



Chuck's Tee Box

Carol and I had an extra fun Christmas this year. We were so fortunate to have both of our daughter's families with us. That gave us a household of 10 for the holidays. On Christmas Eve morning I took the 4 grandchildren, ages 3 thru 12 to the movies to see Arthur Christmas. They were all really good and made me proud.

On Christmas Day it was fun to see the grandkids excitement when they opened their presents. The weather was so nice we spent most of the day outside. On Dec 26, I played golf with my daughters and one of my sons-in-law. Always a treat!

We're looking forward to a snowy Christmas sometime in the near future, but this year sunny and 66 degrees was perfect.

I'm thrilled the holidays are over though, because the dog days are over and it's the time when everyone gets back to work. Goals are set and optimism is high.

I want to be part of YOU hitting your goals in 2012. The best way to assure you have the success you deserve is to become a member of one of our **mastermind groups**. Look at the article below in Chapter News and see what I mean.

In 2012 we have 4 mastermind groups – an entry level group, 2 CEO level groups, and a national group. I know at least one of them can be instrumental in shooting your business to record levels of profit. Call me for details.

Happy New Year!

Chuck

Chapter News

At our December Marketing Summit, we had some amazing breakthroughs. After Tami Call and I lead a group discussion on 12 New Year's Resolutions For Maximum Profit & Business Growth, we broke the crowd up into smaller groups. Each group selected a business to work on in a mini-mastermind setting.

After the mini-mastermind sessions, I ask for each business to give a report on their "takeaways" from the session. Then I asked the additional profit the 5 businesses expected to gain in 2012 as a result of their session. The total was a jaw dropping \$750,000!

I know these results are attainable for them if they join a regular mastermind group where they will receive coaching, nurturing, encouragement, and accountability. Very few people are capable of achieving amazing results on their own.



Figure 1 Chuck & Dr Janet



Facing - Roseann, Jim, Jeff



"The Group "

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Monthly Humor

Joe went to the racetrack one afternoon. As he was consulting the racing form, he saw a priest step onto the track and bless one of the horses on the forehead. The horse was a long shot, but Joe thought, "With a priest's blessing, this horse has got to win." He ran to the window to place his bet, and, sure enough, the horse came in first.

A few races later, the priest again stepped onto the track and blessed another horse's forehead. This horse was also a long shot, but Joe was feeling lucky, so he placed a larger bet on that horse. Again, it won.

One hour later, right before the last race of the day, the priest stepped onto the track again and blessed a horse on the forehead, eyes, ears, and hooves. Like the others, this horse was also a long shot. Joe decided to go for broke, and he went to the window to wager everything he'd won so far on this last horse. The horse came in last.

Dejected, Joe left the track. But out in the parking lot he spotted the priest. "Hey, Father," he shouted. "What happened? You blessed two horses, and they won. Then at the last race you blessed a horse, I bet everything, and the horse lost."

The priest sighed. "Some people just can't tell the difference between a simple blessing and the Last Rites"

BY Dan S. Kennedy



Gratitude As A Marketing Strategy

Many years ago, I took over a business with mammoth collection problems: almost all of its customers had open accounts and paid their bills ten to sixty days late (except those who didn't pay at all). We quickly instituted a number of corrective measures, including tighter credit controls and policies, interests charges, a sequence of past-due notices, and collection calls. However, we also instituted a positive strategy. We started sending hand-signed thank you notes for prompt payment to anybody who did pay on time...those who were almost on time...and even late payers who responded to a past-due notice. Guess what happened? Those customers who received thank you notes became better paying customers.

I know a Doctor who started a procedure of giving fresh, long-stemmed red roses to his women patients who showed up for their appointment on time, or paid their bills on time, or referred another patient. "Funny thing," he told me. "We no longer have patients missing appointments. Our collections have improved. Referrals are up. And, some guys are asking how they can get roses, too!"

