



Chuck Trautman's

Gold Crown Marketing Advisor



Good news and information to move your business forward

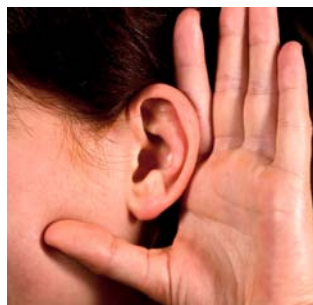
A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CUSTOMERS

MARCH 2010

Are You Really Listening? Eliminate These Bad Habits

For better relations with your employees, customers, and vendors, avoid these listening mistakes:

- Discounting the issue. We minimize the importance of what another person has said. Saying, "Oh, it's not that big of a deal," can make another feel that you think their concerns are trivial. The intent of a response should be to support and encourage.
- Offering unwanted advice. When you jump in to tell the other person what to do, you may be solving the wrong problem without understanding all the issues. You may also send the message that you don't think the speaker is capable of solving his or her own problems. Give advice only when asked.
- Interrogating the person. We often respond to a problem by analyzing it: asking a lot of probing questions and judging the other person's response. Be careful—don't alienate the person with too many questions and interruptions. Let him or her finish before searching for solutions.



Management Tips

Delegate for success with this advice

Delegation is a prime management skill that saves your time and your company's resources, and helps develop employees for advancement. Here are some tips for delegating successfully:

- 1) Don't look for perfection. Your objective is to get the job done, not create a masterpiece. Establish a standard of quality and a fair timeframe for reaching it. Once you establish the expectations, let your staff decide how to carry out the project.
- 2) Set the parameters. Make sure your employee has all the information needed to complete the job. Confirm that he or she understands—and accepts—the requirements before you consider it delegated.
- 3) Focus on teaching skills. Delegating doesn't mean passing off work you don't enjoy, but letting your employees stretch their skills and judgment. As you hand over greater responsibility, it's important to understand that learning new skills sometimes includes making mistakes. Don't punish employees who make a good faith effort to do things right.
- 4) Check on progress. Let the employee do the work, but check in periodically on progress. Don't look over employees' shoulders or watch their every move. When you outline the expectations in the beginning, make sure you build in checkpoints for follow up.

Hello! We are pleased to send you this monthly issue of the Gold Crown Marketing Advisor. It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors. Enjoy!

Monthly Joke



Here are several excerpts from actual courtroom transcripts. The selections were compiled by a court reporter:

Q. What is your name?
A. Ernestine McDowell.

Q. And what is your marital status?
A. Fair.

Q. Do you know how far pregnant you are right now?
A. I will be three months November 8th.

Q. Apparently then, the date of conception was August 8th?
A. Yes.

Q. Mrs. Jones, is your appearance this morning pursuant to a deposition notice which I sent to your attorney?
A. No. This is how I dress when I go to work.

Monthly Quote

If your thinking is sloppy, your business will be sloppy. If you are disorganized, your business will be disorganized. If you are greedy, your employees will be greedy, giving you less and less of themselves and always asking for more.
-Michael Gerber

Why People Fail

If You Want More, Make Yourself More Valuable

by Dan Kennedy

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.

NOTE: The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 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/FreeGift.html>

Chuck's Corner

On the business side of things, these are exciting times! My past business experience combined with my Glazer-Kennedy education has positioned me to be “in demand” for marketing strategy sessions. I also get a lot of requests for copywriting assistance.



After Jim Palmer (The Newsletter Guru) was in Phoenix, I purchased his Master Reseller program. I will be rolling it out soon. But the bottom line is that there will be 25 to 30 pages of newsletter content available each month. Black and white, color, and email templates will be included. Using the March content I was able to produce this 4 page newsletter in about 90 minutes. If you are interested in being a charter member of my newsletter club, please call me.

Victor Allison invited me to attend a cognac tasting at the Phoenix Art Museum. What a blast! I have attended scotch, wine, and beer tastings, but never cognac. We sampled 6 different A. Hardy Cognacs, aged from 8 years to over 100 years. One bottle of the “good stuff” sells at \$7,500!

A big “THANK YOU” to **Sir Speedy of Scottsdale, the Phoenix Business Journal and Infusionsoft** for assuming sponsorship of our March GKIC Chapter Meeting and “Dan Kennedy Live” in Phoenix. Their help is greatly appreciated. It allows us keep this extremely valuable seminar affordable for all.

Why not make Dan’s presentation a group outing for your clients and colleagues?

