



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 2012

## Chuck's Tee Box

January was fun and busy!

Our New Year's Eve was pretty tame. We met at a friend's for appetizers, went to dinner, and then went to another friend for desert and games. We were headed home by 12:05 AM.

The January 2nd bowl games were high scoring and entertaining games. I'm elated with my Oregon Ducks win over Wisconsin in the Rose Bowl. It's too bad the Alabama-LSU game for the national championship was so boring.

Now we football fans are down to just 1 game – the Super Bowl on Feb 5.

I will miss the Phoenix open this year (I just can't get used to calling it the "Waste Management..."). I'm headed to Charleston, SC to attend a session of 1 of the 2 mastermind groups I belong, too. Looking forward to some more breakthroughs for us.

"What are you reading, Chuck?" I'm often asked. I always have a few books going at a time. Here's the list.

- Enchantment – Guy Kawasaki
- Thick Face. Black Heart – Ching-Ning Chu
- Delivering Happiness – Tony Hsieh
- The Hour a Day Entrepreneur – Henry Evens
- Ultimate Guide to Facebook Advertising – Perry Marshall
- The Narrow Road – Felix Dennis

All good ones!

Chuck

## Chapter News

Jeff Jones of Strategic Success Group from Tucson is the newest member of our 1<sup>st</sup> Tuesday Mastermind Group. Welcome Jeff!

Thank you to Andrea Hale, Bob Kennedy, Nick Trevillian, Gus Suarez, Dan Anderson, & DJ Pritchard for inviting guest to the January Marketing Summit. You guys are awesome!

Phoenix was well represented at the GKIC Bootcamp in LA on Jan 23-24. There were 13 of us! In fact our members Jim Kreisman and Jerry Levinson spoke to the group of 200 about their experiences in their short time with GKIC. They were very complimentary of me (Thank You!) and of you for being the finest marketers in Phoenix. They represented you well.



Mastermind Members Jeff Jones, Roseann Higgins, Jim Hart Jim Kreisman, and Edward Maznio at the Marketing Summit

## IN THIS ISSUE

- Pg 1 **Chuck's Tee Box**  
Monthly Humor
- Pg 2 **Why People Fail**  
by Dan S. Kennedy
- Pg 3 **First Aid**  
**Zazu's Corner**  
How to Get Yourself Unstuck
- Pg 4 **Pole Dancing For Fitness**  
Quotes  
**Mark Your Calendar**  
Living With Your Conscience



### Monthly Humor

**Don't talk to the parrot** Sheila's dishwasher quit working. It was still under warranty, so the company sent a repairman named Oscar to fix it. Oscar showed up the next morning just as Sheila was getting ready for work.

"OK," Sheila said. "There's the dishwasher. I have a dog named Spike, but he won't bother you. But whatever you do, don't talk to my parrot. That's very important." "Got it," said Oscar. "Don't talk to the parrot."

Sheila left, and Oscar got to work. Spike, a mean-looking Rottweiler, slept peacefully next to the refrigerator. But the parrot, whose cage hung in the kitchen window, talked the entire time. And his vocabulary seemed to consist exclusively of profanity and insults.

After a while, the constant stream of invective got on Oscar's nerves. He finally finished his work on the dishwasher and prepared to leave when the parrot said, "Lazy! Stupid! Jerk! Useless!" Oscar snapped. "Shut up, you stupid parrot! Just shut up!"

To which the parrot replied, "Spike— get him!"

# WHY PEOPLE FAIL

BY Dan S. Kennedy

## The Professor of Harsh Reality's Lecture About Time

Having recently had another birthday click over on the odometer, time is on my mind. It's never far from it in my work-cave, because I have strategically placed more than a dozen clocks around the room and can't look in any direction without seeing one. As I describe in my book, *No B.S. Time Management for Entrepreneurs*, I organize everything with start and pre-determined end times; if someone has a phone appointment with me they know in advance when it ends, not just when it starts, and it does end as scheduled even if in mid-sentence. I have trained and conditioned myself to be hyper-sensitive to time, and I train my clients to respect my hyper-sensitivity about it. Why?

Because your bank balance and your satisfaction or dissatisfaction with it is more a reflection of how you invest your time than reflection of anything else. This the more dominant factor in wealth or relative poverty, success or failure, fulfillment or frustration than all externals combined – whatever Obama and the Merry Band of Thieves in Washington DC may be up to, whatever European welfare state is in collapse, whatever volcano or oil spill is occurring, whether economy is booming or struggling, whether your particular industry is healthy or diseased. These external things are fluid. In my 35 years as serial entrepreneur, made-from-scratch multi-millionaire, and business advisor to thousands, I've seen all these things and worse come and go, occur and occur again, and I've seen some entrepreneurs surrender their attitudes and reality to them, while others defy them and thrive. My primary area of specialization is 'marketing', and most of my articles for ETR are laser-focused on that, but truth is, marketing and selling of goods, services or concepts is sabotaged or supported by how much control the individual or individuals who are the business' driving force exercise over the investment, direction and consumption of their time, and with it, their energy and creativity.

