



Chuck Trautman's

Gold Crown Marketing Advisor



Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

JUNE 2011

Chuck's Tee Box

May was an extremely interesting month. How about that AZ weather! We were blessed with many spring like days to enjoy.



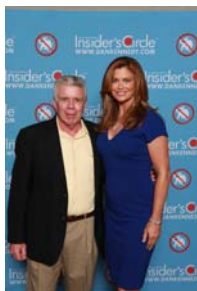
And how about our AZ Diamondbacks? Major league baseball has returned to the valley after a two year hiatus. It shows what a difference a couple of good managers, GM Kevin Towers and field manager Kirk Gibson can accomplish.

My New Coach – I know first hand the value of belonging to mastermind groups and receiving coaching. I have participated in, and lead mastermind groups for years. But it has been a awhile since I have had my own coach.

While in Chicago, I hired Scott Manning from Indianapolis to be my business coach. Even the best players have a coach. You'll see my "game" improve just like the D-backs. I continue to invest regularly in myself for business and marketing education materials. It feels "right" to have invested in a coach again and I'm pretty excited about it.

Newsletter Changes – At the SuperConference Bill Glazer taught a section on getting newsletters opened and read. I am implementing those tips over the next couple of issues.

You may find these tips instructive for your own newsletter. First, as you see, I have moved my personal column to the front page. Second, there is now a table of contents to capture the "skimmers". Notice the address label has your address circled in red and your name is highlighted. Soon the newsletter will arrive in an envelope. Each of these tips are proven to increase readership. We received many great "takeaways" that could be implemented immediately from the SuperConference.



Me with Kathy Ireland
Saw more of her in the Sports Illustrated Swim Suit Issues



May Marketing Party



Phil Shaver & Nick Trevillian (panel members. Not picture Rich Strauch, Robert Stanley & Gus Saurez)

I look forward to seeing you at the June marketing party – a party with a purpose. You will walk away with something you can use the next day.

Chuck

IN THIS ISSUE

- Pg 1 **Chuck's Tee Box**
Jokes & Quotes
- Pg 2 **The Renegade Millionaire Way** – by **Dan Kennedy**
- Pg 3 **No Enthusiasm – No Sale**
Preparing For Vacation
- Pg 4 **Can Your Laptop Stand the heat?**
Mark You Calendar
Trivia

Monthly Humor



What your father told you:

On Intelligence - "Use that thing on your shoulder for something besides a hat rack."

On Problems - "If you don't want the hole to get any deeper, stop digging!"

On life - "Appreciate scenery, art work, and a rainy Sunday. And always keep your gas tank full."

Monthly Quotes

A man's health can be judged by which he takes two at a time—pills or stairs.

—Joan Welsh

Take care of your body. It's the only place you have to live.

—Jim Rohn

What we really want to do is what we are really meant to do. When we do what we are meant to do, money comes to us, doors open for us, we feel useful, and the work we do feels like play to us.

—Julia Cameron

The Renegade Millionaire Way

by Dan S. Kennedy



LOOKIN' FOR LUCK IN ALL THE WRONG PLACES.

The Irish are a very superstitious lot. They believe a black cat voluntarily following you home brings good luck, but bringing a black cat home, or even moving one with you from old house to new, curses you with bad luck forevermore. There are so many Irish superstitions about good and bad luck and blessings and curses, they fill a book. I'm Irish. I don't make a big thing out of it. Sometimes, on St. Patrick's Day, I even forget to wear green. But my racing silks (I drive professionally in 200+ harness races a year) have a big green shamrock on them, and I have been known, after winning a couple races, to get attached to a lucky whip – until I again lose a race.

