



Chuck Trautman's

Gold Crown Marketing Advisor



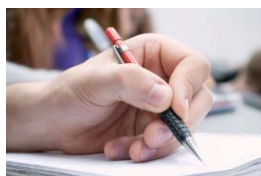
Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

AUGUST 2010

Inspire Others with Your Writing

How many times have you read something that has really inspired you? Works of fiction, fact-filled books, blogs, poems, and even brochures and advertisements all have the potential to get our pulses racing and can inspire us with ideas to take up a new hobby, improve our lives or take off on new adventures. Whether or not we realize it, we all have little gems of inspiration that we can pass on to others, but often we doubt ourselves to such an extent that we do nothing with them. Your words, however, could be just what someone out there is waiting to hear.



Of course, we're not all Shakespeare's or even Dan Brown's, but unless you are looking to get published, that really doesn't matter nowadays. Anyone can start up a blog on any subject they choose, and nobody is going to be judging you on the quality of your prose, although many will be keen to hear your story or your advice. Sites such as HubPages and Squidoo are also great mediums for anyone who wants to share his or her thoughts and ideas in bite-sized chunks, so don't feel that you have to launch into a full-length book in order to have your say. Think about all the great things that you have gained from other people's writing, and give a little of your wisdom back in just the same way!

Negotiation Skills

Whether you are looking to seal the deal on a new contract, negotiate a salary raise or resolve a workplace dispute, your chances of success will rely enormously on the effectiveness of your negotiation skills. Did you know, though, that we all have our own natural negotiation styles? And that being able to identify your own style and those of other parties, as well as being able to switch styles at will, can help you achieve a better result?

Competitors are tough cookies who are not only very assertive but also typically pretty uncooperative. If you are in a strong position, this can be a great style to adopt, but be aware that if you use it inappropriately, it could backfire and damage your relationships.

Collaborators are often the most effective negotiators, being both assertive and cooperative. These guys are excellent at maintaining good relations because they always seek the common ground.

Compromisers are similar to collaborators but are not quite as accommodating. They are, however, prepared to meet the other party halfway.

Pleasers are nice guys, but they can often be taken advantage of because they give in too easily. This style can work, though, if both sides are equally keen to reach agreement in an amicable way.

Avoiders are neither assertive nor cooperative and tend to bury their heads in the sand in the hope that the issue will go away of its own accord.

When it comes to negotiation styles, one size doesn't fit all, so choose yours according to the situation.

Monthly Joke



A short course in high finance. . .

A college student was buying a textbook on finance for one of his classes and was shocked at the price: \$125.

"How much will you pay me when I sell this back to you at the end of the semester?" he asked the manager.

The manager consulted his computer and answered, "We'd pay you \$50."

"That's crazy!"

"Yeah," the manager agreed. "I always thought that anyone who buys a \$125 book for a finance class and sells it back for \$50 should flunk the course."

Monthly Quotes

"Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work."

—Vince Lombardi

"The beaten path is the safest, but the traffic's terrible."

—Jeff Taylor

There are three types of people in this world: Those who can count, and those who can't.

—bumper sticker

Why People Fail

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

Mystery Solved

“There is nothing more deceptive than an obvious fact” said Sherlock Holmes.



Dan Kennedy, The
“Millionaire Maker”

You are presumably reading this because you are intrigued – for self-interest, not just academic exercise – with the mysteries of achievement and success. I have spent more than 30 years examining these mysteries. Before me, a long list of authors, lecturers, consultants, psychologists, researchers. Napoleon Hill one of the most famous, whom you’ve probably read. Many before him, after him. All sorts of theories; 7 steps; 17 steps; blueprints; and explanations have been produced, all aimed at solving the mystery of why so few do so very well, while the majority achieve comparatively little. This is true of any general population, or any given industry’s or profession’s population, or any company’s sales organization, even any school or town. Pretty much without struggling and spending entire lives running in place or never even getting out of the starting gate at all. Why do few rise and most, at best, flounder? I’m afraid it’s not as much of a mystery as everybody in the 80% group wants it to be.

The *specific* reasons people fail are many and varied, and range from tragic to comical. But there is only one underlying reason: the choices they make. About study, about association, about initiative, effort, persistence. There is no shortage of opportunity. There is some worthy opportunity accessible to everyone, regardless of their education or location or other factors. Every “reason” for failure can be de-bunked. *Oh, the poor fellow had no good examples to follow or mentors to inspire him.* Neither did Og Mandino, an alcoholic hanging out at the public library because it was a dry, warm, safe place. There he discovered mentors in books available free, with their help confronted his demons and pulled himself together. Became a success in business and became one of the all-time bestselling self-help authors. Space here does not permit similarly de-bunking all the other “reasons”, but I can. Every one. The argument then disintegrates to insisting my examples are all of exceptional people and cannot be applied to large numbers. But why not? The fact is: the people whose stories I cite in de-bunking the majority’s reasons for not doing well are very ordinary people who chose to be exceptions, to do exceptional things, to make themselves exceptional. *Chose.*

In my world, people bump up against significant-sized groups of people who are *all* doing well in their businesses or professions. The top industry advisors I work with, including the one who has published this article for you to read, have hundreds; some have thousands of top performers around them. When someone new comes into such a rarified place, he sometimes runs back out the door as fast as he can– to avoid confronting the *obvious* fact that there is no *real* reason for not doing exceptionally well. If you feel that way, I’m sure the exit is clearly marked. A small number stay and dig in and determine that they will get all there is to get about how to succeed and prosper, and use it. In this way, the percentages never change no matter what I or the person who published this article or a legion of us say, write or do. Because, ultimately, success or failure is an individual, personal choice no one can make for you. We wind up helping winners win.

