



Chuck Trautman's

Gold Crown Marketing Advisor



Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

JANUARY 2011

Run Your Way to Fitness, Come Rain or Shine

Keeping up with an exercise regime during the warm summer months is all very well, but who wants to go out jogging in the rain and cold? Winter doesn't have to mean letting all that lean muscle turn to flab, though. A home treadmill is the ideal way to stay in perfect shape whatever the time of year.



Running is a great form of aerobic exercise that not only works the heart and lungs and improves the body's oxygen supply, but burns fat too. When you run outdoors, however, the hard surface of the road or sidewalk puts a fair amount of pressure on the joints. Because a treadmill has a running surface that absorbs shock, you can still get all the benefit from the exercise without suffering painful knees and ankles.

Nearly all home treadmills allow you to vary the speed at which you either run or walk, and some also have a control that tilts the running surface so that you can simulate the experience of running uphill. Depending upon the model, you can also see how many calories you are burning, which is a great motivator for those trying to lose weight.

The Work/life Balance

The Perils of Perfectionism

Finding work/life balance in today's busy and highly competitive world could never be described as easy. For most perfectionists, however, it is downright impossible.

Although many people tend to think of being a perfectionist as a positive thing, true perfectionism is, in many ways, extremely counterproductive. Not only does the need to attend to every last little detail waste unnecessary time and lead to tasks and projects taking much longer than they need to, but it typically means that perfectionists end up allowing work to eat into their own personal leisure time. Perhaps worse still, even once the job is finally handed over, the perfectionist still never feels that he or she has completed it well enough and so is left with intense feelings of frustration and low self-esteem.

Striving for excellence is something that can only benefit ourselves and our employers, but there is a world of difference between this and trying to achieve the impossible. As human beings, we are not built to be perfect; trying to achieve perfection is a certain road to unhappiness. By all means give everything your best shot, but know when to stop because your best really *is* good enough!

Monthly Joke



What's In a Name?

The CEO of a large company called a new executive into her office on his first day. "What's your name?" she asked.

"Well, at my last job, everybody just called me Steve," he answered.

She frowned. "I don't care about your previous job. This is my company, and I address everyone by his or her last name. Just ask Smith in Finance, or Johnson in Product Development, or Burns in Shipping. Now, what did you say your name was?"

Steve sighed. "My last name is Darling. Steve Darling."

"OK, Steve, first let me welcome you to the company."

Monthly Quotes

Research is what I'm doing when I don't know what I'm doing. —Wernher Von Braun

Statistics are no substitute for judgment. —Henry Clay

Learning to charge properly is a vital key to abundance. Affirm that you will never devalue yourself by charging less than what you feel you are worth.

—Stuart Wilde

Social Media

Have You Stumbled Upon StumbleUpon?



If you are not one of the more than 12 million people who have discovered StumbleUpon, this is a site that describes itself as a “discovery engine that finds the best of the web, recommended just for you.” Whether through Facebook and Twitter friends, people that you subscribe to or people who subscribe to you, it combines social interaction with the sharing of websites by people who have similar interests.

The aim of StumbleUpon is to help users find content on the Internet that they may not otherwise have discovered using a traditional search engine. As you “stumble,” you will see only websites that have been recommended by friends and those of a like mind, which means that you come across only content that is relevant and interesting to you. Based on a ratings system, the site uses the collective opinions of members as well as “machine learning” to offer up relevant content, and ratings are also used to connect people with similar interests. As members interact and share their favorite sites, each one benefits from an improved web surfing experience. In addition, as StumbleUpon learns about the things you like, the content that it offers becomes increasingly relevant.

According to StumbleUpon’s CEO Garrett Camp, 500,000 new members are joining the site each month, so if you are not a member already, sign up now and choose from among nearly 500 different topics to indicate your own personal interests and preferences.

Increase your “Tech” IQ

Mind Mapping Software for Generating Innovative Ideas

Mind mapping is a technique used in problem solving, for decision making and as a study aid, as well as being a superb way of generating creative ideas. Essentially, it begins from a single idea or topic that you want to develop and then grows to incorporate subtopics and sub-subtopics and so on, all of which are connected but, because we are not thinking in a linear way, tend to be more imaginative. Mind maps, as you can imagine, are incredibly useful tools for brainstorming, and because the end result is something highly visual, they can be a great way to simplify otherwise complex plans or concepts.

When we use mind maps at home to work out problems or come up with ideas, usually it is perfectly adequate to create them using pen and paper. In a work environment, however, and particularly where a group of people are trying to generate ideas, the product of the session needs to be properly recorded and perhaps even presented at a later stage. This is where mind mapping software can be particularly useful as the results can be printed and shared.

There are many mind mapping software packages available, and most allow exports to Microsoft Office and Adobe applications to make sharing the documents extremely easy. If you want to try before you buy, check out software providers online as many offer a 30-day free trial.

Humor - Get the Lead Out

A truck driver reported for a hearing on his claim for worker compensation benefits. The company lawyer asked him who he was and what he did for the company. “My name is Bill Jones, and I drive a truck that carries radioactive waste from a power plant to a processing site. I’m sick.”

The lawyer nodded. “Has the company done anything to protect you from radiation poisoning?” “Well, yeah. I drive a truck lined with lead. I wear a special suit with lead covering, and a lead helmet, and the material itself is packed up in lead containers. But I’m still sick.”

