



Chuck Trautman's

Gold Crown Marketing Advisor



Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

September 2011

Chuck's Tee Box

My national mastermind group met in Indianapolis in the middle of August. It was a fantastic session filled with many "ahas". That's how it should be when you are around other intelligent members you like and respect.

The biggest thing I have to share with you is I am going to brand myself as "Sgt. Chuck". Not the Marine drill instructor sergeant, but the no-nonsense, let's get 'er done type. Henry Evans from San Diego suggested the idea, but surprising to me was that 3 very strong ladies in the group loved it and encouraged me to implement it. Another strong lady, Trish McCarty, CEO and founder of StarShine Academy and a member of our Phoenix CEO Mastermind group also endorsed it along with the members, so stay tuned!

I plan to act on two other recommendations I received in Indy. One was to use more video in my marketing. The second was to share "Chuckism's" with you all. Of course Chuckism's always have a back story.

Here's the first one: "Do unto others is not just a religious philosophy it is a damn good business philosophy as well." Back story - How can you go wrong when you treat your customers, employees and suppliers exactly the way you wish to be treated?

On another personal note, when San Diego announced their AZ boycott I vowed never to go there again, but I finally relented. Carol and I spent a very enjoyable 4 days in San Diego. No touristy stuff - just beach, food and enjoying the weather. We're looking forward to our Northwest vacation and some real autumn weather this month.

As I write this we have a few seats left for Ali Brown's appearance on Sep 7th. She is an ultra-successful and brilliant young woman who has a lot to teach us. I look forward to seeing you there.

Chuck

Chapter News

The new member orientation before the August chapter event was a well-attended. Several "not so new members" joined in and we had a lively discussion. The feedback was terrific, so plan to attend the next one (tentatively November)

We changed it up at the meeting itself. Half the meeting was dedicated to keeping the money you earn by having a good corporate record keeping system in place. Our speaker, Scott Burnett, pointed out that although the politicians *talk* about helping small business, the administration has hired 16,000 agents to audit small business. So we must cover our rears!

Welcome to our newest members Roseann Higgins and Bob Denton!

IN THIS ISSUE

- Pg 1 **Chuck's Tee Box**
Monthly Jokes
- Pg 2 **Make Yourself More Valuable** –
by Dan Kennedy
- Pg 3 All ZIPPed Up
Zazu's Corner
Childhood Obesity
- Pg 4 **Do You Plan Your Downtime**
Quotes
Mark Your Calendar
Trivia



Monthly Humor

A guy's going on a business trip and he has to take his secretary with him, and she's really crazy about him. The first night on the Amtrak, she's in the top bunk and he's in the bottom bunk. She says, "Mr. Forsythe! Mr. Forsythe! I'm chilly! I think I need a blanket!" He says, "Miss Schmitt, how'd you like to pretend you're *Mrs.* Forsythe for a little while? She says, "Oh, I'd like that." He says, "Then get your own damn blanket."

A guy walks into work, and both of his ears are all bandaged up. The boss says, "What happened to your ears?" He says, "Yesterday I was ironing a shirt when the phone rang and I accidentally answered the iron." The boss says, "Well, that explains one ear, but what happened to your other ear?" He says, "Well, jeez, I had to call the doctor!"

WHY PEOPLE FAIL

A series of No B.S. articles from Dan Kennedy



Dan Kennedy, The
"Millionaire Maker"

If You Want More, Make Yourself More Valuable

The mayor of a small town once wrote to Benjamin Franklin asking for a donation so the town could buy a bell for its town square. Franklin sent money with a note suggesting they forego the bell in favor of buying books for the town library. It is at the library we might find an answer to why so few succeed and why most fail - at anything, at everything.

Most people do not apply themselves to acquiring know-how nor apply the know-how they acquire. In short, they have the attention span of a gnat, the diligence of an idle, random breeze. They certainly don't study. I have become quite rich and somewhat celebrated, reaching the pinnacle of success in not one but three different fields. At each required skill-set, I once sucked.

For me, there has always been a crawl to competence, then a fast rise to superiority. Part of the process is getting through of a lot of information in a hurry but also continuously. For nearly 25 years, I read a book a day plus newspapers, trade journals, newsletters, visited the public library weekly; took on a needed skill and so thoroughly and intensely studied it as to become a world class expert.

