



kaleidoscope

of choices

Discovering How
Your Thoughts
and Choices
COLOR
Your Life

**Teleseminar
Preview**



Ready2Go
MARKETING SOLUTIONS

Kaleidoscope of Choices

How What You Think and Choose Colors Your Life

Teleseminar Preview

Congratulations on purchasing your very own Ready2Go Teleseminar!

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 marketing and 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
- Success tips
- Speeches
- Teleseminars
- Workshops

When it comes to effective ways to gain exposure and offer a valuable service to your prospects and clients, teleseminars are a sure fire strategy. They are hugely popular in the industry for a reason. They are a cost effective, convenient, and very efficient way to deliver value to your market.

While we hope that you are using the workshop in conjunction with the Ready2Go Marketing Solutions Bundle, this product alone is a great tool for growing your business. With your Ready2Go Teleseminar, you are implementing a powerful strategy for growing your business. And the great news is that the Ready2Go Teleseminar topics are completely developed and ready for you to implement. They are relevant to most target markets and are easily customizable, saving you tons of time and effort. They are also designed to be educational, engaging and fun so that your attendees leave the call feeling that it was time well spent.

If hosting teleseminars is new for you, or even if you are a veteran, then you have come to the right place, as it doesn't get much easier than with a Ready2Go Teleseminar. If you apply the tips you learn in this Teleseminar Guide, and combine it with a professionally crafted Ready2Go Teleseminar, then you are on your way to great success!

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.

In 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 the most effective components of an effective marketing strategy.

Enjoy!

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 Teleseminar® Program

With the **Teleseminar of the Month Club**, your teleseminar package includes:

Fully developed teleseminar with,

- Agenda, teleseminar flow, all necessary content, instructions, and scripting.
- Participant exercises.
- Activity Sheets for the participants to be emailed or used in a webinar.
- Follow-up plan which includes,
 - Follow-up recommendations.

Marketing Guide with recommendations on how to effectively market your teleseminar including,

- Logistics on how to coordinate a seamless and successful program..
- Marketing timeline.

Facilitation Guide which includes facilitation instructions for conducting a successful teleseminar, including:

- Knowing your role and moving past initial fears.
- Tips on how to lead a successful teleseminar.
- Connecting with the participants.
- Preparation for the teleseminar.

Ready2Go Promotional Guide with professionally crafted promotional materials including,

- Promotional emails
 - 2 Email invitations.
 - Reminder email.
 - Follow-up email.
- Registration and thank you page copy
- Registration and thank you page html files (completely developed web pages ready to put on your website)

The Webinar Guide includes:

- Professionally crafted slides to coordinate with your teleseminar, making it a webinar presentation
- Tips for hosting a successful webinar presentation

To learn more about the **Teleseminar of the Month Club membership options**, [click here](#).

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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, 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 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. to help you to successfully grow your list, nurture relationships by providing great value, market your teleseminar and get new clients.

With these products you receive quality content created by professional copywriters, speech writers and training developers, 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.

The full suite of Ready2Go products to coordinate with your teleseminar 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 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Professionally crafted speeches** for your in-person presentations
- **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

Knowing Your Role

We believe that the key to a successful teleseminar rests with your ability as the facilitator to create a safe and comfortable learning environment for all attendees. As the facilitator, it is also your responsibility to ensure that attendees have what they need to learn. This first means that you have done the necessary preparation - you know the workshop material and you have everything ready before you deliver it.

Second, it means approaching and delivering this teleseminar from the point of view of just being you. If you don't have much experience being a facilitator, don't worry. Just follow this instructor's guide, and you will be fine. And if you do make a mistake in the delivery of this teleseminar, don't worry about it. Remind yourself that all you are doing is giving it your best. Don't be afraid to try for fear of making a mistake or getting something wrong. One thing is for certain: if you never make a mistake, you're not doing anything.

In using this instructor's guide, don't forget to incorporate your own stories and experiences into it in order to stress the points you are trying to make. Also, be sure to make your questions relevant to your audience as the more relevant the exploration, the deeper the learning. This guide is like a blueprint for building a house; it may tell you what the house is supposed to look like when it is finished, but it doesn't indicate how it should be decorated.

The artful design of this teleseminar, coupled with your personal facilitation of it, will result in a high degree of attendee satisfaction. So remember to add your own personal style to it so that it comes across as yours.