In reality, time is *the* asset the entrepreneur owns outright and has total control over. I don't really need to follow you around and observe how you use your time to gauge how you're doing in business. I only need hear about your *philosophy* about time, that governs your behavior and what you will tolerate or refuse to tolerate in the behavior of those around you. For example, do you have litmus tests, and what are they? One of mine: if somebody can't keep seemingly minor commitments, they can't be trusted to honor important ones either. If they are allowed to hang around, soon they'll be cause of you failing to honor your commitments to yourself and others. Or, for example, how do you relate time and goals? My hovering question is: will *this* use of my time move me measurably closer to my meaningful goals? Is there even a chance it will? If not, why do it? Or, a governing rule to safeguard your time and sanity. Mine: if I wake up three mornings in a row thinking about you, and we're not having sex, you gotta go. Do you actually handle time as money, not just give lip service to the idea? Can you tell me what your time must be worth per minute to achieve your income goal?

It's difficult to find a clock in Las Vegas casinos, because those casinos are designed to separate you from as much of your money as possible; *to make you a loser*, and that is best done by dulling your sensitivity to the passing of time. The same principle applies to your business life. The surest way to be a loser is to be casual or insensitive about time.

I've worked up close 'n personal with many, many entrepreneurs who've converted ideas and grit into fortunes. The difference between them and the majority of also-rans is never the originality or even the quality of their ideas. As a matter of fact, I've seen fortunes manufactured from mediocre ideas, and great ideas still-born. This is important, because far too many entrepreneurs and, candidly, those who observe them, report on them, write about them, glorify their success stories, still hold up The Great Idea as the pedestal-worthy holy grail. That is worship of a false god.

When the Tampa Bay Buccaneers were first added to the NFL as an expansion team, and setting records for consecutive losses and embarrassing performances, after one game, a reporter stuck a microphone in the head coach, John McKay's face, and asked how he felt about his team's execution that day. McKay quipped that he was in favor of it. There's reality. Execute or be executed. It's how business really works. Hardly anybody gets paid for their ideas. Not even the Imagineers at Disney. We actually get paid for what we get *done*. To the ignorant, my area of marketing seems to be about ideas. The insiders know: it is about implementation.

The entrepreneur has a situation encouraging of poor productivity: he is his own boss. Often this produces an unproductive employee and a lenient, dysfunctional boss. A two-fer. This is why you must create a success environment for yourself, impose strict deadlines on yourself and be ruthlessly resistant to waste of time by self and others, and hold yourself accountable hour by hour. If you aren't willing to work under such self-imposed pressure, I suggest forgetting the idea of getting and staying rich as king of your own kingdom. Every great kingdom needs a ruler with an iron-fist.

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](http://www.NoBSBooks.com)), and editor of The No B.S. Marketing Letter. **WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU** including a 2-Month Free Membership in Glazer-Kennedy Insider's Circle, newsletters, audio CD's and more: for information and to register, visit:

**FREE GIFT** <http://nobsphx.com/free-gift>

## First Aiders – Taking Care of Your Staff, Clients and Customers

Most businesses nowadays pay due care and attention to health and safety in the workplace, not least so that they don't find themselves slapped with a lawsuit for negligence. But what if one of your workers, one of your clients or a visitor were to meet with an accident or experience some other kind of medical emergency such as a heart attack or stroke while on your company premises? Would you have anyone who could respond to the situation until the paramedics turned up?

Because, thankfully, medical emergencies tend not to arise on a regular basis, small and medium-sized businesses in particular often tend to overlook the importance of having trained first aiders on-site. The ability of these individuals to provide basic life support and use resuscitation techniques; to evaluate the condition of a casualty and determine, for example, whether it is safe to move the person; and to deal with cuts, burns and scalds, however, can not only make a difference to the sick or injured person's ultimate prognosis, but literally save lives.

There is, of course, a cost associated with sending staff on first aid courses, even if this just amounts to the loss of a couple of days' productivity while they undertake the training. You never know, though, just when that knowledge and experience might be needed, so plan for the unexpected and then ensure that there is a trained first aider on-site at all times...just in case!

## How to Get Yourself Unstuck

It doesn't matter if you're an artist, an inventor, shoe salesman or writing a sales letter. There are times when you're stuck, unable to move forward with a big project or something on your to-do list.