Here are a few specific ideas you might adopt, as ways of saying thank you:

- Keep customers' birthdays on file and send cards and/or mail gifts.
- Send Thanksgiving cards or letters.
- Make it a habit to drop a personal thank-you note in the mail each day, to at least one customer.
- Send a gift certificate or discount certificate to a customer who makes an unusually large purchase.
- Host a "Customer Appreciation Event" - a Christmas party, a backyard bar-b que.
- Have an occasional closed-to-the-public, preferred customer sale.
- Drop in personally on your best customers, with a surprise gift.

I figured it up just the other day; last year, personally and for my various businesses combined, I signed checks for well over one million dollars, in payment for goods and services to all sorts of people and companies. And I don't care what anybody says - a million bucks is a lot of money. Yet, I can count on the fingers of one hand the number of the recipients of all that money who have expressed any gratitude in any formal kind of way. Only one of them found out and recognized my birthday.

Just saying "thanks" is a big step ahead of the competition today.

DAN S. KENNEDY is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; advisor to countless first-generation, from-scratch multi-millionaire and 7-figure income entrepreneurs and professionals; and, in his personal practice, one of the very highest paid direct-response copywriters in America. As a speaker, he has delivered over 2,000 compensated presentations, appearing repeatedly on programs with the likes of Donald Trump, Gene Simmons (KISS), Debbi Fields (Mrs. Fields Cookies), and many other celebrity-entrepreneurs, for former U.S. Presidents and other world leaders, and other leading business speakers like Zig Ziglar, Brian Tracy and Tom Hopkins, often addressing audiences of 1,000 to 10,000 and up. His popular books have been favorably recognized by Forbes, Business Week, Inc. and Entrepreneur Magazine. His NO B.S. 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.

FREE GIFT

<http://nobsphx.com/free-gift>

The Benefits of Being in B2B

Working in the B2B environment isn't always easy, perhaps especially because suppliers and their clients or customers are equally clued in and aware of the "tricks of the trade." The demands of B2B customers are typically high; unlike in the B2C environment, where prices are typically fixed, B2B customers can be demons when it comes to driving a hard bargain. There are, however, some considerable benefits to dealing with other businesses rather than taking on Joe Public. Here are just a few:

1. Suppliers of goods or services to the general public frequently have to face the full range of their customers' emotions. This is fine when customers are happy, but when they're not getting what they want, it can mean dealing with outbursts or verbal abuse (or worse!). In the B2B environment, clients and customers tend to behave more respectfully and professionally.
2. The opportunities to hold effective "sales" dialogues with B2C customers are often very limited. This makes it extremely hard to know what customers are thinking or why they are walking out of the door without buying.
3. B2C customers often have no sense of loyalty to their suppliers, making it easy for them to just walk away and use somebody else.

If you're having one of those days when you just can't seem to please anyone, take a moment to stop and be grateful for the benefits of being in B2B!

Ramp Up Your Emotional Intelligence

Developing interpersonal skills will make you a more valuable leader for your company.

- Emotional control. Stress is part of any job. If you can keep your temper and not fall apart when the heat is on, you'll show that your employees can depend on you in any situation.
- Empathy. Don't ignore other people's feelings. Even when you disagree, or when a colleague rubs you the wrong way, do your best to understand other people's perspectives so you can work together constructively.
- Listening skills. Keep your ears open and your mouth in check. Listening to other people shows you take them seriously and that you care about their opinions—which will help you earn a reputation for thoughtfulness and professionalism.

Cure for the Common Cold? Maybe It's Yogurt

Colds, sinus infections, and other upper respiratory tract infections are the leading reason for visits to the doctor in the United States. But according to a study reported by Yahoo News, eating yogurt could help you avoid a cold.

Yogurt contains probiotics—bacteria that can benefit the body's immune system. In addition to yogurt, probiotics are found in fermented and non-fermented dairy products and in soy products like miso and soy drinks.

A review of data involving more than 3,000 participants found that patients who consumed foods with probiotics for more than one week came down with 12 percent fewer upper respiratory infections than those who were treated with a placebo, or who ate probiotic foods for less than a week.

