



Chuck Trautman's

# Gold Crown Marketing Advisor



Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

FEBRUARY 2011

## Don't Stagnate...Innovate!

Having rounded the corner into another new year, many employees will be turning their thoughts to how they can make 2011 the year that they put themselves ahead of the pack, raise their profile within their organizations and make themselves natural contenders for promotion. As just doing more of the same day in and day out only leads to stagnation, not just for individual workers but for the company too, why not make 2011 your year of innovation?



Employers love innovators, because without them they would soon fall behind the times and be quickly overtaken by the competition. No matter which area of a business you work in, there is always a way to add value through innovation. Here are a few tips to get you thinking.

1. Live, eat and breathe innovation. Think about how changes in technology or to systems and processes could make or save your employer money, and actively seek out opportunities to innovate if you want to make a name for yourself.
2. Don't get stuck in today. Think about the bigger picture and what might be needed weeks, months and years into the future.
3. Look beyond your own team or department. Often it is easier for "outsiders" to spot opportunities for innovation than those who are closely involved.
4. Speak up. An idea is useless if you keep it inside your own head. If you spot opportunities, speak up and act on your inspiration.

## Perspective on 'Useful' Talents

A woman hired a bricklayer to build a wall outside her upscale home.

Talking with him while he worked, she was amazed to discover he was the brother of a brilliant concert violinist whom she'd recently seen perform.

"Oh, you're so lucky to have such a talented brother," she said.

Then, fearing the man might be sensitive about his manual labor job, she added: "Of course, we can't all be equally talented."

"You said it, lady," the man responded earnestly. "Take my brother. When it comes to doing something important like building a house, he's useless."

## Monthly Joke



### The right tools

An old man living in the country had chopped wood for his stove by hand all his life. When his son from the city came by for a visit and saw his father hard at work with an ax, he said, "Dad, you ought to buy a chainsaw. You'll cut more wood in an hour than you can in a day with an ax or a regular saw."

The father, knowing how smart his son was, went to a nearby town and purchased a chainsaw. But he found it took much longer to cut the logs he needed, and after two days he took the chainsaw back to the store.

"This doesn't work," he told the clerk. "It's heavy, it's hard to move, and it doesn't cut wood at all."

"Well, let's take a look at it," the clerk said. He took the chainsaw outside and yanked the cord to start it up.

The old man clapped his hands over his ears and shouted, "What's that awful noise?"

## Monthly Quotes

It is not because things are dangerous that we do not dare. It is because we do dare not that things are dangerous.

—Seneca

As a cure for worrying, work is better than whiskey.

—Thomas A. Edison

The universe is full of magical things patiently waiting for our wits to grow sharper.

—Eden Phillpotts

## Motivating Sales Staff

With such strong potential for the motivational levels of sales staff to have an impact on the bottom line, it is in the interests of all managers to ensure that their sales teams are enthusiastic and raring to go. Here are five ways to keep your sales force motivated so that they continue to deliver the goods.



1. Make sure that no one is in doubt about what is expected. If team members are unsure of what you want them to do and how you want them to do it and their efforts meet with failure in your eyes, they will soon become demoralized.
2. Make sure that your team has had the relevant training to do the job properly. People want to succeed, but if you do not give them the resources that they need and they fail as a result, again their motivational levels will plummet.
3. In addition to providing training, also coach your sales team to let them see what best practice looks like.
4. Rather than focusing too much on what your team members are doing wrong, reinforce the positive and always recognize desired results and behaviors.
5. Encourage sales staff with rewards, but remember that each team member is an individual with different motivators. Find out what each one truly values and then choose rewards that are genuinely meaningful to them.

## Increase your “Tech” IQ

### Save Time and Create Accountability – Track the Changes to Your Documents

In the workplace, documents often need to be worked on by several or numerous members of staff, and even in our personal lives we might want someone to read over and make adjustments to important letters or reports. It can be useful, if not imperative, to be able to see what has been changed and by whom.

Microsoft Word offers the ability to track any changes that are made, allowing the initial creator of the document to quickly and easily incorporate suggested changes by accepting them, or reinstate the original text by rejecting suggested changes. More important, in a workplace situation, it also creates accountability because the author of the changes is identified. If there are multiple authors, their adjustments are shown in different colors, making it easy to recognize each author and thus saving immense amounts of time trying to work out who did what.

The track changes function is useful not only where multiple authors are involved, but also if you are working on a long and complex document in which you may wish to keep track of any changes that you yourself make. When the document is complete, you can then either accept or reject individual changes to text or, with a single click, accept or reject them all.

## Dance Your Way to Fitness

When they first came on the market, dance mats were intended to be a fun and enjoyable activity for children. As more and more parents started to join in with their children, however, they soon began to discover a new and truly pleasurable way of keeping fit in the privacy of their own homes. No longer was it necessary to force themselves out of the house to attend an exercise class or go to the gym, not to mention facing the embarrassment of exposing their unfit bodies to the world. All they had to do was plug and play.

The original stand-alone dance mats have largely been replaced by those that can be used in conjunction with the PlayStation, Xbox and Wii. The functionality has improved immensely, and there is a huge selection of music to choose from, catering to all tastes.

For many people, typical forms of exercise do little to inspire or excite them, and so despite their good intentions to stay fit, they soon give up. Dance mats, however, offer huge amounts of fun while at the same time providing a great aerobic workout, which means that many users tend to keep up their exercise regimes for much longer. Check out what's available, and if you are not sure how to get started...ask one of the kids!



