another great way to gain exposure, engage your audience and drive them to your website wanting more. In your blog post, you will want to be sure to include key words that are relevant to your target audience. So this is a great opportunity for you to customize the content to your audience, adding your own personal touch with stories, anecdotes, resources and experiences.
- 9. Offer it as a low priced entry level product in your business.** By offering a Ready2Go Special Report, you are showing your client that you provide professional products, with high quality, relevant information. This builds trust, and makes your clients feel safe to purchase additional products, programs and services in the future.
- 10. Customize.** Ready2Go special reports apply to just about any target market, as they discuss highly relevant topics that educate and inform people while addressing common problems and needs. And that's what people want – for you to solve a problem and fill a need. To make them more impactful for your audience, consider adding a few references or relevant points that resonate even more with your specific target market and bring the message home. One way to do this is with the report title. For example, a business coach might use the title "How You Communicate Can Make Your Break Your Business," while a relationship coach might change it to "How to Speak So Your Spouse Will Listen."

Promotional Copy

What Matters Most – Building a Fulfilling Life on the Foundation of Your Value Special Report Package Preview

Long form Promo Copy for Special Report

(This is a sample of the promotional copy that comes with this package.)

Do you sometimes feel lost or confused when looking at the circumstances of your life?

Have you ever achieved a big goal...and felt surprisingly *empty* instead of fulfilled?

Has making a “simple” decision ever taken WAY longer than you think it should?

All of these are indications of how well your Personal Value System works...or *doesn't*.

Your values are the basic guidelines that you use, *consciously or unconsciously*, to make every choice, great or small. If you're unhappy with any area of your life, it's probably because you've relinquished your decision-making to your current situation, your impulses, or the influence of others.

When you're aware of and in touch with your core values, however, you have powerful, easily-accessible clarity and insight to help you pursue the right relationships, choose the right career, and know when to compromise and when to stand your ground.

Being in touch with your values is extremely important.

You can have wild successes all day long, but if they're not supporting your values, they simply won't bring you lasting happiness or fulfillment. In fact, it won't be long before you're feeling completely empty and dissatisfied with your life.

On the other hand, one small victory that supports your core values will make you feel that you're on top of the world, heading in the right direction, and winning at life.

Fortunately, it doesn't take much to get in touch with your values. They're there, always operating under the surface, so in order to live in alignment, you just need to take a closer look at what matters most.

As you may know by now, I want you winning at life. I want you to be happy and fulfilled, and that's why I want to give you my NEWEST Special Report...

“What Matters Most”
The Value of Knowing Your Values
<Insert download link here>

What Matters Most : The Value of Knowing Your Values is loaded with wisdom, insights and easy-to-follow exercises that will help you discover your personal value system, then use it to align your life choices and live powerfully happy, fulfilled, and in service to humanity and yourself.

The groundbreaking special report will teach you...

- How to become 100X more attractive and trustworthy
- The #1 rule that all great leaders use to supercharge their decision-making
- Simple ways to customize your Inherited Values so they'll fit your real life
- How to identify and exercise your unique top core values
- The 10 basic universal values...the building blocks of your personal system
- How to improve your wellbeing with a ridiculously simple technique
- A secret formula you can use to design your own personal code of behavior
- How to create a life that lets YOU call the shots and choose your own future

And much, much more...

<Insert download link here>

(This is a sample of the promotional copy that comes with this package.)

Special Report

What Matters Most – Building a Fulfilling Life on the Foundation of Your Value Special Report Package Preview

(This is a sample of the special report that comes with this package.)

What Matters Most - The Value of Knowing Your Values

“You’re driving in a hurricane and you see three people at a bus stop. One is an old lady and she’s sick. One is your best friend and he saved your life. And the third is the lady of your dreams. Now check it out, you only have room for one in your car, which one do you take?” ~ Eddie Bunker, from the film 16 Blocks.

In the movie *16 Blocks* reformed criminal Eddie Bunker (played by Mos Def) poses that dilemma to Jack Mosley (played by Bruce Willis), the seemingly unprincipled cop assigned to protect him. Eddie wants to know what kind of cop Jack is by determining his values.

What would you do?

Would you take the sick lady to the hospital and leave your dream girl and best friend behind? Would you choose to repay your loyal friend by saving him? Would you follow your heart and offer a seat to the love of your life? Would you abandon the car so at least two of them could get to safety?

How we answer that, and the countless dilemmas and decisions we’re faced with day in and day out, reveals a lot about our values – the principles we use to guide our decisions in life based on what we hold most important to ourselves.

Jack eventually responds by saying:

“You give your car keys to your best friend, who takes your car and drives the old lady to a hospital. You stay behind with the love of your life.”

It’s a telling answer. It provides insight into what Jack really values: loyalty, benevolence, sacrifice, and passion.

Our values play a critical role in determining our beliefs, shaping our attitudes and influencing our actions. Every decision we make in life, big and small, is informed and influenced by our values. They are the foundation of the choices we make - from the partners we choose, to the careers we pursue, to the hobbies we take up, to the activities we engage in.

Despite the significance of values in our everyday lives few of us make the conscious choice of what our values will be. Chances are most of us have had our values imprinted upon us from infancy, into our childhood and beyond from outside influences without giving it much thought. We’ve merely adopted our values from our parents, peers, society, and popular culture. If that’s the case, it’s likely that, to some degree, the choices

we make, the paths we choose, and the situations we attract aren't necessarily a true reflection of who we are and what we want in life.

The good news is that we can discover what truly matters to us and use that insight to enhance our experiences, our relationships, our decision-making and our results. By doing so we can improve our overall well-being while attracting more of what we want into our lives.

This report will define and introduce the concept of values – what they are and why they're valuable to us. You'll discover how to identify and cultivate the core values that make up your own unique value system. Knowing what your values are will help to supercharge your decision-making, which will ultimately help you design a life that represents the truest version of you. You're calling the shots. You get to pursue your interests and choose what your life is about.

But first, we have to start at the beginning.

(This is a sample of the special report that comes with this package.)