Zazu's Corner



I'm worn out! Our Christmas guests brought a new puppy with them - razor sharp teeth and all.

I'm a little grumpy, too. Someone complained about my occasional grammar and spelling mistakes. Give me a break! I don't let Chuck edit my stuff.

Chuck is pretty stoked about the mastermind groups. He's determined to coach them all to new records in 2012.

We listened to a Harvey Mackay CD interview in the car recently. Harvey said one of his success principals is to hire coaches for everything.

He has at least 12 coaches (language, speech, ski, tennis, golf, marketing, and many more). Pretty interesting that the most successful people use others to stay on top of their game.

And remember, the American Revolution would not have happened with gun control. The enemies of guns are rust and politicians.

Until next month,

Zazu

McHUMOR.com by T. McCracken



Programmers at a cocktail party.

They Said It – Not Me

Sgt Chuck, Fantastic Meeting! My mind is swimming with ideas.

Robbie Goldenberg
Talk Fusion, Scottsdale, AZ

Chuck, Great job last night. It really lived up to the hype. Gave me some organization around the multiple freight trains buzzing around in my head, as well as some new additions to the mix.

Jim Hart
Glendale, AZ

Monthly Quotes

A vigorous five-mile walk will do more good for an unhappy but otherwise healthy adult than all the medicine and psychology in the world. —Paul Dudley White

It is better to meet danger than to wait for it.
—Charles Caleb Colton

Work is something you can count on, a trusted, lifelong friend who never deserts you. —Margaret Bourke-White

Don't defy the diagnosis; try to defy the verdict.
—Norman Cousins

Health and Safety in the Home - Lifting and manual handling are two vital aspects of the health and safety training that many employees receive in the workplace, and workers are pretty vigilant when they are in this environment. Put them in their own homes, however, and suddenly they turn into health and safety liabilities. Whether they are swinging from ladders to reach an awkward corner that needs painting or to clear a blocked gutter, hauling around furniture to make better use of the available space, lugging heavy loads of wet washing out to the clothesline, or just trying to reach something on a high shelf, some people are like accidents looking for somewhere to happen.

Your back, your joints, and your muscles, ligaments and tendons don't know and don't care whether you're at work, at home or paddling a canoe down the Zambezi River. What they do understand, though, is whether you are using them properly or not, and if you're not, they'll soon let you know.

The same rules that you are taught in the workplace – such as testing the weight of something before attempting to lift it, bending your knees and keeping your back straight when lifting, and ensuring that ladders or kick stools are positioned so you don't need to stretch to reach – all apply equally in the home. There is no excuse for not taking care of your own safety.

From the desk of

Chuck Trautman

Mark Your Calendar

January - National Blood Donor Month (Give a pint)

Jan 3 – Tuesday CEO Mastermind Group

Jan 11 GKIC PHX Marketing Party 6:30 to 9 PM
Air Marketing Centre

Jan 19– Thursday CEO Mastermind Group

Jan 23-24 GKIC Bootcamp (FREE) – Los Angeles

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

There's No Shame in Asking for Help!

Most of us are taught from a very early age that we need to grow up to be independent, and this isn't bad advice . . . within limits. We can't rely on others to support us forever, and besides, it is only by learning to find our own way around this wide world that we grow and develop as people. Being independent, though, doesn't mean that we can't reach out to others when we need them – which, of course, we all do at times.

For various reasons, some people find it hard and even shameful to ask for help, whether it be of the emotional or the practical kind. What many don't realize, however, is that by not reaching out, they actually deprive the people who care about them of the opportunity to support them in whatever ways are possible. Rather than feeling relieved at having escaped the hassle of helping out a loved one, in many cases people are left feeling not only hurt or impotent, but also reluctant to seek the support that they might need in return.

People often fail to ask for help for the most unselfish reasons, but if you look at it in a different way, not asking can sometimes be a selfish act in itself. For your own sake and the sake of others, reach out when you need someone to lean on.