



Chuck Trautman's

Gold Crown Marketing Advisor



Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

December 2011

Chuck's Tee Box

I am really excited about our Marketing Summit on December 14. With the exception of bringing Dan Kennedy to Phoenix in March of 2010, the Dec 14, 2011 event will be the most important session I've ever done for you.

Our Chapter Director, Tami Call and I are putting the finishing touches on an event that will have you ready to conquer 2012 like never before. This is a gathering where you'll need to summon all of your intelligence but the results will be measurable and magical.

There is not a holiday party in existence that holds a candle to what we'll deliver to you, so block your calendar NOW! It's the only party you need on Wednesday, December 14. Not that we won't have fun – we always do.

Don't you just love the cool weather we've enjoyed recently? It finally feels like fall just when the football season is winding down. As an avid college football fan, I'm not happy about an LSU-Alabama national championship game. The SEC may be that good but the only well to tell for sure is with a PLAYOFF system!

Carol and I are looking forward to Christmas. We'll have both of our daughters and their families with us so we'll see all 4 of our grandchildren at the same time. Hoorah! My assignment is to find a few things to entertain the little buggers for a few days.

I swore I was a PC only guy but... I bought an Ipad 2 a month ago and I love it. I'll be able to leave my laptop at home on business trips. Plus it's fun!

Now an iPhone 4S - I've had my Blackberry phone for 3 years so I was due for a new phone. At 4 AM in Atlanta (1 AM body time) I bolted upright out of a sound sleep and felt compelled to order a 4S. I've had it about 2 weeks and I love it too. Is a Macbook Air next? Stay tuned.

Chuck

Chapter News

The highlight of our November 9 Marketing Summit was the panel of local experts who attended the 2011 Information Marketing Summit in Atlanta. The panel members were Brandon Campbell, Scott Stewart, Rich Strauch, and Michelle PW Wacek. Thank you panel for doing such a great job!

Also attending the summit from the Phoenix area were Brad Martineau, Brett Warner, Carrie Love, D Pew, Dr. Daniel Wolter, Francis Beltran, Loren Smith, Michael George, Tami Call, and Dr. Tara Revell. Imagine – a dentist, 2 attorneys, a PHD, marketing experts, an operations expert, 2 copywriters, a professor, a fitness guru, software experts, and SEO guys in our group. Talk about diversity!

The education presented was fantastic. Dan Kennedy was “on”, and the other speakers were amazing. There was something for everyone. Even if you were not in the Info Marketing business, the items you could S & D for your own business would easily pay for the trip.

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Monthly Humor



From the Mouths Of Babes

One summer evening during a violent thunderstorm a mother was tucking her small boy into bed. She was about to turn off the light when he asked with a tremor in his voice, "Mommy, will you sleep with me tonight?"

The mother smiled and gave him a reassuring hug. "I can't dear," she said. "I have to sleep in Daddy's room."

A long silence was broken at last by his shaky little voice. "The big sissy."

Finding one of her students making faces at others on the playground, Ms. Smith stopped to gently reprove the child.

Smiling sweetly, the Sunday School teacher said, "Bobby, when I was a child, I was told that if I made ugly faces, it would freeze and I would stay like that."

Bobby looked up and replied, "Well, Ms. Smith, you can't say you weren't warned."

By Dan S Kennedy

Government does not work because it is more about royalty remaining royalty than it is about results, so the only time it gets anything of real importance accomplished is in moments of severe crisis, when all the royals are equally threatened. Business works - when it works - because of an opposite operating system. Small business works better than big business, because its leaders have little fear of being deposed; they are the owners, a status actually higher than royals (which is why royals despise business owners), so they can act without political considerations. For that reason, they are often proactive instead of only reactive. Because they deal in real rather than fictitious numbers, have a limit on debt they can get their hands on, and eat profit, they often make intelligent and rational decisions. Many work at defusing problems at their tiniest, in their infancy, rather than postponing doing so as long as possible, until the monster has grown big enough to eat them. If you stand back and observe all this, you can see what works and what doesn't work quite clearly, and make your personal behavioral and business practices choices accordingly. *If you will.*

Felix Dennis is a Renegade Millionaire - actually worth about \$500-million, which he manufactured for himself, entirely on his own, from scratch. He is one of Britain's richest citizens. In his newest book, *The Narrow Road*, he tells more blunt truth about what works in the making of money, more succinctly than any other credible person I've ever read on the subject. I am more simpatico with his conclusions than I am with anyone else's. Like me but more so, Dennis is offensive to many and frightening to many more. Truth is rarely pleasing or reassuring, except to the very tiny number of people who prefer it to being pleased or reassured. I suggest getting and reading this little book, but in a well-lit room, not in gloom inhabited by scary shadows.

