

motivation

# MAGIC

Awakening in Others  
the Inspiration to Excel

Teleseminar  
Preview

  
Ready2Go  
MARKETING SOLUTIONS



# Motivation Magic!

---

Awakening in Others the Inspiration to Excel

**Teleseminar Preview**



*Motivation Magic – Awakening in Others the Inspiration to Excel*



**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 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
- 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 this product 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. And they are relevant to most target markets, and 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!

*Motivation Magic – Awakening in Others the Inspiration to Excel*



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 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.

Additionally, with the [Teleseminar of the Month Club Premium Membership](#), you also receive:

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)

*Motivation Magic – Awakening in Others the Inspiration to Excel*



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

.

*Motivation Magic – Awakening in Others the Inspiration to Excel*



---

Published by Ready2Go Marketing Solutions, Inc.

Copyright © 2010 by Ready2Go Publishing, LLC

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system now known or to be invented, without permission in writing from the publisher, except by a reviewer who wishes to quote brief passages in connection with a review written for inclusion in a magazine, newspaper or broadcast.

"This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering professional service of any kind. If expert assistance is required, the services of a competent professional person should be sought."

#### DISCLAIMER

This publication is sold with the understanding that neither the author nor the publisher is engaged in rendering professional services. Questions relevant to the specific professional needs of the reader should be addressed to practicing members of those professions.

The information, ideas, and suggestions contained herein have been developed from sources, including publications and research, which are considered and believed to be reliable, but cannot be guaranteed. Moreover, because of the technical nature of the material and the fact that laws are never static, but ever changing, the assistance of a competent, qualified professional is recommended when implementing any plans or ideas discussed in this publication, in whatever medium the material in this publication is used.

The publisher specifically disclaims any liability, loss, or risk, personal or otherwise, incurred as a consequence directly *or* indirectly of the use and application of any of the techniques or contents of this publication.

This publication and the contents herein are provided without any warranty, express or implied, as to their effect, completeness, or results received.

#### TERMS OF USE

By purchasing or using this publication and the contents herein, you agree that they may only be used for your personal use and may not be sold or redistributed without the written consent of Ready2Go Marketing Solutions, Inc. The publisher of this package has no way of knowing the specific needs of the reader. It is necessary then that you understand the limitations of this or any other package.

#### LICENSE

This publication is copyrighted. The buyer of this publication is given a limited license to use its contents for his or her use.

This package and all its contents are sold to you, the buyer, with the agreement that your purchase entitles you to a non-exclusive right to use this package and the material contained herein for personal educational use.

**Printed in the United States of America**

***Motivation Magic – Awakening in Others the Inspiration to Excel***



# Table of Contents

ABOUT READY2GO.....	8
MARKETING SOLUTIONS, INC.®.....	8
READ THIS FIRST .....	11
KNOWING YOUR ROLE.....	12
MOVING PAST INITIAL FEARS.....	13
CONDUCTING THE TELESEMINAR.....	14
ACTIVITY SHEETS.....	23





# About Ready2Go Marketing Solutions, Inc. ®

---

*Motivation Magic – Awakening in Others the Inspiration to Excel*



## 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, 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](mailto:support@ready2gomarketingsolutions.com) or give us a call anytime.

*Motivation Magic – Awakening in Others the Inspiration to Excel*



## 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](http://www.Ready2GoMarketingSolutions.com).

# Read This First

---

*Motivation Magic – Awakening in Others the Inspiration to Excel*

## **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.

## **Moving Past Initial Fears**

If you are an experienced teleseminar leader, you will quickly discover how professionally crafted these teleseminars are, and you will be able to execute them with ease.

If you are new at hosting teleseminars, you may be thinking, “Can I successfully pull this teleseminar off? Can I really confidently lead this teleseminar with a group of others that I cannot see? I’m not an expert; will people ask me something I don’t know?”

It is quite normal to have these concerns when confronted with having to deliver a training program. After all, most of our learning experiences have pretty much been the same - there is a teacher going on and on with a lecture about the subject, while students passively take notes.

This teleseminar is not designed like that. Instead, it has been developed based on the idea of being learner-centered. What this means is simple. You as the facilitator are not the center of attention, nor are you the sole dispenser of knowledge. In other words, learning happens as a result of your attendees being allowed to do the work of learning for themselves. You can only really learn how to swim, for example, by swimming. Yes, an instructor may be there to help, but there really is no substitute for a person just diving in with their whole mind and body and experiencing a concept for themselves. There simply is no substitute for doing. This is how this teleseminar has been designed, rather than on conventional notions of what learning is.