When I was teaching myself to be an advertising copywriter, for example, I studied no less than an hour every day, listened to recorded material on the subject constantly, sought out and got to know the top people in the field, and when one told me to take great direct-response ads and write them out longhand 21 times each, to teach my subconscious the rhythm of such writing, I did that with 100 ads.

I collected over 200 books on the subject and immersed myself in them. I built organized files of samples that fill a room. I traced one master back to his teachers, they to theirs, thus even knowing the genealogy of the field. When I am asked by fledgling or journeymen copywriters how they, too, might have clients waiting in line to pay them \$100,000.00 fees when there are thousands of copywriters advertising their availability for 1/10th that or less, and I tell them this answer, they reject it.

They seek rewards out of kilter with their value and are unwilling to do what is necessary to build up their value. The same answer could be given by the top earners in insurance, real estate, retail store ownership, dentistry - name the business or profession. The answer is the same.

I am told by people all the time that they simply do not have time to read and listen to all the material they have purchased or subscribed to. But time is democratic and just. Everyone has the same amount.

When I choose to read with my mid-morning coffee break and you choose to blather about trivia with friends; when I choose to study for an hour sitting on my backyard deck at day's end but you choose to watch a TIVO'd American Idol episode, we reveal much.

When someone says he does not have the time to apply himself to acquiring the know-how required to create sufficient value for his stated desires, he is a farmer surrounded by ripe fruit and vegetables, whole grains and a herd of cattle on his own property who dies of starvation, unable to organize his time and discipline himself to eat. Incidentally, success in every business, including yours, depends on mastery of a handful of critical competencies (one of which is always marketing). The individual who sets out earnestly and diligently to acquire a wealth of know-how in each winds up with wealth in his bank account. All others watch with envy and cry in their soup, two activities they do seem to find time for.

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.

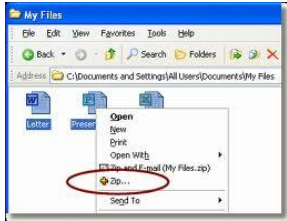
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Increase Your 'tech' IQ

All ZIPPed Up and Ready to Go

If you have ever bought yourself a nice, shiny new computer and been thrilled at its sheer speed, only to notice how it becomes more and more sluggish as the weeks go by, then you won't be the first. Every new application that we add and every video, song or photo that we download eats away at the memory and slows things down until it feels like the machine is running on hamster power. It's not just memory-gobblers such as these that can impact on memory and speed though, because even a collection of relatively small documents, such as those created on Word, can take their toll too.



One way to save a bit of space on your computer and so keep things ticking along nicely is to save individual documents or groups of documents into ZIP files, which are essentially compressed to reduce their size. The information contained in each of the documents is still easily accessible, but the files themselves take up less of your computer's valuable memory.

ZIP files are also very useful if you need to send a number of documents via e-mail. Instead of attaching them individually to your message, which slows down the sending process greatly, just save them into a ZIP file and send them all at once. To create a ZIP file in Windows, just select the documents that you want to include, right-click the mouse and select 'Send to' and then 'Compressed (zipped) folder'.

Say 'No' to Childhood Obesity

Childhood obesity has reached monumental proportions, and sadly most of those who start life overweight continue the same way into adulthood and have to face considerable health risks, not to mention the social issues connected with obesity, throughout the rest of their lives.

Saying "no" to the children whom you love when they ask for extra helpings or refuse to take in anything other than high-fat, high-calorie junk foods washed down with gallons of soda isn't always easy. Making sure that they get adequate amounts of exercise when all they want to do is sit in front of the TV or the computer screen often isn't any less of a struggle either. As a parent, however, the responsibility rests with you to ensure that your children's lifestyles are ones that contribute to rather than take away from their health and well-being, and sometimes that means having to take a tough line.

Allowing children to become obese doesn't do them any favors but instead sets them up for what often turns out to be lives that are miserably preoccupied with food and weight issues. While it might be easy to think that a bit of extra weight won't do them any harm or that they will simply grow out of their fat phase, in fact this rarely happens and the problem just gets worse. Make sure that you understand just how much food your child really needs to stay fit and healthy, and say "no" to anything more.