Keep Your Muscles Strong at Any Age

As we grow older, we often lose muscle mass. It’s called sarcopenia, which means “vanishing flesh,” a name coined in the 1980s. Muscle mass decline typically starts in the 40s but increases after age 50. One study of about 200 men and women ages 64-93 found that it affected 22.6 percent of the women and 26.8 percent of the men.



You can take steps to avoid sarcopenia. They include:

- **Strength training.** Lifting weights has been shown to increase muscle mass and protect against sarcopenia and may even reverse its most debilitating effects.
- **Aerobic exercise.** Healthy muscle tissue needs capillaries to infuse it with blood. Regular exercise, like a brisk half-hour walk every day, can provide this.
- **Protein.** Inadequate protein in the diet, or difficulties digesting and absorbing protein, may be a factor in susceptibility to sarcopenia. Older adults may need to increase their consumption of protein to maintain their lean body mass.
- **Vitamin E.** Research at Tufts University Nutrition Research Center suggests that Vitamin E may significantly reduce muscle damage in men young and old.

Bill Gates Gets Lots of Spam— But It’s No Big Deal

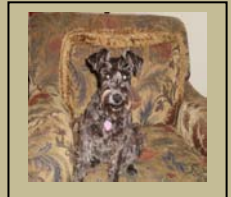
Bill Gates gets more than 4 million pieces of spam every day.

But the Microsoft mogul doesn’t have to schlepp through the unwanted mail like the rest of us. In fact, he has almost an entire department at Microsoft dedicated to cleaning out spam meant for his inbox.

Microsoft even has a special technology designed to filter e-mail headed for Gates’ mailbox.

Zazu’s Lair

Chuck is my best friend. I even have my own chair in his office.



This is the first time he’s ever let me write an article. Doesn’t he think I’ve learned anything over the last 10 years? I have to roll my eyes a lot at the things he says and does. He should use more of my ideas.

Often he gets off the phone and says, “Damn it, I can’t believe they don’t capture the names and contact info of their prospects.” I know better because I capture the smell of every other dog in the neighborhood.

Zazu

MCHUMOR.com by T. McCracken



Alice seemed to think having a video conference was similar to trying out for *American Idol*.



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Get Rid Of Your Bad Mood

What do you do if you're at work and you feel a foul mood taking over? A recent study suggests that maybe you should get outside and take a walk—especially when it's sunny. A study of 600 persons in the United States reported that spending a little time outside on a nice day really can make a difference in how you feel.

While weather is just one of many factors that can affect mood, it really can make a difference. So if you're having a tough day at the office, you may want to get out for a stroll in the sun.

Get Your Written Messages Across Coherently

Effective communication is as important in these days of e-mail and Twitter as it's ever been. Use these guidelines to ensure that your written messages come across clearly:

Step 1: Define your goal. Do this in one sentence. You should be able to define the purpose of your communication as a positive, constructive action.

Step 2: Identify your central emotion. Usually we write to convey a certain emotion—whether we're disappointed or happy about a situation, for instance. Keep your emotions positive. You may be writing to express disappointment, but center the writing on your hopes for change.

Step 3: Determine who your audience is. This will help you determine your readers' expectations and perspectives and guide you in your writing.

Step 4: Gather supporting information. Include statistics, anecdotes, and other data that support the point of your communication.

Step 5: Draft. Write freely without thought of length or mistakes. Don't stop to edit yourself until you've finished writing. Then . . .

Step 6: Rewrite. In rewriting, you'll be able to trim your message and rearrange all the elements into their most effective structure.

Make Mine Dark Please— Beer That Is

The old advertising slogan "Guinness is Good for You" may not be far off the mark. University of Wisconsin researcher John Folts has found that dark beer, such as stout, has three times the concentration of flavonoids than lighter brews. Flavonoids are phytonutrients that help keep blood atherosclerosis from forming clots that could cause a heart attack, and they reduce the risk of, or hardening of the arteries.



From the desk of
 Chuck Trautman

I am really fired up! Imagine – St Patrick's Day – Dan Kennedy giving a 100% pure content seminar on how to earn your own pot of gold, and you're invited. Well you are!

Be sure and check out Dan's article, "If You Want More, Make Yourself More Valuable" on the next page.

Dan Kennedy Live In Phoenix

Presented by Sir Speedy Scottsdale and the Phoenix Business Journal

When: March 17 3:30 to 6:15 PM

Where: Embassy Suites Airport
 1515 N. 44th St (44th St and McDowell)

Topic: FIVE STRONGEST MONEY MAKING STRATEGIES (FOR ANY BUSINESS) IN A STILL WEAK ECONOMY

Registration: \$25 at www.DanKennedyInPhoenix.com