If you keep this in mind, then any fears that arise about whether you can do this, or how you will come across to others, should quickly fade away. Learning will happen because your participants will be far better teachers of their own learning than you. Moreover, this teleseminar has been designed this way to intentionally take the burden off of you. Remember, whatever your participants can do for themselves, discover for themselves, or talk about for themselves – they will own. As a facilitator, all you have to do is manage the learning process. With this program, you will be able to do just that.

# Conducting the Teleseminar

## Tele-seminar Schedule

The following agenda is meant to be a guideline and not a hard and fast schedule to keep.

Topic	Time Estimate
Starting the Call	5 min
Introductory Activity – A HELPiNG Hand	10 min
Tool #1 - Finding Motivation	20 min
Tool #2 - Sustaining Motivation	20 min
<b>Make Your Offer Here</b>	<b>5 min</b>
Tool #3 - Regaining Motivation	10 min
Application - Final Thoughts	5 min
Total Time	75 Minutes

*Motivation Magic – Awakening in Others the Inspiration to Excel*





## **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.



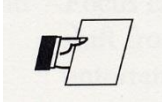
Create a positive learning environment by humanizing the tele-seminar, letting participants know that they will be successful, and that the learning they are about to take on will be tremendously beneficial.

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.

## Motivation Magic

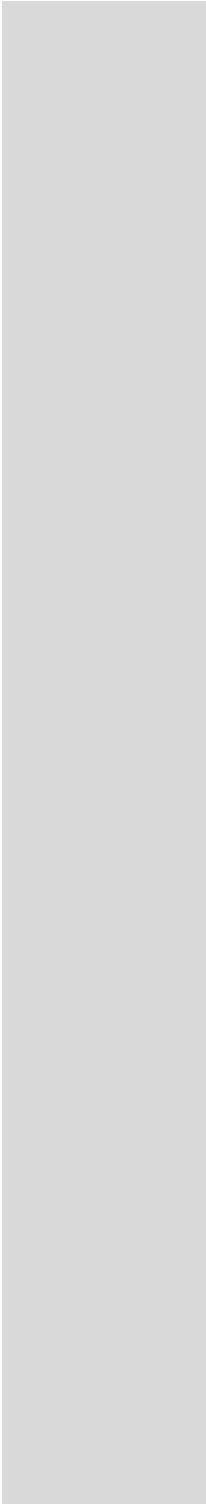
Awakening in Others the Inspiration to Excel  
*(This is one activity in a 75 minute teleseminar)*

### Teleseminar Script

Time	Content	Notes
10 minutes	<p><b>Introductory Activity – A HELPing Hand</b></p> <p>“Making a personal change takes strength and a high degree of motivation.</p> <p>It takes motivation to begin the process, and motivation to stay with it. Often a big part of that motivation comes from the support, encouragement and guidance of people who believe in us and want to see us successful like a coach, mentor, spouse, friend, boss or teacher.</p> <p>These support systems are integral to our success because motivation can be hard to sustain over time. And for that reason <b>a helping hand</b> can be just what someone needs to continue on.</p> <p>Let’s start by exploring how <b>we</b> can best ‘help’ others stay motivated as they pursue an important change or goal in their lives.”</p>	<p>Materials Needed:            Pen or pencil, and            Worksheet #1 –            “A HELPing Hand.”</p>
<p><b>Facilitator Says:</b></p>		
<p><b>Learners Do:</b></p>	<p><b>Activity: “A HELPing Hand”</b></p> <p><b>Activity Objective: Participants reflect on a previous goal they have set in their lives, and then create a meaningful acronym about how they can use their experience to H-E-L-P others.</b></p> <p> Directions:</p> <ol style="list-style-type: none"> <li>Show PowerPoint slide of <i>H-E-L-P</i>.</li> </ol>	<p></p> <p></p>