I have my little superstitions and lucky objects and rituals; indulgences; for racing, selling and speaking. But I *know* (and constantly remind myself) that luck has very little to do with outcomes, and that we pretty much manufacture our own luck – bad or good. Usually by behavior, occasionally merely by attitude or thought. People prefer looking at bad luck as purely circumstantial, yet if probed deeply and objectively enough, there's choice involved. For example, when our very spoiled pet, who we affectionately call The Million Dollar Dog came up lame in her good rear leg and hip, and needed emergency surgery – delaying my wife's travel plans, was this a week of bad luck? The Million Dollar Dog already had this same surgery in the other leg, three years ago. This breed of dog *is* well-known for such problems, and she *did* pick the dog. That's not to say I think a different choice should have been made; I do not; I wouldn't trade *this* dog for any other on earth. It is to say, though, that the week's trouble has little or nothing to do with bad luck, but with dog genetics, and human choice.

Belief in luck and all the superstitions that go with it, and variations of it to which we assign different names and terminology, clouds the core reality of success and failure: that it is up to the individual. **The Renegade Millionaire Way is acceptance of responsibility; more responsibility for more things more often and more readily than the 95% crowd wants anything to do with** – not because we are masochists, but because we know a secret: responsibility equals control, control is product of responsibility, and we definitely do want control.

When it comes to the category of 'information', whether acquired by attending a college, buying books, attending seminars, engaging a consultant or coach, etc., most people are eager to place the responsibility for outcomes on the information itself or the provider of the information. The kid with the Master's Degree in 16th Century Literature asking you if you want fries with your Hero-burger blames the University of Finkelstein or his high school guidance counselor for his fate. But truth is, all information is neutral but for personal, targeted application, and all providers of information are, at best, informed, interesting provocateurs. Me included. **If you want control over the outcomes in your life to be achieved via productive use of information, you can only get it to the same extent you are willing to embrace responsibility for those outcomes.**

Then there is the eagerness and ease with which businesspeople have, in recent few years, been transferring responsibility to the recession and its assorted evils. For some, a 'bad' economy is actually obvious "good luck" and presents opportunity. Most view it as "bad luck". But it is neither, in and of itself. It is for each person what he permits it to be and makes of it.

Most look for luck in all the wrong places. If you are familiar with Russell Conwell's famous speech, oft-published as a book, titled Acres of Diamonds, you'll know where to look. Clue: that source is very close at hand.

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.

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No Enthusiasm ... No Sale!

One of the essential requisites of a successful salesperson is enthusiasm. After all, if the person doing the selling doesn't feel inspired and excited about the product or service, how is the customer supposed to feel enthused?

Of course, not everyone is naturally enthusiastic at heart, but for those who are, their passion and interest show in every fiber of their being. When they talk, their eyes light up and their tone of voice can barely contain their excitement, and all of this is incredibly infectious. While the bored salesperson drones on in a monotone voice that makes the potential buyer want to show him or her the door, the enthusiastic salesperson just keeps on selling.



The salesperson who works in an ever-changing and dynamic field is at a natural advantage because there are always new offerings to help them maintain their sense of keenness. In more traditional or static industries, it is essential for companies to help keep that fire burning. Regular sales meetings, which are aimed less at discussing targets and whether they have been met and more on inspiring and exciting those on the front line, are essential if a sales force is not to grow stale.

Preparing For Vacation

Most people only have between two to four weeks of annual vacation each year and that time is precious. The last thing that any of us want during our time away from the office — when we are trying to relax, unwind and “recharge our batteries” — is constant work-related interruptions. Yet all too often we overlook some very simple things that we can do to ensure that these interruptions are avoided.

If you don't already make a habit of it, remember to do two important things before going on vacation. First, set an “out of office” notification on your e-mail; and second, leave a voice message on your office phone and your work cell phone, if you use one. Your messages need to let the person trying to contact you know the following:

1. Your name, so they know they have reached the correct e-mail address or number
2. The fact that you are on vacation
3. The date on which you are due to return to work
4. Who they should contact in your absence

When colleagues or clients keep calling or e-mailing after they get no response, they don't automatically assume that you are on vacation and, in some cases, they will use any method at their disposal to reach you. With just a few minutes of thought and preparation, however, you can alert them to your unavailability and enjoy your leave in peace.

