

The **PERSUASION** *Equation*

*How to Influence Others,
Sell Your Ideas, and
Make Things
Happen*

**Teleseminar
Preview**



Ready2Go
MARKETING SOLUTIONS

The Persuasion Equation

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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 (and PowerPoint Slides)
- Workshops
- Coaching Packages

When it comes to effective ways to gain exposure and offer a valuable service to your prospects and clients, teleseminars are a surefire 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 them with a professionally crafted Ready2Go Teleseminar, then you are on your way to remarkable success!

The Ready2Go topics are highly relevant to most target markets. The topics are 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

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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, appearing to read "Kim". The signature is fluid and cursive, with a long horizontal stroke at the end.

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® Programs

With the **Ready2Go Teleseminar**, 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; and
- Follow-up plan which includes:
 - Homework and coaching sessions.

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

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

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; and
- Preparation for the teleseminar.

Ready2Go Promotional Guide with professionally crafted promotional materials including:

- Promotional emails:
 - 2 Email invitations;
 - Reminder email; and
 - Follow-up email.

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 excellent 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:

- **PowerPoint Slides** to make your teleseminar into a webinar.
- **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
- **Coaching Packages using the same content as the teleseminar and** re-formatted to be delivered as a self-guided program.

To learn more about the Ready2Go products, go to www.Ready2GoMarketingSolutions.com.

Teleseminar 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 – Persuading others to your idea	10 min
Segment #1 – How people attempt to persuade and influence	10 min
Segment #2 – Obstacles and aids to persuading and influencing	20 min
Make Your Offer Here	5-8 min
Segment #3 – Practicing your persuasion and influencing skills	15 min
Application – What’s been learned?	10 min
Total Time	75 Minutes

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.

Persuasion Equation

How to Influence Others, Sell Your Ideas, and Make Things Happen

Teleseminar Script

Time	Content	Notes
5 minutes	<p>Starting the Call</p>  <p>Directions:</p> <ol style="list-style-type: none"> 1) Begin the call with energy and enthusiasm and have the <i>PowerPoint title</i> slide up on the screen. 2) Welcome the participants to the training and highlight what topic they are attending: <p>For example, “HELLO EVERYONE! And welcome to today’s training “Persuasion Equation – How to Influence Others, Sell Your Ideas, and Make Things Happen.”</p> <ol style="list-style-type: none"> 3) Introduce yourself. <p>For example, “I’m Sally Smith, the President of Best Life Ever Coaching, and your facilitator for today’s training. I am very excited to be speaking with you because today we are going to explore several key points around this very popular topic of persuasion and influence. During the training, we’ll cover the following:</p> <ul style="list-style-type: none"> ▪ Review three forms of persuasion and influence that are commonly used but not as effective as we may think. ▪ Evaluate the obstacles to persuasion and influence that minimize its success, and learn the aids to counteract them. ▪ Discover new skills that can enhance your ability to have more influence when dealing 	<p>Materials Needed: Pen or pencil, note paper.</p> 
Facilitator Says:		

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with others.

- Practice relational skills associated with the art of persuasion and influence that will make a significant difference in your communications, and your relationships.

These are valuable skills that we all need to be successful, and this course will show you how.

**Facilitator
Says:**




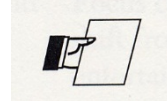
4) Briefly cover teleseminar or webinar protocol:




“Before we jump in, we are going to take a minute to review some teleseminar guidelines so that we can ensure that we have a successful training.”

- Ask participants to be respectful of others on the line, and keep background noise to a minimum. It’s best to be in a place where there is no noise and you can focus on the discussion at hand.
- Tell participants how to mute and unmute their phone.
- Say your name before you speak. We always like to know who we are hearing from.
- Be participative. These trainings are much more valuable and fun when everyone gets involved.”



5) Say:

- “O.K., so let’s begin our discovery.”

