

The Rhythm and Blues of Empathy



**Resonating With
the Feelings of
Others to
Build Rapport**

TELESEMINAR

The logo for Ready2Go Marketing Solutions features a stylized graphic of two curved arrows, one red and one yellow, pointing upwards and to the right. Below this graphic, the text "Ready2Go" is written in a large, red, sans-serif font, with the "2" being smaller and yellow. Underneath "Ready2Go", the words "MARKETING SOLUTIONS" are written in a smaller, black, all-caps, sans-serif font.

Ready2Go
MARKETING SOLUTIONS

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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.

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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!

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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)

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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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Published by Ready2Go Marketing Solutions, Inc.

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Printed in the United States of America

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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 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.

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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.

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Read This First

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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.

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Teleseminar Protocol

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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)



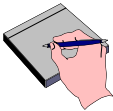

Conducting the Teleseminar

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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>

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Teleseminar

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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 – “The Blind Man”	10 min
Segment #1 – What is Empathy?	10 min
Segment #2 – Why is Having Empathy So Critical?	15 min
Make Your Offer Here	5-8 min
Segment #3 – How Can I Further Develop My Empathy Skills?	17 min
Application – Empathy Tips	10 min
Total Time	75 Minutes

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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.

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Teleseminar Script

Time	Content	Notes
10 minutes	Introductory Activity – “The Blind Man”	Materials Needed: Pen or pencil, note paper.
Facilitator Says:	<p>“Excellent communication is essential for a fulfilling life and for more successful relationships.</p> <p>One of the main ingredients of excellent communication is empathy.</p> <p>But what exactly is empathy?</p> <p>As we begin to explore this question, I want to tell you a story.”</p> <p>Activity: “The Blind Man”</p> <p>Activity Objective: Participants listen to a brief story that hints at what empathy is and illustrates its significance.</p>	
Facilitator Says:	 <p>Directions:</p> <ol style="list-style-type: none"> 1. Show PowerPoint slide of <i>blind man</i>. 2. Tell participants to sit back and relax for a few moments while you read them a brief story. 3. Pause for a moment to allow participants to get comfortable, then read them the following story: 	
	“The Blind Man”	

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Time	Content	Notes
<p>Facilitator Asks:</p>	<p>An old man with dark glasses was sitting on a busy street corner during rush hour. He was playing a saxophone and begging for money. On the cardboard sign, next to an empty tin cup, he had written: ‘Blind – Please Help.’</p> <p>Despite the sign, no one was stopping and giving him any money.</p> <p>After a while, a young advertising writer walked past and saw the blind man with his sign and empty cup, and also saw that many people were passing by completely unmoved, let alone stopping to give him money.</p> <p>The advertising writer took a thick marker from his pocket, turned the sheet of cardboard over and rewrote the sign, and then went on his way.</p> <p>Immediately, people began putting money into the tin cup.</p> <p>After a while, when the cup was overflowing with coins and dollar bills, the blind man asked a stranger to tell him what the sign now said.</p> <p>“It says,” said the stranger, “It’s a beautiful day. You can see it. I cannot.”</p> <p style="text-align: center;">End of Story</p> <p>3. When finished reading the story, ask participants the following debriefing questions:</p> <ul style="list-style-type: none"> ▪ How did this story make you feel? <ul style="list-style-type: none"> ○ Solicit several responses. ▪ What might be some reasons why the second 	

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Time	Content	Notes
	<p>message about the blind man’s situation elicited a much greater response from the people passing by than the first message?</p> <ul style="list-style-type: none"> ○ Solicit several responses. ▪ How do you think this story relates to our topic of empathy? <ul style="list-style-type: none"> ○ Solicit several responses. <p>4. Show PowerPoint slide of hearts, and end by making the following key points:</p>	
<p>Facilitator Says:</p>	 <p>Key Points to Make:</p> <ul style="list-style-type: none"> ▪ “We react stronger to stories that have an emotional element to them, and the story I just read illustrates how we connect to others through our emotions. ▪ Identifying with and understanding someone else’s situation is what empathy is all about. ▪ As the 18th Century English poet Samuel Taylor Coleridge once said, ‘What comes from the heart, goes to the heart.’” ▪ True empathy requires us to be aware of others and the emotions they are experiencing.” 	
<p>Facilitator Says:</p>	<p>Transition to Next Topic:</p> <ul style="list-style-type: none"> ▪ “Let’s look further into the definition of empathy, and explore how this skill can impact our lives in positive ways.” 	

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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.

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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.

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