One very big difference between the path most are on versus The Renegade Millionaire Way is mixed agendas vs. laser-focused dedication to what works. The Renegade Millionaire Way is simple: find what works and use it. (That's what being part of a great mastermind group is all about. Why coaching is important.) Others' way is far more complicated. It is cluttered with: what will people think of me? am I permitted to do this? but we've never done it this way. we should do get more consensus. my peers are all rushing off to do the new thing and I don't want to be left behind. will this make me popular? liked? or gossiped about? what if it sparks criticism about me on Google? Ordinary business owners are trying to run fast through a dense forest of all these concerns, thus bumping into trees at every turn, spending a lot of time lost and confused. Renegade Millionaires have left that forest and are running on a clear, paved path to achievement.

It's easy to lose sight of the central question: are you *choosing goals for yourself that are significant and rewarding to you, and progressively achieving them?* If you went to Harvard Law School and now choose not to practice law and instead live as an itinerant cowboy, sleeping under the stars and drinking campfire coffee from a rusty tin cup, and you're honestly, authentically happy about that, more power to ya - unless you have unpaid loans and debts to family, or institutions for your education, or other responsibilities that must be honored and discharged. If you make millions and wish to spend much of it on wine, women and wine, and it's your money, and you do no harm to others, have at it. It's unlikely, though, that such things absent achievement and contribution will long sustain happiness, but you're welcome to try. The trick in it all is honesty with self. Earl Nightingale observed, that when it's all said and done, each person is about as happy or unhappy as they choose to be. That's true as far as it goes. Happiness is amazingly subjective, but not *entirely* subjective. For one person, never even having to think about money makes for happiness. For another, with no economic necessity, still, redeeming a coupon and getting a good deal makes them happy. But there is fact: achievement contributes to happiness; lack of achievement contributes to unhappiness. Envy contributes only to unhappiness. And much criticism masks envy.

Your business is YOUR business. Never forget it. That's the core philosophy behind so much of my work, including books I hereby self-servingly but also sincerely suggest you get and read: NO B.S. RUTHLESS MANAGEMENT OF PEOPLE AND PROFITS; NO B.S. TIME MANAGEMENT FOR ENTREPRENEURS; and NO B.S. WEALTH ATTRACTION IN THE NEW ECONOMY. As arrogant as it is to say, they just may change your life.

So, by all means, seek out role models, inspiring examples, teachers, mentors, advisors, experts - validated by relevant, successful opinion - and learn from and sift and sort and consider all they have to offer. But ultimately know that The Renegade Millionaire Way is by very definition the finding of one's own way.

DAN S. KENNEDY is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; his NO BS MARKETING Letter, one of the business newsletters published for members of Glazer-Kennedy Insider's Circle, is the largest paid subscription newsletter in its genre in the world.

Do Your Christmas Greetings Make Your Clients Feel Special?

With the festive season fast approaching, many businesses will soon be looking at ordering Christmas cards to send to their customers and clients. Do you go for a generic preprinted message that is the same for all your clients, or do you make the effort to customize your greetings? Your choice could make all the difference in how your cards are received.

Everybody wants to feel special, not just on a personal level but on a business level too. Clients and customers who have chosen to give you their business rather than taking it to the competition, and who perhaps have shown extreme loyalty to your company, don't want to feel as though they are worth nothing more than a bland greeting that doesn't acknowledge them personally and contains no trace of an individual's handwriting.

The message that goes into your Christmas greeting cards should always be handwritten, and it should always touch your client at a personal level, perhaps by making reference to a significant event during the course of the past year. It is also worth considering who the best person to send the greeting on behalf of your organization is; sometimes that might mean sending more than one card, such as one from the account manager and one from the CEO.

Christmas cards that don't contain personalized messages can often be perceived by clients and customers as insulting. If that is the case with your greeting cards, they are not worth the paper they're printed on.

Increase your "Tech" IQ

Where Did All These Toolbars Come From?

If you have ever looked at your PC or laptop and wondered where that huge collection of toolbars came from, you almost certainly weren't the first. Many computer users suddenly find themselves with a Google toolbar and a Yahoo! toolbar, as well as others from the likes of Ask, MSN and Bing, and don't have a clue how they even got there.

The main way that new toolbars manage to sneak their way onto your computer is when you download and install bits of free software from the Internet. What you may not have noticed as you go through the download process is that a toolbar from one of the major search engines often comes as part of the package. In almost all cases, you may choose whether or not to receive it, but if you don't uncheck the box that gives you this option, the toolbar will appear on your computer automatically.

The main problem with having so many different toolbars on your PC or laptop is simply that they eat up valuable space and can slow your computer down to a crawl. As most toolbars perform the same tasks anyway, you probably don't need more than one. So don't go adding to your collection – or if it's already too late, uninstall those that aren't regularly used

Zazu's Corner



Even a dog finds the recent sex scandals in college sports quite troubling. It is nothing about sports. It is about a sickness in society. Are men with deviant behavior drawn to teaching, coaching and to the priesthood because they'll have access to young boys?