Time	Content	Notes
10 minutes	Introductory Activity – Persuading Others to Your Idea <p>[Show PowerPoint slide of the term <i>accepting your ideas</i>.]</p>	Materials Needed: none 
Facilitator Says:	<p>“The ability to persuade and influence may be the ultimate advantage in life.</p> <p>To have others accept your ideas, agree with you, or do what you ask of them can truly lead to more success, both yours and theirs.</p> <p>But how do you get others to accept your ideas? What’s the secret ingredient?</p> <p>As we contemplate this question, let’s explore what the terms ‘persuade’ and ‘influence’ mean.”</p>	
Learners Do:	<p>Activity: “Magic Lamp”</p> <p>Activity Objective: Participants decide on the qualities or traits that would allow them to better convince others.</p>  <p>Directions:</p> <ol style="list-style-type: none"> 1. Show PowerPoint slide of <i>magic lamp</i>. 2. Have participants pull our Worksheet #1 – “Magic Lamp” that was sent to them prior to the teleseminar. 3. Tell participants to imagine that they have just found a magic lamp and when they rub it – surprise - a genie appears! 	  <p>Handout – Worksheet #1 - “Magic Lamp”</p>

Time	Content	Notes
	<p>4. Tell participants that this genie is going to grant them the ability to be more convincing with others.</p> <p>[Click to reveal a genie and then click again to reveal the qualities and traits associated with people who are more convincing.]</p> <ul style="list-style-type: none"> ▪ All they have to do is decide which three qualities or traits listed they feel would be most helpful in being more persuasive. ▪ Tell participants to be prepared to explain why they feel the qualities or traits they chose are the most beneficial. <p>5. Allow participants one minute to make their selections.</p> <ul style="list-style-type: none"> ▪ Remind participants when 30 seconds remain. <p>6. When time is up, ask for volunteers to share what three qualities/traits they selected and why.</p> <ul style="list-style-type: none"> ▪ Solicit several responses. <p>7. After, debrief the activity by asking the following:</p> <ul style="list-style-type: none"> ▪ What common threads do you see behind all the qualities and traits listed here? <p>8. End by making the following key points:</p>	 
Facilitator Asks:		
Facilitator Says:	 <p>Key Points to Make:</p> <ul style="list-style-type: none"> ▪ “The ability to persuade others to act or think in a certain way is a fundamental quality of all successful people. ▪ Whether it is leaders, scientists, artists, politicians, or successful authors, just to name a few, they are 	

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Time	Content	Notes
	<p>able to convince others of their ideas.</p> <ul style="list-style-type: none"> So, what's the difference between 'persuasion' and 'influence'? <p>[Click to reveal each definition on the PowerPoint one at a time.]</p> <ul style="list-style-type: none"> We define the term 'persuasion' as <i>the process of changing attitudes, beliefs, opinions or behaviors toward an outcome through voluntary compliance.</i> We define the term 'influence' as <i>"the act or power of producing an effect without apparent exertion of force or direct exercise of command."</i> Both concepts are important to changing someone's thoughts, feelings, attitudes or behaviors in a personal way. In short, persuasion and influence is about connecting people to your ideas AND making logical arguments to support them. If you don't take any other learning away from this training, I want you to leave remembering this: <p>[Click to reveal key message.]</p> <p><i>To persuade and influence others requires connecting with people on a logical AND personal level.</i></p> <p><i>Win their hearts, not just their minds."</i></p>	 
Facilitator Says:	<p>Transition to Next Topic:</p> <ul style="list-style-type: none"> "But it's important to be able to distinguish between approaches that can truly win the hearts of others versus using tactics that are more manipulative, and may have significant negative consequences. Let's look at the three primary ways people 	

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	attempt to persuade and influence, and explore why these approaches are ineffective when dealing with others.”	

Worksheets

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Worksheet # 1 – “Magic Lamp”

Circle or highlight three qualities below that you feel would be most helpful to you in being more persuasive with others:

- Be a better public speaker
- Make the mundane interesting
- Possess more communication skills
- Have more passion around interests
- Find the positive in things
- Have the confidence to act
- Be more focused
- Have more charisma
- Be more flexible and adaptable
- Have better timing
- Freely give compliments
- Be more prepared
- Be kinder
- Build better trust
- Be more giving
- Strive to be more helpful
- Have a more open mind



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