



Chuck Trautman's

Gold Crown Marketing Advisor



Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

MAY 2011

Who Says You Can't Buy Time?

Well, okay, perhaps it's not possible to buy time as such, but one way of achieving a better work/life balance and freeing up a few valuable hours is by contracting out or outsourcing some of the less enjoyable activities that you have on your plate.



Got better things to do on a Saturday than trudge around the supermarket doing the weekly grocery shopping? Spend half an hour ordering your groceries online instead and have them delivered straight to your door. Even if there is a small charge for the service, it probably doesn't come to much more than it would have cost you in gas to go to the store. Been watching that lawn turn into a jungle for weeks and can't seem to find the time or the motivation to mow it? Pay one of the neighbors' kids to do it for you for a couple of bucks while you do something more pleasurable.

Whether it's walking the dog, cleaning the car or doing the household chores, there are people out there who are lining up to offer their services. So if your time is worth more than the few dollars that it would cost to pay someone else to do a task, farm it out and put your feet up!

Pushing Past Fear

Fear is a natural feeling experienced by every human being, and in some cases, it is a feeling that helps to keep us safe. If you see a vicious-looking dog coming toward you, for instance, it is probably quite wise to heed any feelings of fear and step out of the way. All too often, though, the fearful feelings that we experience and that hold us back in life have no sound basis at all. In some cases, for example, they might come simply from other people's misgivings or scaremongering, such as the fears expounded by overprotective parents who perceive everything as a potential threat.

Next time you have an idea that you immediately dismiss out of hand, stop and think about why you didn't give it your full consideration. Is it a fear of failure that is holding you back, or even a fear of success? Are you afraid of what other people might think?

When we feel afraid, we naturally imagine the worst possible scenarios, but often there is no logic in our thoughts. Try writing down the worst possible outcomes if you were to go ahead, but also consider the most likely scenario. Do some research to find out for yourself what, realistically, the chances are of your worst fears coming true and just how much more often others have met with success. The chances are that your fears are totally unfounded.

Monthly Joke



Bumper stickers you may not have seen...

Looking for a unique message to stick on the back of your car?

Try some of these . . .

- Depression is just anger without the enthusiasm.
- I'm not cheap—but I am on special this week.
- I drive way too fast to worry about cholesterol.
- I intend to live forever . . . so far, so good.
- Mental backup in progress —DO NOT DISTURB!
- The only substitute for good manners is fast reflexes.
- When everything's coming your way, you're in the wrong lane.

Monthly Quotes

My own prescription for health is less paperwork and more running barefoot through the grass. —Leslie Grimmer

Anything worth doing is worth doing too soon. —Barbara Sher

It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all.

—Edward de Bono

Why People Fail

A series of No B.S. Articles from Dan 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?

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 see 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), 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:

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



Chuck's Tee Box

Zazu's Corner



So as I'm in the office with Chuck writing my column, I am reflecting on last Saturday's outing.

It was a microcosm of what's wrong with United States today. NO DISCIPLINE!

We attended grandson Tyler's soccer game. First of all, why soccer not baseball? Baseball is an American sport, but that's another story.

The players ran off the field to get a drink of water from their parents while the game was in progress. Neither the coaches nor the parents said a word. They were 6 and 7 year olds, but c'mon, they could've waited for a time out.

Then their parents brought their younger siblings to watch. The little ones, and I mean at least a dozen of them, threw tantrums because they could not go the playground. And their parents allowed it!

I was appalled and I could tell Chuck was livid.

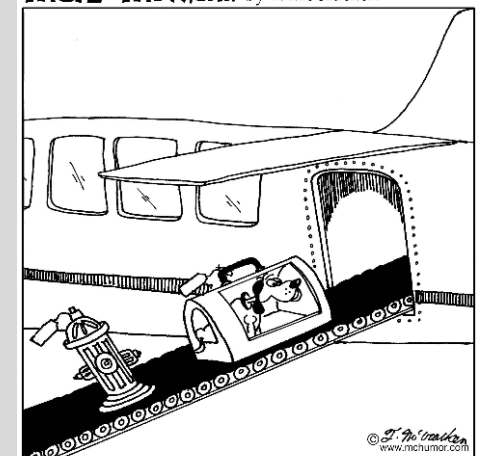
And this politically correct BS. Now parents have to fear CPS if they discipline their child What a crock!