The actions of a few certainly cast suspicions on the dedicated majority of men who genuinely seek to make a difference, but who must work under suspicion .

I am appalled about how this gets swept under the proverbial rug. The penalties for a cover up should equal the penalties of the crime itself, which should be swift and harsh.

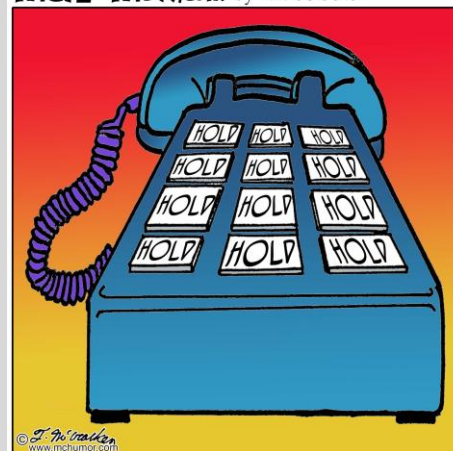
Chuck's on the rampage again about the national debt. He has always believed that people should take more responsibility for their actions and that there is nothing outside of a few essential services that the government should provide.

In the Marketing To The Affluent Newsletter, Dan Kennedy quotes a Washington Examiner study that says 47% of the population is receiving federal benefit payments, bringing government dependency to a record high. Pretty dad.

Until next month,

Zazu

McHUMOR.com by T. McCracken



What you imagine everyone else's phone looks like

“Awesome ideas we can take and use in our business right away! I got more from one monthly meeting than I have from entire seminars in the past. Thanks, Chuck!”

Nick Trevillain, Go Sold Realty
Chandler, AZ

“If you want a solid solution to the puzzle of business success, you must attend the Phoenix Glazer-Kennedy Meeting. It’s truly transformational.”

Rich Strauch, Automated Business Results
Mesa, AZ

Monthly Quotes

I really believe the only way to stay healthy is to eat properly, get your rest, and exercise. If you don’t exercise and do the other two, I still don’t think it’s going to help you that much.
—Mike Ditka

We must respect the past, and mistrust the present, if we wish to provide for the safety of the future.
—Joseph Joubert

Don’t worry about people stealing your ideas. If your ideas are any good, you’ll have to ram them down people’s throats.
—Howard Aiken

Looking for a Rigorous Whole-Body Workout? Take Up Squash!

If you are out of condition and your lifestyle has been on the sedentary side for a while, squash might not be your first choice of sport to get you back into the swing of things, especially as it requires a high level of aerobic fitness. If you are looking to take your fitness level up a notch, however, you would be hard-pressed to find a better whole-body workout.

With a typical time of around 40 to 60 minutes on the court, a game of squash, if it is played regularly, is the ideal way to keep fit. Aside from being great for cardio-respiratory fitness, it promotes muscle endurance, speed and strength and improves flexibility. It is also an ideal way to get rid of body fat.

Speed and endurance are both key in the game of squash, and the sport is perfect for developing muscular strength in the arms, chest and back, all of which help with racket speed and power. Making it through those long, high-intensity rallies, meanwhile, helps to build strength and endurance in the leg muscles.

Because squash involves constant, fast changes in direction, taking up the game does require that you have a full range of movement, not only in order to play well, but also to minimize the risk of injury.

From the desk of

Chuck Trautman

Mark Your Calendar

Dec 2 – First Night of Hannukah

Dec 6 – Tuesday CEO Mastermind Group

Dec 14 GKIC PHX Marketing Party 6:00 to 9 PM
Air Marketing Centre

Dec 15– Thursday CEO Mastermind Group

Dec 21 – Humbug Day

Dec 25 – Merry Christmas

KCFT Radio

- Be a guest on the “Chuck Trautman Interviews the Experts” radio show
 - **Brand yourself as a celebrity expert**
 - Answer the questions YOU want ask
 - **Feature your interview on your website, blog, CD, book,**
- For details go to www.InterviewTodaysExperts.com

Trivia

Did You Know?

The tongue is the only muscle in the body that is attached at only one end.

Out of the five original designers of the Macintosh computer, four were left-handed.

Any month that begins on a Sunday will have a Friday the 13th in it.

A group of kittens is called a “kindle”... just like the e-book reader!

The pressure inside a champagne bottle is 90 pounds per square inch, or three times that in the average automobile tire.

Sooty terns, which breed on the tropical and subtropical islands of the Atlantic, Pacific and Indian oceans, can go for three to 10 years without returning to dry land. Aside from the times when they do venture onto terra firma, they are either in flight or floating on the water.