“Chuck runs a tight meeting, full of content and with a sincere desire to help the members grow their businesses. Great participation from other members – all of who are just not learning but doing.”

Bill Cantrell
OnPoint Financial Strategies, LLC
Scottsdale, AZ

Zazu's Corner



Chuck was happy that the Navy Seals got Osama Bin Laden, but I thought he would show more emotion about it. He told Carol that he would have been a lot more fired up about it if we had got him in back 2001.

I was 2 back on 9-11-01 and I remember it being pretty tense around the house. A couple of neighbors who were against citizens owning guns came over to ask Chuck about what weapons they should buy. He told them not to buy anything unless they were going to attend a firearms safety class.

At our house, we really enjoyed the joke about Walmart getting back in the gun business. Punch line - “The greatest gun salesman in the world is in the White House!”

Here in the office we have been listening to Gary Halbert CDs. We bought the Gary Halbert XXX program from Joe Polish. Gary was a really smart fellow.

Gary insisted that as much time be invested in the CTA (call to action) and order form as was invested in the rest of the sales process. Dan Kennedy discussed CTA's in both the May NO BS Marketing Letter and in the May Gold supplement.

It must be important stuff for those two geniuses to talk about it.

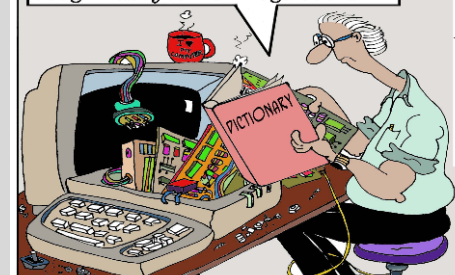
Summer is rapidly approaching. When you see Chuck, remind him he promised us a trip to the northwest this year.

Until next month ,

Zazu

McHUMOR.com by T. McCracken

OBSOLETE: Any piece of software or hardware that your school bought last year for mega bucks.





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A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

JUNE 2011

Can Your Laptop Stand The Heat?

If you regularly use a laptop, especially for prolonged periods of time and in places or positions that restrict airflow to the underside of the computer, you may have experienced times when the machine has simply shut down because of overheating. Each time this happens, it causes damage to the laptop, which can eventually become terminal. With some laptop models, even standing the machine on a flat surface such as a desk or table isn't sufficient to ensure that it stays cool, and you may find that the surface feels hot to the touch when the laptop is moved.

For just a few dollars, you can eliminate the problem of overheating by investing in a laptop fan. This device is powered by a USB connection to the laptop and your computer just sits on top of it as you do your work. Compared to the cost of a new laptop, a laptop fan costs virtually nothing and it can prolong the life of your computer considerably.

From the desk of

Chuck Trautman

Mark Your Calendar

June 7 – No BS CEO Mastermind Group

June 8 - GKIC PHX Marketing Party (East/West)
6:30 to 9 PM
Air Marketing Centre

June 14 –Flag Day

June 16-19 US Open Golf

June 19 – Father's Day



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Trivia

Did You Know?

Human babies are born with more than 300 bones but the adult skeleton has only 206. The reason for this is because as we grow, some of our bones fuse together.

If you find yourself caught short and need to use a public restroom, you should always head for the stall closest to the entrance — it's the least used and therefore the cleanest.

Although it is rumored that Coca-Cola was originally green in color, the Coca-Cola Company refutes this, saying that while the famous contour bottle was green, the drink itself has always been brown since it went on the market in 1886.

The hobby of collecting beer coasters is known as tegetology, and the collector is known as a tegetologist.

The lyrics for America's national anthem, "The Star-Spangled Banner," were written by Francis Scott Key, who was at the time a 35-year-old lawyer and amateur poet. The tune, on the other hand, is said to come from a popular British drinking song that was sung at a gentlemen's club for amateur musicians in London.