Teleseminar Protocol

Quick Tips for Teleseminar Protocol

1. **Dial in instructions and protocol** - Send dial in information and teleconference instructions ahead of time so participants can be adequately prepared.
2. **Ask participants to call on a land line** - Ask people to call on land lines and avoid cell phones as much as possible. Cell phones tend to pick up errant signals, fight with the bridge line tones and create poor sound quality.

Tell people that if they do use a cell phone, to immediately put themselves on mute using their phone's mute function or (in most cases) a *6. When they want to speak, they can come off mute or press *6 again. Then, when they are done speaking they can go back on mute.

3. **Ask participants to arrange their schedule so they can be 100% present** - Ask people to try to arrange their schedules so that they focus on the teleseminar and not be distracted with other tasks. Of course this is not always possible, but the best learning will come from focused and engaged participants, **especially due to the highly interactive nature of these calls.**
4. **Heavy breathers** - On occasion you'll get a heavy breather on the line. Usually they don't realize they are doing it, so just be prepared and kindly mention that someone is breathing into the phone. Suggest that they hold the mouthpiece or telephone headset microphone a bit away from their mouth and nose, unless they are speaking. This may sound pretty silly, but when you're on a call with a heavy breather, you'll understand why it matters!



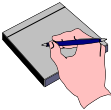

(This is a partial preview of this list – 4 out of 10 tips)

Conducting the Teleseminar

How to Use The Teleseminar Instructor’s Guide

This guide has been written in a set-by-step approach that will allow you to easily and successfully present this program. For each step, we have included time estimates, key content and activities, as well as the training materials you will need. As well, we have included the icons below to make this guide easy to follow.

Instructor’s guide icons used:

 <p>Directions:</p>	<p>Used to indicate the steps you will need to follow in order to conduct the program’s activities.</p>
 <p>Key Concepts</p>	<p>Refers to the most important concepts you will want participants to learn from this workshop.</p>
	<p>You will find this icon where the participant fills in an answer on their activity sheet.</p>
	<p>Denotes debriefing questions meant to challenge participant’s thoughts on what they just experienced in an activity.</p>

Teleseminar

Step #1 – Prepare Participants for Learning

Preparing participants to learn is a critical step. This step arouses interest in participants, generates positive feelings about the learning they are about to experience, and gets them primed to learn.

Create a positive learning environment by humanizing the teleseminar, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial.

The importance of getting off to a good start cannot be overstated. What you say and do in the first few minutes of the program can make all the difference in the world between a rich learning experience for participants and a frustrating expectation of what lies ahead for the next hour.

Step #2 – Content Presentation & Practice



This is the part of the teleseminar where participants first encounter new knowledge.

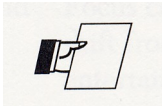
True learning means that participants acquire a deeper understanding of a topic by pushing past the boundaries of their own awareness of the concept.


This means participants become conscious of new ideas and possibilities through their own discovery and experience of the topic. In other words, total participant involvement is necessary.


Learning is not passive; it's not an act of consumption. Instead, learning is an act of creation.



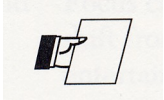
What participants think, say, and do is more important than what the facilitator thinks, says, and does. The facilitator's role is simply to initiate the learning process and then get out of the way.


Time	Content	Notes
15 minutes	Segment #1 - The Prism and Possibility of Life: The Prism	Materials Needed: Pen or pencil, note paper, and Worksheet #1.
Facilitator Says:	<p>“When it comes to making choices, there are two significant forces that influence the decisions we make.</p> <p>I like to call these two forces: “The Prism and Possibility of Life.”</p> <p>The term ‘Prism’ refers to the limitations we think about ourselves and shuts down our sense of choice.</p> <p>The term ‘Possibility’ refers to what we are willing to imagine for ourselves and opens up our sense of choice.</p> <p>Let’s look at each of these forces starting with the Prism.”</p>	
Learners Do:	<p>Activity: “Using a Prism”</p> <p>Activity Objective: Participants recognize how limiting beliefs shut down their sense of choice.</p> <div data-bbox="370 1115 469 1213" data-label="Image">  </div> <p>Directions:</p> <ol style="list-style-type: none"> 1. Show PowerPoint slide of a ‘prism.’ 2. Say: <p>Think for a moment about a prism. A prism is a triangular piece of glass used to break up visible light so that we can see its component colors.</p> <p>Without a prism, visible light appears as just a single element, but with a prism, that same light reveals a whole spectrum of colors which we can see.</p> <p>Our lives often appear to us in the same way as the light without a prism – as just a single element with no spectrum of choices available.</p> <p>When we see our lives in this way, we unknowingly create enormous limitations for</p> 	