Time	Content	Notes
<p data-bbox="232 478 396 554"><b>Facilitator Says:</b></p> <p data-bbox="256 688 396 764"><b>Learners Do:</b></p> <p data-bbox="232 1730 396 1806"><b>Facilitator Says:</b></p>	<ol style="list-style-type: none"> <li data-bbox="467 394 1154 491">2. Have participants pull out Worksheet #1—“A HELPiNg Hand” that was sent to them prior to the teleseminar.</li> <li data-bbox="467 541 1175 722">3. Say, “One of the best ways to look at how we can help others through a personal change or goal is to first reflect on a goal we’ve pursued in our life, and how others helped us or how we could have benefited from the help of others.”</li> <li data-bbox="467 764 1175 1604">6. Ask participants to reflect on a time when they made a personal change or goal and had difficulty staying motivated around that change or goal.               <ul style="list-style-type: none"> <li data-bbox="516 911 1175 1058">▪ Have participants think about what kind of support they received from others or could have used from someone else when their motivation lagged.</li> <li data-bbox="516 1100 1175 1457">▪ Share that some examples can include:                   <ul style="list-style-type: none"> <li data-bbox="613 1142 802 1163">○ A pep talk.</li> <li data-bbox="613 1184 1078 1205">○ Someone to notice your progress.</li> <li data-bbox="613 1226 1110 1289">○ Someone to remind you of why you wanted to change in the first place.</li> <li data-bbox="613 1310 1110 1373">○ Someone to brainstorm options and develop a plan.</li> <li data-bbox="613 1394 1110 1457">○ Someone to report to and hold them accountable.</li> </ul> </li> <li data-bbox="516 1499 1143 1604">▪ Allow participants a minute or two to identify the personal change or goal that was hard to stay motivated with and the support to help.</li> </ul> </li> <li data-bbox="467 1646 1143 1709">7. Next, direct participants to the acronym H-E-L-P along the bottom of the worksheet.</li> <li data-bbox="467 1751 753 1793">8. Say the following:</li> </ol>	<p data-bbox="1224 394 1419 533"><b>Handout – Worksheet #1 - “A HELPiNg Hand”</b></p>

Time	Content	Notes
------	---------	-------




“When you think about the help someone else can provide to keep you motivated to reach a goal or make a change, what comes to mind? What could each letter in the word H-E-L-P stand for?”

For example, the H in HELP could stand for ‘Hope.’ You must have ‘hope’ in order to stay motivated. If someone helps you to have ‘hope’ that can be a huge support.”

9. Ask participants to take two minutes to think about what else the H in HELP could stand for and write the words down, as well as words for the other three letters.
10. Have participants write down what comes to mind in the spaces provided on the worksheet.
  - **Note:** Remind participants that there is no correct answer for what each letter could stand for. It’s okay if each person comes up with different meanings for each letter.
  - Allow participants two minutes to complete the acronym.
  - After the allotted time, bring participants together.
11. Go through each letter one at a time, and ask for volunteers to shout out what words they came up with. Encourage participants to write down the words they hear that resonate with them most.
  - a. Solicit several responses for each letter.
  - b. Repeat the words that you hear, then move on to the next letter until you complete all 4 letters.
12. After all four letters have been debriefed, end by making the following key points:

*Motivation Magic – Awakening in Others the Inspiration to Excel*

Time	Content	Notes
Facilitator Says:	 <p><b>Key Points to Make:</b></p> <ul style="list-style-type: none"> <li>▪ “As you can see by this activity, there are many ways to help someone stay motivated as they go through a change or pursue a goal.</li> <li>▪ When supporting someone in their pursuit, it is very important to understand what they may be struggling with, and how you can best support them.</li> <li>▪ That is why I’ve broken down helping others stay motivated into three different phases:               <ul style="list-style-type: none"> <li>○ Finding motivation</li> <li>○ Sustaining motivation</li> <li>○ Regaining motivation”</li> </ul> </li> </ul>	
	Facilitator Says:	<p><b>Transition to Next Topic:</b></p> <ul style="list-style-type: none"> <li>▪ “One needs motivation during all phases of pursuing a change or goal —the beginning when they are creating their plan and getting into action; the middle when they may get tired, discouraged or distracted; and then continuing all the way through until the change or goal has been achieved.</li> <li>▪ In this teleseminar we will look at three tools you can use to lend a helping hand to others.</li> <li>▪ Let’s start by looking at the first tool, which can help a person just starting out on their personal change path.”</li> </ul>

## **Step #2 – Content Presentation & Practice**

This is the part of the workshop 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.



### **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 workshop.

*Motivation Magic – Awakening in Others the Inspiration to Excel*

# Activity Sheets

---



## **Worksheet # 1 – “A HELPing Hand”**

*(This is one of numerous activity sheets for this 75 minute teleseminar)*

### **Personal Change Experience**

Identify a personal change or goal that was hard for you to stay motivated to achieve:

List the kinds of supports that helped or may have helped you stay motivated:

- 
- 
- 

Now think about the word HELP and each of its letters. With regard to motivating others, what could each letter stand for?

H-E-L-P stands for...

H =

E =

L =

P =

*Motivation Magic – Awakening in Others the Inspiration to Excel*