## Chuck's Tee Box

By the time you read this the Super Bowl will probably have been played. I hope your team won. It is rare for me, but I do not care who wins this one. I like them both! I just hope it is (was) a great game.

Hopefully you have somehow tied the big game into your marketing. I am with my info products. For example this is Super Bowl XLV. So if you go to [www.DawsonMethodGolf.com](http://www.DawsonMethodGolf.com) order a product, and enter "SB45" in the special code section of the shopping cart you will receive a \$45 discount. Simple but it gives us another good reason to promote to the list.

I'm also looking forward to spending a couple of afternoons at the Phoenix Open during Super Bowl week. I know a lot of folks go for the parties but I actually go for the golf!

### Local Chapter News

Spencer Brannan of Boom Text did a fantastic job as the guest speaker at the January 12 Marketing Party. Spencer and his associate Mark Smith were swamped with questions and stayed an hour after the party to answer questions. Thanks for sticking around, guys!

Loren Smith was the winner of the text message contest and was awarded his prize of Dan Kennedy's "Big Ideas." Andrea Hale was the winner of \$50 cash for picking Auburn by the closest final score to beat my Ducks in the BCS Championship Game.

Four guests attended our January event. They were Elaine Paddy invited by John Duncan, Shawn Byrne invited by David Letourneu, Jan Shoop invited by Trish McCarty, and my guest Rich Miller. Thanks to our guests and especially to those who thought enough of them to bring them to our marketing group.

The 2011 GKIC SuperConference is reapidly approaching (April 28 – May1). The people listed below are those from our area who are attending with me. If you are registered and not listed below, please let me know. I have some special perks for those for our AZ crowd.

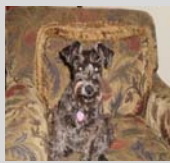
Jim Engel  
Jeff Jones  
D Pew  
Gus Saurez  
Phil Shaver

Robert Stanley  
Scott Stewart  
Rich Strauch  
Nick Trevillian

The look of [www.NoBSPhx.com](http://www.NoBSPhx.com) website has been "refreshed". The content is changing on a continual basis. Thanks to members Brian Horwitz and Robert Stanley for making it happen. Two new navigation bars, "Our Sponsors" and "Chuck Recommends" will be growing and be good resources.

See you February 9!

## Zazu's Corner



Did you see Chuck's video with the green hair? For years he has been calling people who looked like that freaks and now he is one!

I've been drinking the ionized alkaline water that Chuck is so excited about. I have to say it's the real deal. I feel so much more hydrated and peppy. I'm 11 but most people think I'm a puppy. Chuck says it helps prevent cancer and other horrible diseases that I don't want!

From sleeping in my favorite chair (pictured above) in Chuck's office, I hear a lot of Dan Kennedy wisdom. In the January No BS Newsletter, Dan has a story about the insane ways people throw away their money. He uses "Puppy Tweets" as an example. Why didn't I think of that? Imagine paying \$30 to get tweeted when your dog barks, scratches, or whatever. Amazing!

Of course Dan's point is if you use your imagination you can make more moolah. If you you make more moolah, you can spoil your favorite pet even more. Dan's dog isn't called the "million dollar dog" for nothing.

Until next month ,

Zazu



"Although the Weather Service hasn't predicted rain, certain indicators can't be ignored."



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**Are You Ignoring Your Superstars?**

With around 70% of employees reported as being either “not engaged” or “actively disengaged” in their work, and with many of these workers causing problems in terms of productivity, motivation, workplace conflict and a whole host of other things, it is not hard to see why most managers end up devoting so much of their time to them. All the time that managers spend sorting out squabbles between team members and chasing staff to ensure that they meet deadlines, however, often means that those who are “actively engaged” are being ignored. Because they are enthusiastic, committed, responsible individuals who can safely be left to get on with the job, in many cases they are just left to their own devices. Employees who are actively engaged in their work are like gold dust to managers, but if their efforts are persistently unrecognized and unrewarded, they, too, will end up among the ranks of the “not engaged” or, worse still, the “actively disengaged.” Managers already have to deal with the problem of the bad attitudes of disgruntled workers affecting their superstar employees. And failing to give the latter enough of their own attention vastly increases the risk of losing them to despondency and ultimately a rival company.

From the desk of

**Chuck Trautman**

**Mark Your Calendar**

Feb 1 – GKIC Phoenix No BS Mastermind Meeting

Feb 3 – Chinese New Year (Happy 4709) Year of the Rabbit

**Feb 9 – GKIC PHX Marketing Party (East/West)**

**6:30 to 9 PM**

**Air Marketing Centre**

Feb 14 – Valentine’s Day

Feb 21 – President’s Day



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**Trivia**

**Did You Know?**

The percentage of the population that dreams only in black and white is said to have begun dropping with the advent of color television.

The most married woman in the world is American grandmother Linda Wolfe. Mrs. Wolfe has pledged her vows no less than 23 times.

If a goldfish is deprived of light, it will eventually turn white.

According to the US Agency for Toxic Substances and Disease Registry, lima beans, almonds, millet sprouts, soy, spinach, cassava and bamboo shoots all naturally contain cyanide.

Other than primates, koalas are one of the few mammals to have fingerprints, and they are so similar to those of humans that it is very difficult to distinguish between them, even using an electron microscope.