



Chuck Trautman's

Gold Crown Marketing Advisor



Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

APRIL 2011

The Inspirational Power of Movies

While most of us dream about being filled with thoughts that would inspire us to take action and allow us to meet our full potential in life, the well of inspiration is one that can sometimes run dry.



Even if we have the ideas that could change our lives, often we lack the courage or the self-belief to take them forward, and when this happens, we need to look outside ourselves for encouragement and motivation.

Reserving a place in a seminar to listen to one of the world's great motivational speakers can be an immensely uplifting and stimulating experience.

Reading books written by the famous captains of industry, sports heroes and others who have overcome apparently insurmountable obstacles to achieve their greatness is another much more affordable way to find inspiration, but quickest and easiest of all is to get inspiration from movies. The wonderful thing about movies is that they can provide inspiration for just about anything.

Whether your belief in romance has hit an all-time low, whether you doubt your own ability to rise above a poor upbringing and succeed in the business world, or whether news of a chronic illness has left you fearing for your future quality of life, there is scarcely a subject left untouched by filmmakers. All you have to do is sit back, relax and be inspired.

How to Convert More Website Leads

In the B2C environment, most customers tend to do a bit of online research before actually placing an order, and the same is equally true, if not more so, with B2B customers. What this means is that even if your company uses marketing automation tools that allow you to identify potential customers and provide you with insight into the types of goods or services that they are interested in, if you don't time your follow-up just right, you could risk either scaring them off or letting the lead go cold.

In terms of the best time of day to follow up, experts believe that after 3:30 p.m. is most productive, because even though customers might not actually place an order at this time, they are generally more open to arranging a telephone appointment for the following day. Perhaps surprisingly, Mondays are the worst day of the week to follow up and Fridays are far and away the best.

Timing, as they say, is everything, and that is never truer than in the world of online B2B marketing!

Monthly Joke



Science: Nothing to laugh about?

Some jokes from the world of science:

- A neutron walks into a bar and orders a drink. He asks the bartender for his bill and the bartender says, "For you, no charge."
- Two atoms were walking down the street. One said to the other, "I think I lost an electron!" The other asked, "Are you sure?" The first replied, "I'm positive!"
- There are only 10 types of people in the world—those who understand binary and those who don't.
- "This computer virus works on the honor system. Please delete all the files on your hard disk, then forward this message to everyone you know."

Monthly Quotes

A lot of successful people are risk-takers. Unless you're willing to do that, to have a go, fail miserably, and have another go, success won't happen.

—Phillip Adams

Don't play for safety. It's the most dangerous thing in the world.

—Hugh Walpole

One ought never to turn one's back on a threatened danger and try to run away from it. If you do that, you will double the danger. But if you meet it promptly and without flinching, you will reduce the danger by half. Never run away from anything. Never!

—Winston Churchill

Why People Fail

A series of No B.S. Articles from Dan Kennedy

If You Want More, Make Yourself More Valuable



**Dan Kennedy, The
Millionaire Maker**

The mayor of a small town once wrote to Benjamin Franklin asking for a donation so the town could buy a bell for its library. It is at the library we might find an answer to why so few succeed and why most fail – at anything, at everything.

Most people do not apply themselves to acquiring know-how nor apply the know-how they acquire. In short, they have the attention span of a gnat, the diligence of an idle, random breeze. They certainly don't *study*.

I have become quite rich and somewhat celebrated, reaching the pinnacle of success in not one but three different fields. At each required skill-set, I once sucked. For me, there has always been a crawl to competence, then a fast rise to superiority. Part of the process is getting through of a lot of information in a hurry but also continuously. For nearly 25 years, I read a book a day plus newspapers, trade journals, newsletters, visited the public library weekly; took on a needed skill and so thoroughly and intensely studied it as to become a world class expert. When I was teaching myself to be an advertising copywriter, for example, I studied no less than an hour everyday, listened to recorded material on the subject constantly, sought out and got to know the top people in the field, and when one told me to take great direct-response ads and write them out longhand 21 times each, to teach my subconscious the rhythm of such writing, I did that with 100 ads. I collected over 200 books on the subject and immersed myself in them. I built organized files of samples that fill a room. I traced one master back to his teachers, they to theirs, thus even knowing the genealogy of the field. When I am asked by fledgling or journeymen copywriters how they, too, might have clients waiting in line to pay them \$100,000.00 fees when there are thousands of copywriters advertising their availability for 1/10th that or less, and I tell them this answer, they reject it. **They seek rewards out of kilter with their value and are unwilling to do what is necessary to build up their value.**

