



Chuck Trautman's

# Gold Crown Marketing Advisor



Good news and information to move your business forward

A MONTHLY NEWSLETTER TO INFORM & ENTERTAIN OUR CLIENTS

JUNE 2010

## Management Tips

### Management Lesson No. 1: Don't Fake It

Everyone knows how annoying it is when a leader pretends to know all the answers and fakes his or her way through tough situations. When a leader behaves like this, it can cause workers to roll their eyes and jump ship when it seems that no one is truly wrangling with problems.

So how do leaders admit that they're confused and don't have the answers, without coming off as weak and incompetent? The first thing good leaders must do is admit their biggest fears to themselves. They have to face the nastiest voices in their own heads that are screaming phrases like "I'm foolish," "How did I let this happen" or "I'm unfit to lead." Once leaders face these fears they can move on to the following steps to deal with problems effectively:

- **Step One.** Stop pretending to have all the answers and embrace your confusion. Show others that you have the courage to work with them to find answers.
- **Step Two.** Admit to your co-workers that you are confused and that you need to understand the situation. Don't apologize when you tell others you don't have the answer to the problem. Set the tone so that your co-workers, colleagues and employees are willing to sit down and participate in a real learning session.
- **Step Three.** Give your inquiry the structure everyone needs. Assert yourself as a leader, while at the same time inviting others to join you in your quest for answers. Take charge of and introduce a process that will clarify and resolve the problem.
- **Step Four.** Pay attention and learn from your experience. Keep an open mind and really listen to what the others who are working with you have to say.
- **Step Five.** Think out loud. Let colleagues hear you working through the information that is brought to you. Don't sit there silently, decide what needs to be done, and then announce your decision. No one appreciates that kind of old-school leadership anymore.

## Monthly Jokes



### Statements You'll Never Hear Your Father Say

- "I'm lost . . . so I guess I'll stop and ask for directions."
- "All your friends have a very sarcastic attitude—I like that."
- "Here's my credit card and the keys to my new car. Have fun."
- "What do you want to get a job for? I make plenty of money for you to spend."
- "Your mom and I are going away for the weekend. You might want to have some friends over and throw a party."
- "Father's Day? Don't worry about that, it's no big deal to me."

## Monthly Quotes

I drive way too fast to worry about cholesterol.

—bumper sticker

"An active mind cannot exist in an inactive body."

Gen George Patton

# Why People Fail

## Now Is The Time To Do It Differently

### “Help! – I Can’t Get Out Of The Box I Put Myself In!”

by Dan Kennedy

The fast food industry got the idea for drive-in windows *from banks*. I guess there was a McDonalds executive sitting at the bank drive-through one day who thought, “I don’t think we can fit the milkshakes in these tubes, but...” Netjets, the leader in fractional jet ownership, now owned by Warren Buffet, owes its birth to the vacation time-share industry. The microwave in your kitchen was not originally intended to go there; its original manufacturer, Litton, believed no consumer would buy it and built them only for restaurants. When was the last time you heard of Litton? What does this tell you? That successful businesses live or die by cross-industry ‘borrowing’ of ideas, that inspiration more often comes from outside the box than from within. Ordinary businesses stay ordinary, their owners eking out only ordinary incomes – and working too hard for them – as long as those owners foolishly and stubbornly, mentally stay in their own tiny backyard. Breakthroughs come from bringing fresh ideas found outside one’s own business in and applying them in new ways. **You choose to limit or expand your income** by the way you reject or embrace ideas found far afield from your present modus operandi and industry norms.



Dan Kennedy, The  
“Millionaire Maker”

The vast majority of ordinary businesspeople with ordinary incomes and never-ending ordinary complaints about how hard they work but how little they gain, about being unable to compete with the bigger and cheaper...have this in common: they get their hands on powerful information like that in this very publication and waste their time and energy in the *non-creative* activity of finding all the ways it *can’t* and *doesn’t* apply to them. Some people have such teeny, tiny, calcified, crippled imaginations they can only appreciate an example precisely matched to them – *oh, that won’t work for me because her place sells pizza and I sell Chinese food, and hers is in a medium sized city and I’m in a small town, and it rains a lot where she is but it’s sunny here; you have to show me an example from a Chinese restaurant in a small town where it’s hot and dry*. Fools stay stuck in the very limiting “But My Business Is Different” box, thereby negating the value of 99% of every successful strategy, example, model they see or are presented with.