Here are four ways to get going:

1. Just start. It sounds simple, doesn't it? But you can't get moving until you start to move. It doesn't matter what you do; grab a pen, contribute a thought, start a conversation. The momentum will follow.
2. Get in touch. Sometimes, taking a deep breath and getting in touch with what you're ultimately trying to accomplish can help you identify the one thing that might be getting in your way.
3. Ask for help. Sometimes you need to get out of your own way to see things clearly. Ask the people around you for some advice on what to do first. Allowing yourself to detach from your own thinking and consider someone else's perspective may give you the shift you need.
4. Take a walk. Taking time away can open new ways of thinking. Go for a walk, outside if possible. Notice your surroundings, listen to nature, and recharge your brain.

Sometimes just one of these techniques will do the trick; other times it may take a combination. Whatever helps you get unstuck is fine. The point here is to take one step outside the space called "being stuck" and see what happens.

## Zazu's Corner

Hi Fans!



I thought I'd use "fans" for a salutation since we have sports fans, Facebook fans and every other kind of fan you can think of. Chuck says many of you like my column so you must be my fans. Right?

I'm a pet and even I have pet peeves. 'Tis the season where our country's "leaders" take months off with pay to travel at your expense to get re-elected. And I've got to hear Chuck bitch about it from now until November.

Take Obama's visit to Phoenix. Brewer shakes her finger at him. The publicity sells her a ton of books and gets him a front page picture in every paper in the country - not just in The Arizona Republic.

Mitt and Newt are cutting each other up and Barack is making the same unfulfilled promises he made before his election in 2008.

You humans need a better system. In the dog pack a leader emerges. Why not in the USA?

Until next month,

Zazu

McHUMOR.com by T. McCracken



"To be or not to be ...  
contingent on royal funding."

## Did You Know?

Although Ian Fleming is better known as the author of the James Bond novels, he did also write just one children's book – none other than the famous and much-loved *Chitty Chitty Bang Bang!*

The White House is rumored to be home to more than 13,000 knives, forks and spoons.

Not only was 1963 the year Ronald McDonald made his TV debut, but this was also the year when the skateboard was invented.

A rat can live without water for around two weeks, but a camel can go only five to seven days before it needs a drink.

## Monthly Quotes

Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did. —Mark Twain

*Joe Namath was a great, confident man. That was then, this is now. I am not going to guarantee anything.* — Eli Manning

*"I want to rush for 1,000 or 1,500 yards, whichever comes first"* — RB George Rogers

*"Hawaii doesn't win many football games in the United States."* —Lee Corso

## Pole Dancing – The Trendy Way to Keep Fit!

Forget the somewhat lurid and rather outdated associations with pole dancing, because this is one of the newest and trendiest ways to build strength and endurance and to lose those unwanted extra pounds. Within the last couple of years, pole dancing studios have begun springing up all over the place. Most of the people who are flocking to these popular venues have no great aspirations to take up a career in exotic dancing, though. They're just regular individuals who are looking for a great way to keep fit that is both fun and highly artistic.

In all fairness, pole dancing probably isn't for the fainthearted, and the first few sessions especially can feel pretty grueling. Once those muscles start to become more toned and you become more agile, however, you can concentrate more on the artistic side of the activity.

If you're still not convinced about the "respectability" of pole dancing, bear in mind that there are moves afoot to have it recognized as a bona fide sport and even for it to be included in the Olympic Games!

From the desk of

**Chuck Trautman**

### Mark Your Calendar

Feb 5 – Super Bowl Sunday

Feb 7 - Tuesday CEO Mastermind Group

**Feb 8 - GKIC PHX Marketing Party 6:30 to 9 PM**  
**Air Marketing Centre**

Feb 13- Implementation Mastermind Group

Feb 16 – Thursday CEO Mastermind Group

Feb 29 – Leap Year Day

---

### Scratching Your Head for Newsletter Content?

- **24 Pages of Content Each Month**
- Email Templates
- **Postcard Templates**
- Done for You Newsletters
- **Cartoons, Quotes,**
- \$300 in Bonuses & much, much more!

30 day free trial then only \$427 \$97 a month

<http://nobsphx.com/chucks-newsletter-club>

## Living With Your Conscience

You don't have to be in your 70s or 80s to have witnessed a fall in society's moral standards. Even many of today's youngsters have seen things that were once unacceptable become par for the course in modern society. Just because "everyone's doing it," though, doesn't necessarily make something right, nor does it make it something that everyone could live with.

Years ago, if someone found some money lying in the street, the chances are that they would pick it up and take it to the nearest police station so that it could be claimed by its rightful owner. Today, most would slip it into their pockets and keep on walking, and few would blame them. However, if the fact that the money might have been a pensioner's entire food budget for the week or a single mother's rent money for the month is going to prick your conscience, then where's the point in following everyone else's lead?

At the end of the day, each of us has to be able to live with our conscience if we are going to sleep soundly at night, and we all owe it to those over whom we have any influence (such as our children!) to do what's morally right. What kind of inspiration do you want to be to those around you?