Time	Content	Notes
	<p>ourselves.</p> <p>Consider these often heard limitations:</p> <ul style="list-style-type: none"> ▪ “I’m fat and will never lose weight. It’s just the way I am.” ▪ “I’m too old to try something new. You can’t teach an old dog a new trick.” ▪ “I don’t have the skills necessary to change careers. I guess I’m just stuck where I am.” <p>Get the idea?</p> <p>And what’s worse is that often we aren’t aware of the judgmental, sabotaging thoughts we are having.</p> <p>We also aren’t aware of how these thoughts hold us back.</p> <p>So to dissolve the limiting thoughts that affect our sense of choice, we need to become alert and awake to them. We have to be able to see past the single visible light and look at the spectrum of truth and possibilities that are available to us.</p> <p>Let’s look at an example of this. It has to do with the concept of time and the all-too-common catchphrase we hear people say that goes something like this:</p> <p style="text-align: center;">“I just don’t have any time for that.”</p> <ol style="list-style-type: none"> 3. Have participants pull out Worksheet #1 – “How You Spend Your Time” that was sent to them prior to the teleseminar. 4. Continue by saying: <p style="padding-left: 40px;">In our lives at one time or another, we’ve all said, “I just don’t have time for that.”</p> <p style="padding-left: 40px;">This statement is like that single light that needs a</p>	 <p>Handout – Worksheet #1 – “How You Spend Your Time”</p>

Time	Content	Notes
	<p>prism so that we can see the truth behind the possible “illusion” of not having any time.</p> <p>Only then can we see what is real and what choices are available to us.</p> <p>5. Tell participants that on their worksheet they will find some of the most common ways people spend their time. Ask them to take a few minutes to assess how they are currently utilizing their time.</p> <p>6. Going down the left column only, ask participants to fill in the blanks with the number of hours currently being spent doing each of these activities.</p> <ul style="list-style-type: none"> ▪ Tell participants they have two minutes to complete this step. ▪ Note: At this point, participants only fill out the left column of the worksheet. The rest of the worksheet will be filled out later in the teleseminar. <p>7. When time is up, ask participants to reflect on what the prism is showing them about how they choose to spend their time.</p> <p>8. Ask the following debriefing questions:</p>	
	<ul style="list-style-type: none"> ▪ You just applied a prism to the idea of having no time. You can now see through the prism how your time is actually being spent. What is it showing you about how you are choosing to spend your time? <ul style="list-style-type: none"> ○ Solicit several responses. ▪ What consequences, good or bad, can you identify that go along with your choices ? <ul style="list-style-type: none"> ○ Solicit several responses. <p>9. End by making the following key points:</p>	

Time	Content	Notes
Facilitator Says:	 <p>Key Points to Make:</p> <ul style="list-style-type: none"> ▪ We think circumstance is something that happens randomly to us instead of realizing we make it happen for ourselves through our own thoughts and choices. ▪ If we continuously think in a limiting way, we shouldn't be surprised when our lives end up remaining the same or feeling out of control. ▪ Instead, we need shift our thinking and start focusing on something other than limiting factors in our lives. ▪ This can only be done by tearing down our old way of thinking and replacing it with a new way of thinking. ▪ If you keep referring to your old ways of thinking you will never see the spectrum of choices that are available to you. ▪ Remember, by challenging the limitations we have experienced as a result of our thoughts and choices, we can dramatically alter the course of our lives. 	
Facilitator Says:	<p>Transition to Next Topic:</p> <ul style="list-style-type: none"> ▪ The second force in our minds that affects our sense of choice is the opposite of limitation – it is allowing ourselves to imagine what's possible, and to then choose from a place of possibility. 	

