



Transitions and *Transformations*

Thriving in the
Midst of CHANGE

**Teleseminar
Preview**

 **Ready2Go**
MARKETING SOLUTIONS

Transitions and Transformations

Thriving in the Midst of Change

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 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
- Inspirational video montages
- 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!



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. 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 Ready2Go Teleseminar® you get more than 80 pages of:

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.

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.

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

- Logistics on how to coordinate a seamless and successful program.
- Professionally crafted promotional correspondence including,
 - Email invitation.
 - Reminder email.
 - Follow-up email.
 - Relevant article to send with your marketing emails.
- Marketing timeline.

Follow-up plan which includes,

- Follow-up recommendations.
- 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.

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
- **Professionally written articles** to include in your newsletters
- **Success tips**, which are 100- to 200-word "mini articles" to send to your list or use as blog posts
- **Inspirational video montages**, which are 2- to 3-minute inspirational movies that you brand with your logo and contact information
- **Professionally crafted speeches** for your in-person presentations
- **Professionally developed teleseminars** to engage your prospects and clients through remote training
- **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.

Conducting the Teleseminar

Learning Outcome

Teleseminar Benefits:

In this tele-seminar, your participants will...

- Explore how perspectives impact their ability to deal effectively with external change and the internal chaos it creates.
- Recognize the need to work effectively in the midst of change, rather than focusing on trying to just make it stop.
- Accepting change as a means of embracing a new beginning.
- Gain a new outlook on working with change and the transition process.

Course Contents

Part I - Our Reaction to Change

- We will explore how we commonly react to change in our lives.
- Participants recognize how we are creatures of habit and for that reason are naturally uncomfortable with experiencing what's new and different.

Part II - The Importance of Change

- Realize why change is so necessary to our lives.
- Participants experience how allowing even small changes can bring about big differences.

Part III - Seeing Change Differently

- Even though the experience of change can be quite difficult, the context of change can be seen as very much positive
- Participants are encouraged to examine their current lives and to identify what change they may be dealing with right now in their lives.

Part IV - Accepting Change

- The power that change has to show us just how much more capable we really are at having a richer, more fulfilling life.
- Participants will realize that no matter how well they seem to be doing in their lives they are in fact capable of something even better.

Part IV – What are Some Stress Management Techniques?

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
Our Reaction to Change	15 min
Uncomfortable With Change	10 min
The Importance of Change	15 min
Seeing Change Differently	15 min
Accepting Change	10 min
Final Thoughts	5 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.

Transitions and Transformations

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Tele-seminar 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. 2. Welcome the participants to the call and highlight what topic they are attending: <p style="margin-left: 40px;">For example, “HELLO EVERYONE! And welcome to today’s call on <i>Transitions and Transformations – Thriving in the Midst of Change</i></p> 3. Introduce yourself. <p style="margin-left: 40px;">For example, “I’m Sally Smith, the President of Best Life Ever Coaching, and your facilitator for today’s call. I am very excited to have you here today.”</p> 4. Review with participants the agenda for the call, breaking down what will be covered and what they can expect from each topic. <p style="margin-left: 40px;">“Today you are going to learn several key points about the concept of change that you can implement right away. Today’s tele-seminar is broken down into the following components:</p> <ul style="list-style-type: none"> ▪ Our Reaction to Change – We will explore how we commonly react to change in our lives. ▪ The Importance of Change – Realize why change is so necessary to our lives. 	<p>Materials Needed: Pen or pencil, and paper for note taking.</p>
Facilitator Says:		

Facilitator Says:

- Seeing Change Differently – Even though the experience of change can be quite difficult, the context of change can be seen as a very positive experience.
- Accepting Change – The power that change has to show us just how much more capable we really are at having a richer, more fulfilling life.”

5. Briefly cover tele-call protocol:

“Before we jump in, we are going to take a minute or two and do some quick housekeeping so that we can ensure that we have a successful call.

- Please 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.
- You can mute your phone with a *6 (star, six) when you are not speaking. To un-mute, hit *6 again. (or whatever your conference system uses to mute the line)
- Say your name before you speak. We always like to know who we are hearing from.
- Be participative. These calls are much more valuable and fun when everyone gets involved.”

6. Say:

- “O.K., so let’s get to it.”

15 minutes

Our Reaction to Change

Activity #1: “Pick a Card”

Activity Objective: Participants explore the different

Materials Needed:
Pen or pencil, and
“Pick a Card”
worksheet.