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 CDs and more: for information and to register, visit:

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Chuck's Tee Box



Thanks for all the great comments about this newsletter. I have fun with it and it is proving to be a fantastic “stay in touch” tool.

What did you think of the British Open? I had the pleasure of playing St Andrews twice in the same week in June of 2000. On the first day there was just a light breeze blowing and it was easy to score. I shot 81 even though I putted poorly.

Three days later the wind was blowing so hard there was an advisory on the Firth of Forth bridge and most of the caddies wouldn't go out on the golf course. On the 11th hole, a par 3, the wind was blowing at least 40 MPH from left to right. I hit a shot that bounced 20 yards left of the green and ended up 50 yards right of the green! I shot 102 and I think it was one of the better rounds I ever played in Scotland.

Local Chapter News

In July we held two chapter meetings – one on the west side and one east side. The major discussion topics were the same, but of course each took on a life of its own when the discussions progressed. I am fortunate to be able to work with such a solid core group of members.

Welcome to first timers Ben Chantry, Dan Anderson, Geoff Ronning, Clay Richardson, and Jeff Greenblatt.

It benefits you to be on the lookout for sharp entrepreneurs to invite to our monthly meetings. Your guests will bring further value to our marketing discussions. You'd like the guests to be as sharp as you are. Right?

Report on the Info Product Creation Seminar

It was a sell-out! Thank you! The 24 of us who gathered at the Holiday Inn in Mesa had a blast. The energy level was high and the group came ready to learn. No one left disappointed. Robert Stanley, Kevin Koop, and I gave our best stuff.

Thanks to **James Rinkenberger of Image Ave Studios** for creating HD video opt in pages for our group.

A special thanks to gold member and seminar participant, **Tami Call of Infused Copy**. Tami, who is a copywriter, took it upon herself to help everyone who asked with their audio script for their video.

The marketing community is a very giving group of people of which I am proud to be part of. Tami is a fine example of this.

Zazu's Corner



Chuck and Carol drug me out of the house for a road trip last month. How would you like to spend 2,500 hundred miles in the back seat?

Now don't get me wrong, I would much rather go on a road trip than be put in a “doggie hotel”, but I'm just sayin'. All the good sightseeing spots were up front.

The great thing about a road trip is you get all that time to think. I was thinking about good food and all the new smells at the rest stops or roadside pit stops. Chuck was thinking about marketing ideas.

Apparently this fella, Sen. Harry Reid is not real popular in NV anymore. There were lots of signs like this along the way.



It's like the USP Chuck talks about for the septic tank company – “CAUTION: This truck is full of political promises.”

ZAZU

MCHUMOR.COM by T. McCracken



“Safe sex is not making love with your helmet on.”



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Audio Books for Learning on the Move!

Trying to knuckle down and learn something new when you are already living your life at breakneck speed can simply be too much of a challenge. There are times, though, when you might not be able to sit at a desk with a pile of books but you can afford to concentrate just enough to learn from an audio book. Exercising, cooking, doing housework and driving, for example, are all activities that can be combined safely with audio learning. Audio books have, of course, been around for many years now, and in that time the range available has grown from children's stories and novels for adults to a good selection of self-help and business books. Language courses on tape or CD lend themselves particularly well to learning on the move, so whether you just want to pick up a few words of the local lingo before you head off on vacation or are looking to master a new language to improve your career prospects, one of these could prove to be a great investment. Being short of time and always on the move doesn't have to mean the end of learning opportunities. Just stick on those headphones and you could be one click away from endless new knowledge!



From the desk of

Chuck Trautman

Mark Your Calendar

Aug 11 – 11:30 to 2 PM - West Side Chapter Meeting
Rock Bottom Brewery
7640 W. Bell Road

Aug 11 – 6:30 to 9 PM – East Side Chapter Meeting
La Quinta Inn
8888 E Shea Blvd

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Anecdote - Two business giants talk about 'fun'

In his book, *The 13 Secrets of Power Performance*, author and trainer Roger Dawson tells the story of a meeting between two iconic figures in the restaurant industry: Tom Monaghan, founder of Domino's Pizza, and Ray Kroc, founder of McDonald's.

Kroc's assistants had scheduled a 15-minute meeting, but it turned into a 2 1/2-hour mutual appreciation session. Kroc peppered Monaghan with questions about his operation and impressed Monaghan with how quickly he caught on. "In no time at all he understood Domino's as well as anyone except me," Monaghan said.

Finally, Kroc leaned forward in his chair. "I'm going to give you some advice," he said. "You have it made now. You can do anything you want; make all the money you can possibly spend. So what I think you should do now is slow down. Take it easy. Open a few stores every year, but be careful. Don't make any new deals that could get you into trouble. Play it safe."

Such conservatism was the last thing Monaghan expected to hear from his hero. After a moment of indecision he blurted out, "But that wouldn't be any fun!"

Kroc broke into a huge grin and shook Monaghan's hand. "That's just what I hoped you'd say!"