Time	Content	Notes
20 minutes	Segment #2 - The Prism and Possibility of Life: Possibility	Materials Needed: Pen or pencil, note paper, and Worksheets #1 & 2.
Facilitator Says:	<p>“We go where our choices take us, and our choices result from the predominant thoughts we think.</p> <p>We can only go as high and as far as our thoughts and our choices will allow us.</p> <p>To go higher and farther, we must first imagine that something better is possible.”</p>	
Learners Do:	<p>Activity #1: “Seeing What’s Possible”</p> <p>Activity Objective: Participants recognize how imagining what’s possible opens up their sense of choice.</p>  <p>Directions:</p> <ol style="list-style-type: none"> 1. Show PowerPoint slide for the idea of ‘possibility.’ 2. Have participants pull out Worksheet #2 – “Kaleidoscope Brainstorming” that was sent to them prior to the teleseminar. 3. Tell them that the idea of Kaleidoscope Brainstorming is to help them imagine what’s possible regardless of how unrealistic the possibilities may seem. 4. Say to participants: <p>“Just like the kaleidoscope toy, all ‘possibility’ needs is just the smallest shift and suddenly the image changes. So let’s apply a small turn of the tube and see what’s possible, shall we?”</p> 5. Tell participants to imagine that suddenly they have been given all the time and money they will ever need in order to accomplish anything they want in 	  <p>Handout – Worksheet #2 - “Kaleidoscope Brainstorming”</p>

Time	Content	Notes
<p data-bbox="175 1696 342 1780">Facilitator Says:</p>	<p data-bbox="464 304 516 338">life.</p> <ol style="list-style-type: none"> <li data-bbox="418 380 1130 558">6. Now direct them to the worksheet and tell them that for each of the life categories listed on the worksheet, you would like them to brainstorm at least five things they would want to accomplish if, again, time and money were not an issue. <li data-bbox="418 600 1130 737">7. Let participants know that you want them to work quickly when brainstorming, and you are only going to allow them five minutes to complete this task. <li data-bbox="418 779 1130 957">8. When everyone understands the instructions, begin the activity. <ul style="list-style-type: none"> <li data-bbox="464 894 1130 957">▪ Keep track of time, and let participants know when they have one minute left. <li data-bbox="418 999 1130 1178">9. When time is up, bring the group back together and ask for volunteers who would be willing to share what the experience was like for them. <ul style="list-style-type: none"> <li data-bbox="464 1146 1130 1178">▪ Solicit several responses. <li data-bbox="418 1220 1130 1650">10. After, ask the following debriefing questions: <ul style="list-style-type: none"> <li data-bbox="464 1293 1130 1367">▪ How did brainstorming from a place of possibility feel? <li data-bbox="464 1409 1130 1503">▪ What did you notice happened when you were encouraged to imagine what's possible without restrictions? <li data-bbox="464 1545 1130 1650">▪ How is choice impacted when we imagine what's possible regardless of how realistic or unrealistic the possibilities may seem? 	
	<p data-bbox="370 1696 716 1730">Transition to Next Topic:</p> <ul style="list-style-type: none"> <li data-bbox="464 1772 1130 1845">▪ Now I would like to return to the example we looked at earlier of “having no time.” <li data-bbox="464 1877 1130 1950">▪ Let's apply the Kaleidoscope Brainstorming technique to this common problem and see 	

Time

Content

Notes



what possibilities open up for us.

(This is a partial script for this teleseminar)

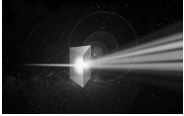
Step #3 – Course Review & Application

Reviewing what has been learned is critical for long-term retention by participants. This step is the culmination, the fulfillment, of all the learning that has gone on during the teleseminar.

Activity Sheets

Transfer these slides to a Powerpoint file or to a Word file. Then you can increase the size and customize as needed.

Worksheet # 1 – How You Spend Your Time



“I just don’t have any time to take that on.”

Hours per Week	Activity	Dissatisfied	Satisfied	Activity	Preferred Hours per Week
	Job			Job	
	Commuting			Commuting	
	Making Meals			Making Meals	
	Exercise			Exercise	
	House Upkeep			House Upkeep	
	Social Events			Social Events	
	Hobbies			Hobbies	
	Shopping			Shopping	
	Yard work			Yard work	
	Watching TV			Watching TV	
	Relaxing			Relaxing	
	Sleeping			Sleeping	
	Other			Other	

(This is one of the activity sheets included in this teleseminar.)

After the Teleseminar

Post Teleseminar Progress (Participant Homework)

Homework

“Life is change. Growth is optional. Choose wisely.”

The choices we make end up following us in life. By being more responsible for our choices, and being accountable for the decisions we have made, we can change our lives for the better. So what choices are you making for yourself this week?

Over the course of the next seven days, be aware of the choices you are making in life. Those choices can be around anything big or small. Log them below, and after one week revisit all the choice you made and make an honest assessment around whether your choices had a positive or negative impact on you. In other words, recognize the consequences each choice brought with it.

(This is a partial view of the homework for this teleseminar.)