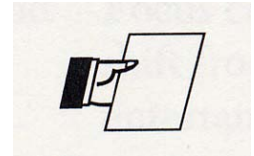
ways in which people react to change.

Learners
Do:



Activity Directions:

1. Have participants pull out the **“Pick a Card” - Worksheet #1** that was sent to them prior to the tele-seminar.
2. Instruct participants to review the statements listed on the worksheet and to select one that they will use to introduce themselves.
 - Each participant will state their name and then complete the statement for one of the cards they have picked and answered.
3. Participants introduce themselves and then complete the statement for one of the cards.
 - **Note:** If time is limited, or there are many participants on the call, ask for volunteers from the entire group to share their introductions.
4. As each person is introduced, and completes their chosen statement, the others should be making note of any insights they gain from hearing how people are responding.
 - Possible responses might include that we all respond to change differently or that our responses are as different as we are unique.
5. When finished, ask participants to summarize what they heard in the group’s responses surrounding change.
6. After, make the following points:



Handout – “Pick a Card”
Worksheet #1

Facilitator
Says:



Key Points to Make (tie to activity):

- Change can bring up all kinds of emotions and reactions in us - especially fear.
- Experiences of change can make us question who we thought we were and threaten what we have painstakingly built up in our lives.
- Let's face it, change can feel like an earthquake at our feet, or a deadly tsunami barreling down upon us.
- We have all learned during our lives to respond to this nemesis called change in very different ways.
- Our current environment, the way we were brought up, our life experiences, our role models, and our unique personalities, temperament, and ways of thinking have all contributed to how we currently regard change.
- With change lurking around us and ready to pounce on us at any moment, it's no wonder we put so much effort towards maintaining the status quo in our lives; after all, the status quo is the only thing we know for sure.
- In the end, we fight the good fight and resist change.
- We do what's 'tried and true' – the familiar thing that we can count on over and over again.
- Even when we are drawn toward something new and exciting in our lives, we still feel that uncertainty within us that is unsure of wanting things to be different.

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.

After the Teleseminar

Post Teleseminar Progress

If you desire, you can offer homework to the participants at the end of the teleseminar. You can offer to follow up with them via phone (15-30 minutes), or have them send you their homework. Have them sign up for this by sending you an email indicating their interest. Be sure to follow up with them right away to confirm a date and time.

This is another way to stay in touch, offer value and check in to hear how their learning from the workshop has improved their communications skills in real life.

If you desire, you can also tell the participants that you will call them again between one to two weeks after the program is over to check in and see how valuable the learning from the teleseminar has been. Ask them to talk about their homework answers, success stories, and frustrations they are still experiencing. If helpful, create a checklist of questions to ask such as:

- Name something that this program has helped you to improve. Give at least one detailed success story.
- What are the positive consequences of this improvement in your life?
- What new perspective have you been able to own as a result of this teleseminar?
- What one or two things do you want to continually focus on?

Another great way to stay in touch is to collect responses to the questions above and compile them into a summary of the most important learning, then email copies to the whole class (be sure to get their permission to use their feedback and name).

Create a copy for future teleseminars so that new participants can see the value that others have received from the program. These are your testimonials and are great for marketing future workshops.

Remember, follow up is another very important “touch” in your multi-touch marketing campaign. Following up with participants not only shows them that you care, but gives you another opportunity to develop a long-term relationship with your community of prospects and clients.

IMPORTANT: Only offer this extra value if you plan to follow through on it. Nothing is more unprofessional than offering to do follow ups and then not following through in a timely manner as promised.

Activity Sheets

“Pick a Card” – Worksheet # 1

<p>My way of handling change is like the famous actor...</p> <p>... and here's why:</p>	<p>A movie that is most like my view of change would be...</p> <p>... and here's why:</p>
<p>The idea of change most closely resembles the season of...</p> <p> <input type="checkbox"/> Winter <input type="checkbox"/> Summer <input type="checkbox"/> Spring <input type="checkbox"/> Fall </p> <p>... and here's why:</p>	<p>Write a poem about change that starts with:</p> <p>Roses are red, Chocolate is yummy...</p>
<p>When having to confront change, I would find this activity helpful...</p> <p> <input type="checkbox"/> Be outdoors <input type="checkbox"/> Cook <input type="checkbox"/> Read <input type="checkbox"/> Workout </p> <p>... and here's why:</p>	<p>What I have learned the most about change is...</p>
<p>For me, change is like the meal of...</p> <p>... and here's why:</p>	<p>When having to deal with change, I am most like which animal?</p> <p>... and here's why:</p>