The same answer could be given by the top earners in insurance, real estate, retail store ownership, dentistry – name the business or profession. The answer is the same.

I am told by people all the time that they simply do not have time to read and listen to all the material they have purchased or subscribed to. But time is democratic and just. Everyone has the same amount. When I choose to read with my mid-morning coffee break and you choose to blather about trivia with friends; when I choose to study for an hour sitting on my backyard deck at day's end but you choose to watch a TIVO'd American Idol episode, we reveal much. When someone says he does not have the time to apply himself to acquiring the know-how required to create sufficient value for his stated desires, he is a farmer surrounded by ripe fruit and vegetables, whole grains and a herd of cattle on his own property who dies of starvation, unable to organize his time and discipline himself to eat.

Incidentally, success in every business, including yours, depends on *mastery* of a handful of critical competencies (one of which is always marketing). The individual who sets out earnestly and diligently to acquire a wealth of know how in each winds up with wealth in his bank account. All others watch with envy and cry in their soup, two activities they do seem to find time for.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach,

Author of over 13 books including the No B.S. series (www.NoBSBooks.com), and editor of The No B.S. Marketing Letter. **WE HAVE**

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Chuck's Tee Box

The tragedy in Japan is very sobering. It is a harsh reminder that Mother Nature is by far the most powerful force we will ever encounter. I pray for the Japanese people.

I remember flying over Mt. St. Helens in single engine plane a few weeks after she erupted in 1980. There were thousands of huge pine and fir trees snapped off and flung about like toothpicks. The pictures of the tsunami rolling up cars, trucks and buildings reminded me of the scene from the St Helens' volcano. Except the loss of life and property was minimal compared with Japan.

As mentioned previously, I am launching a water ionizer and filtration business with Andrea Hale. I only mention it here because many have asked about it, in light of possible radiation fall out. Ionized, filtered water proved to fight radiation poisoning in Russia during the Chernobyl disaster. For more information, please contact me. Our literature is a few days from being ready.

Local Chapter News

Enough doom and gloom! We have a great spring shaping up. There are, at last count, 12 of us from AZ headed back to Chicago at the end of the month to attend the GKIC SuperConference. The speaker line-up is fantastic and we are excited to be attending. There is still time to get in on the fun. It is almost sold out, but call me and I will find a seat for you.

The March 9 Marketing Party was a blast! Gold member Jim Engel presented his insights from the Feb "No BS Marketing Letter". Our featured speaker, DJ Pritchard, shared many NLP techniques in his "Black Ops Sales" presentation. Catch one of DJ's trainings when you get the chance. He's good!

Ira Rosen and Cory Sanchez of Mojo Video Marketing are our featured speakers in April. They have promised to make this a VERY entertaining evening. They have some cool tricks to share. Currently, Mojo is enjoying remarkable success working with national "Big Hitters".

See you April 13!



Andy Krals, Jim Engel, and others enjoying a snack before the "meat" of the party



Tom Minor, Bob Kennedy, & Mike Kennedy
Tom Trush 7 Hernan Charry (background)

Zazu's Corner



I'm happy as hell all this March Madness is behind us. Chuck yells at the TV for this, too. Sheesh!

Chuck came home from the Product Creation Seminar talking about local member, Bob Kennedy's past and present treasures like the Cobra many of you have seen at chapter events.