“Hang on a minute,” the lawyer said sternly. “The company has furnished you with protective lead clothing to drive radioactive waste stored in lead in a truck with lead barriers. How can you claim to have gotten radiation poisoning?”

“I’m not. I’m sick from lead poisoning!”



Chuck's Tee Box

The new year with all the promise of fresh starts is here, so what are you going to do about it? I have met so many people over the years who had great expectancy for “getting it right this year”, but since they didn’t change their habits, nothing improved for them.

At the risk of sounding like all the so-called personal growth gurus, do you have a mission in life? Something that makes you very excited to do what you do? My mission is to help entrepreneurs increase their sales and profits so their consumption of goods and services and employment of people will cure this woefully sluggish economy. Yeah, I am a capitalist.

Last Sunday I read “The Magician’s Way.” There were many thought provoking points made. The two that jumped out at me the most were:

1. Your focus creates your reality.
2. If we talk to someone’s heart from our heart, they will give us everything we ask for.

Focus on your mission and speak to your audience’s heart and you will enjoy a prosperous 2011.

Local Chapter News

The Air Marketing Centre, our new marketing party location is a great facility. We used the space for the first time for our Dec 8th event. It is spacious and comfortable.

My goal and the goal of our regular attendees is to have 100 entrepreneurs attending our marketing parties on a regular basis by spring. Imagine the joint venture opportunities and the caliber of speakers we will attract with our group of the best marketers in the Phoenix area.

So with our goal in mind – if you are a regular, bring a guest on Jan 12th. If you have never attended – come check us out. Our guest speaker is Spencer Brannan, the CEO of Boom Text.



Andrea Hale, Tami Call & Jim Engle



D Pew

Pictures from Dec 8th Marketing Party

Zazu's Corner



I went on a car ride with the family on Dec 22nd and have a couple of observations. First, just because the weather people say it’s going to snow in Flagstaff, don’t believe them. How often are they right? We had to go to Snow Bowl to find snow.

Second, I want to pass on some safety tips for driving with your dog.

Learn how to lock your car without arming the alarm. I set off the alarm 3 times and I hate to hear the damn horn honking.

Stock up on your dog’s favorite treats before you leave, and also make sure that you have plenty of fresh water for the journey.

Always be certain that your dogs are wearing collars and identity tags that have a number where you can be contacted.

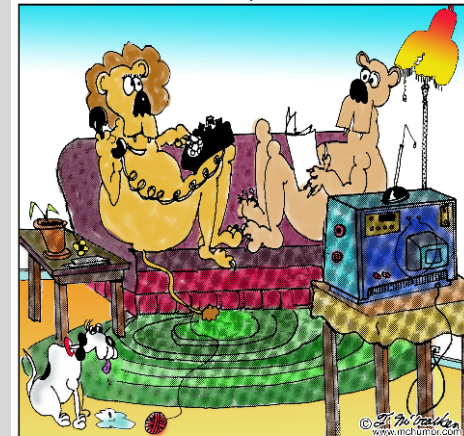
I’ll get off my soap box now. Chuck and Carol look after me pretty good, but not every dog is so lucky.

We talk a lot of football here at home. I’ll be happy when golf is back on TV – it is much more conducive for a good nap.

Until next month ,

Zazu

MCHUMOR.COM by T. McCracken



“Instead of hunting gazelle tonight, let’s call maintenance, say we have a short and eat the electrician when he arrives.”



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

www.NoBSPhx.com

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What Does Your Organizational Culture Say About Your Business?

Despite its importance in terms of attracting or repelling customers and clients, potential investors, and the hottest new talent, all too often organizations think little about their culture and what it says about their business. In many cases, organizational culture is something that just develops naturally, but as it speaks of the human aspects of the way that a company does business, it is not something that should be left to chance. Organizational culture is something which in many ways is hard to define, but essentially it describes the common values, standards and behavior exemplified by a business and the way that the company's leadership and employees interact with one another and the outside world. It refers not just to rules and procedures, but with a business' core beliefs. To a great extent, an organization's culture is determined by its leaders, although not always consciously. Everything from the way that leadership treats its employees to the mission, vision and values to which it aspires permeates the business and affects the mindset behind all its interactions. It might be based on power or around people, on innovation, or around rituals and routines. Whatever the case, an organization's culture has immense potential to affect its brand image. What does your company culture say about your business?

From the desk of

Chuck Trautman

Mark Your Calendar

Jan 1 – 1st Baby Boomer Born

Jan 4 – GKIC Phoenix No BS Mastermind Meeting

Jan 11 – Business Hot-Seat Day

Jan 12 – GKIC PHX Marketing Party (East/West)
6:30 to 9 PM
Air Marketing Centre

Jan 23 – National Pie Day

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Trivia

Did You Know?

There are 293 different ways to make change for a dollar.

The longest word that can be made using the keys from only one row of a QWERTY keyboard is “typewriter.”

Postage stamps used on international mail are required to show the name of the country. Great Britain, which was the first country to issue postage stamps, is the only exception to this as it was exempted by the Universal Postal Union from doing so in 1874. Britain's stamps are required to show only the profile of the reigning monarch and not the country's name.

The theory of the six degrees of separation suggests that every person on Earth is connected to every other by a chain comprising no more than six steps.

McDonald's opened the world's first ski-through fast-food restaurant in the resort of Lindvallen in Sweden in 1996.