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"Chuck is a shining example of Napoleon Hill's teaching re: enthusiasm. I leave with his energetic example after each session."
Steve Rensch
Rensch Law
Mesa, AZ

Zazu's Corner



I have to tell you I just don't like the UPS truck. Chuck gets a lot of UPS deliveries. When I see the brown truck, I just can't control myself. I bark and then Chuck yells at me and I feel bad because I know better. Maybe there should be an info product for training us canines to ignore the damn UPS and Fed Ex trucks?

When Chuck is on the phone, I often here him pass on the Dan Kennedy advice that everyone needs to tell their story to their clients. And then repeat the different parts of the story often because people forget why they connected to you.

I'm happy to report that I've watched Chuck put a lot of effort into expanding his own story. He hasn't even got to the part yet, where I come into his life and become a trusted advisor.

Did you know that the dude worked on ranches when he was in high school? I found out he shocked oats, hauled hay, plowed fields with a tractor, and even branded, de-horned, and castrated calves! Who knew?

Or ask Chuck about how Don Tyema, a decorated Korean War veteran and Chuck's junior high baseball coach, helped Chuck after his dad died when he was 13. It's a good story.

Until next month,
Zazu



"Instead of hunting gazelle tonight, how about ordering a pizza and eating the delivery man?"

Ali Brown Live In Phoenix

Featured on *ABC's "Secret Millionaire"*, entrepreneur extraordinaire Ali Brown will be on our stage on September 7th.

Thanks to our presenting sponsor, Infusionsoft, and to our monthly sponsors Rick Mueller Photography and Mojo Video Marketing for making this possible.

Ali is an entertaining and inspiring speaker you will not want to miss.

Details: www.AliBrownInPhoenix.com

Monthly Quotes

Mathematics is the supreme judge; from its decisions there is no appeal.

—Tobias Dantzig

The important thing in science is not so much to obtain new facts as to discover new ways of thinking about them.

—William Lawrence Bragg

Imagination is the beginning of creation. You imagine what you desire, you will what you imagine, and at last you create what you will.

—George Bernard Shaw

The Work/life Balance - Do You Plan Your Downtime?

If you're like most people, you probably have a diary that is full of both work- and non-work-related business appointments, but few if any appointments with yourself, your family and your friends. That's because the latter tend to be fitted in when we can spare some time, rather than being deliberately factored into our busy days. The only trouble with this arrangement, however, is that it doesn't necessarily lead to much quality time, because in reality much of our downtime just gets frittered away.

If weekend activities with your partner and children or nights out with friends are what you feel are missing from your life, try planning and scheduling them in advance to make sure that they happen. Not only will writing them down in your diary or on the kitchen calendar make them more likely to happen, but also you and your loved ones will have things that you can actively look forward to during the course of or at the end of a busy week.

From the desk of

Chuck Trautman

Mark Your Calendar

Sep 6 – Tuesday CEO Mastermind Group

Sep 7 – GKIC PHX Marketing Party with Ali Brown
6:30 to 9 PM

Air Marketing Centre

Sep 11 – Never Forget!

Sep 16 – National POW / MIA Recognition Day

Sep 29 – Thursday CEO Mastermind Group

KCFT Radio

- Be a guest on the "Chuck Trautman Interviews the Experts"
- **Brand yourself as a celebrity expert**
- Answer the questions YOU want ask
- **Feature your interview on your website, blog, CD, book, etc**

For details go to www.InterviewTodaysExperts.com

Trivia

Did You Know?

Whoopi Goldberg, born Caryn Elaine Johnson, apparently earned her stage name from her unfortunate problem with flatulence. Known as Whoopee Cushion in her younger years, she adopted the first part of the nickname after a producer expressed a preference for it when Whoopi made her first break into the movie business.

In 1926, it was considered that women could safely run a maximum distance of just over 2,624 feet without risking infertility. For this reason, women were banned from running marathons from that year onward, and it wasn't until 1963 that the next official time was recorded for a woman.

MySpace, which was once the most popular social networking site in the US, was bought in 2005 by Robert Murdoch's News Corporation as part of a \$580 million deal in which the site itself was believed to account for around \$327 million. When it sold again in June 2011, CNN reported its sale price as just \$35 million.

According to research conducted in Germany in 2010, the country's retail businesses lose more than 5 million euros per day to shoplifting.