I know I'm just a dog, but I know I am safer and tougher because of what I have been forced to learn. I think kids would be, too.

Until next month ,

Zazu

MCHUMOR.com by T. McCracken



© T. McCracken
www.mchumor.com

By the time you read this, I will be in Chicago at the GKIC SuperConference. As usual, I am very excited to attend this event. Although I will learn tons of new tips from the great line-up of speakers, I will also meet incredibly successful entrepreneurs. That experience is extremely thought-provoking and uplifting.

If you have never been to a national Glazer-Kennedy event, put it on your bucket list. It is a great experience and always profitable, too. You will rub elbows with the speakers in the halls and find them to be very open, friendly, and helpful.

Our May 11 marketing party will feature a member's panel discussion with tips learned from the experts at the SuperConference.

On a personal note I have recently categorized my various businesses into 4 groups. I find it simplifies my thinking, has me less "scattered", and allows me to manage my time more effectively (see Dan's article on page 2). Try it!

I recently played golf at Dove Valley. The greens were as fast as I have seen in Phoenix. Frankly I played like crap. My excuses are a 5 hour round, a sore back, and green speeds I was not used to. I will go back and exact my revenge soon. The business tip here is never accept defeat!

Local Chapter News

The April GKIC Phoenix Marketing Party was a fun one. Our guest speakers, Ira Rosen and Cory Sanchez from Mojo Video Marketing did not disappoint. They educated and entertained us. They offered a free video marketing "check up" to all in attendance. I am sure they will still honor the offer if you just mention this newsletter. They may be reached at 480-339-4300.

Use Linked In For \$184,000 In Deals?

In addition to our SuperConference panel, we have Mastermind Member Jim Hart, sharing a Linked In success story. In addition to all the successful techniques Jim uses to grow his business, he added a Linked In strategy that has netted him \$184,000 in the last few weeks.

Jim has graciously agreed to share his strategy with us.

A couple of photos from April courtesy of Rick Mueller Photography.



Dr Tara Revell & Carrie Love



Ira Rosen



Gold Crown Marketing Advisor

Good news and information to move your business forward

Gold Crown Marketing Advisors
 8776 E. Shea Blvd, Ste B3A-422
 Scottsdale, AZ 85260
 480-773-7490

www.NoBSPhx.com

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

MAY 2011

Save Time by Checking In Online

Traveling can be stressful enough without having to hang around for what feels like hours, shuffling your suitcase forward a few inches at a time and counting the number of passengers ahead of you at the check-in desk. Although most airlines offer the option of checking in online from the comfort of our own homes, few people do it. Result? Long lines at the check-in desk and hardly anyone with carry-on luggage at the security check or at the drop-off counter for checked baggage. If you travel regularly or if your work involves arranging travel for other people, digging out the website address for the airline and finding out where on the site you need to check in can sometimes feel like more trouble than it's worth. **But there is a handy little site that takes you directly to the check-in pages of almost 70 of the world's top airlines, which means remembering only one website address. Check out www.worldwidewebcheckin.com and save yourself some time and frustration.**

From the desk of

Chuck Trautman

Mark Your Calendar

May 3 – No BS CEO Mastermind Group

May 8 – Mother's Day

May 11 – GKIC PHX Marketing Party (East/West)
6:30 to 9 PM
Air Marketing Centre

May 21 – Armed Forces Day

May 30 – Memorial Day



Chuck Trautman Interviews The Experts Series

- Create or enhance your celebrity quotient
- **Establish yourself as THE expert in your field**
- You become a trusted adviser to your audience
- **Get Paid For "WHO" You Are**

www.InterviewTodaysExperts.com

Trivia

Did You Know?

Right-handed people tend to chew their food on the right side of their mouths, while left-handers tend to chew on the left.

Dalmatian dogs are born without their spots. Their characteristic markings begin to develop when they are about a week old.

The little plastic sheath used to secure the end of a shoelace or drawstring is called an aglet.

Of the nine planets in our solar system (Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune and Pluto), Earth is the only one that is not named after a god.

When you accidentally transpose the sounds of two different words (usually the initial sounds), for example by saying "the queer old dean" instead of the "dear old queen," this is known as a spoonerism, a term named after the British scholar the Reverend William Archibald Spooner, who was apparently quite prone to the odd spoonerism himself.