Chuck reminded the family that he bought and sold 21 vehicles before he was 20! There were some gems in that car lot.

To name a few he mentioned: A stock '28 Model A 2-door sedan which he made into a hot rod (the idiot!); '29 Model A roadster (another hot rod); '34 Ford pickup; A stock '40 Ford coupe; '55 Chevy convertible; '57 Chevy 2-door hardtop; '57 Ford convertible which he slipped a 390 V-8 into; 56 Chevy Nomad; '65 Chevelle 300 HP - 327;

And his favorite? He put a 372 C.I. Pontiac V8 into a '50 Chevy Business Coupe with a GMC truck drive train. He muffled it down so it was a sleeper. Says he blew away a lot of cocky kids with it!

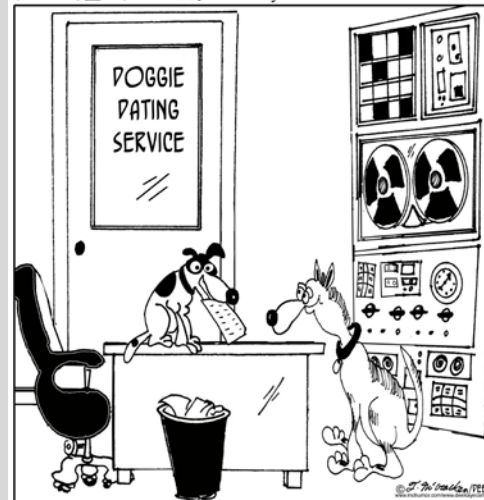
Imagine the value of that portfolio, if we could have kept all of them. I could be attending the Barrett-Jackson in style!

Until next month ,

Zazu

PS – Be sure and see my dating tip below

MCHUMOR.com by T. McCracken



"It's really simple, Scruffy. Just put your scent on this card and we'll run it through the computer."



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Do Dogs Really See Only in Black and White?

Although it is not entirely certain how the notion came about, humans have believed for many years that dogs can see only in black and white. As any attempt to ask our canine friends about their ability to see color has so far only resulted in unintelligible responses, it has been up to scientists to provide us with clues about how the world looks through doggie eyes, and the majority tend to agree that we have been underestimating our pooches. An American study carried out in 1995 showed that dogs do in fact have many photoreceptor cells, or cone cells, in the retina of the eye, which certainly demonstrates that they have the potential to see in color. What most research indicates, however, is that dogs' perception of color is different from that of humans, and that red in particular is a bit of a stumbling block. Some even go further and suggest that dogs can't distinguish between red, orange, yellow and green, but that they can differentiate between shades of blue and violet that even human beings can't tell apart. If you are curious enough to want to check the scientific theories, then a crude test can be carried out by using three identical objects in different colors. Try training your dog to associate the blue object with a treat or reward and then offer the same object in red, green and blue to see which one your pooch selects.

From the desk of

Chuck Trautman

Mark Your Calendar

April 1 – April Fool's Day

April 5 – No BS CEO Mastermind Group

April 13 – GKIC PHX Marketing Party (East/West)
6:30 to 9 PM
Air Marketing Centre

April 24 – Easter Sunday

April 30 – National Honesty Day



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Trivia

Did You Know?

Lack of water is believed to be the number one cause of daytime fatigue, and just a 2% drop in the body's water content can lead to problems with short-term memory, trouble solving basic math problems and difficulty focusing on a computer screen.

Although there have been exceptions and there are no written rules one way or the other, generally Britain's Prince Charles and Prince William don't fly together in the same airplane, nor do the U.S. president and vice president.

The fear of failure (which most of us have probably experienced at one time or another) actually has a name and is known as atychiphobia.

The parachute was invented by Leonardo da Vinci, his design being scribbled in a notebook in 1483. The original design wasn't tested until the year 2000, when a British man proved da Vinci's theories to be right on the mark.

If left in vinegar, pearls will dissolve over time as the acetic acid eats away at the calcium carbonate from which the pearls are formed.