My client list is, fortunately, chock full of people who think in very opposite ways. They get rich by finding the *non-obvious* opportunities. Living creatively. Adapting tried-and-true winning strategies from somewhere else to where they are. They attack each issue of my newsletter, each book I suggest to them, with yellow hi-liter and bias for action, not closed mind. They are willing, even eager to “re-imagine” their businesses while others have Bilbo Baggins’ (The Hobbit) attitude: not interested in *adventures* – they make you late for dinner. Space here does not permit telling you such client stories, but I’d invite you to get a peek, viewing the half-hour TV show at [www.In12Months.com](http://www.In12Months.com), free of charge.

One of the most successful marketing strategies of all time is called ‘gift with appointment.’ Today, it brings new patients into dentists’ offices, affluent investors to financial advisors’ seminars, new home buyers to developments and resort communities, and is in play in hundreds of fields, helping to create millions of sales appointments every week. To the best of my knowledge, it came from a woman named Estee Lauder. I wonder how many people from how many different fields ignored it for how long, because: “Nothing having to do with selling lipsticks and perfumes could possibly apply to MY business. MY business is different.”

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](http://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



Happy Father's Day to all you dads and granddads! Since I wear both hats, it is a day that I really enjoy. I like to play golf in the morning, preferably with my daughter, Amy, who lives here in the valley. Then I like to watch the final round of the US Open Golf tournament and enjoy a BBQ with my family – a perfect Father's Day!

My daughter, Tara, who lives in Tehachapi, CA is moving to Elko, NV later this month. Her husband, Alex, is a geologist. He was recruited by Newmont Mines to find gold for them. Carol and I will watch grandkids during the move so we will have a great time.

### On the Business Side

Valerie Dawson and I launched our new course on how to use your mind to improve your golf scores and have had some early success. Our first order came from a Facebook ad from Aberdeen, Scotland. It was very cool to have our 1<sup>st</sup> order from the birthplace of golf. Check it out at [www.DawsonMethodGolf.com](http://www.DawsonMethodGolf.com).

I also launched my "Chuck's Newsletter Club" program on May 18. Dan Kennedy and Bill Glazer are emphatic about the importance of a company newsletter to keep in touch with your customers / clients.

You can have a newsletter like this for a very affordable price. It includes color and B/W templates, an email template, and about 28 pages of content to choose from every month. See [http://nobsphx.com/Newsletter\\_Club.html](http://nobsphx.com/Newsletter_Club.html)

### Local Chapter News

CPA Alex Lowy of Lowy Your Taxes is the newest member of our Phoenix area mastermind group. We will be launching a second mastermind group in July. This group is for you if you are looking for a quick and powerful way to accelerate your growth.

AZ members Jae Shin, Jim Engel, Phil Shaver, Nick Trevillian, Gus Saurez, Sam Henri, and Atilla Vekony attended the GKIC SuperConference in Dallas. We worked are rears off with a typical day running from 8 AM to 10PM, but WOW did we pick up a lot of good business building tips.

We saw some new faces at the May chapter meetings. Omar Hameed, Jim Hart, Mark Hamid, Amy Jo Gray, Terri Huber, and Bob Harbeke attended for the first time. You all are fine additions. Our group has high IQ's and is really fun to be around.

If you know someone who likes to learn and share marketing strategies and have fun while doing it, invite them to our June 9 meetings

## True Love Has No Price (but the wedding does)

June is traditionally the month of weddings. And you can spend a lot on that perfect day: The Association for Wedding Professionals International estimates that the average wedding (in 2008) cost between \$21,000 and \$24,000, though costs vary significantly depending on whether you're tying the knot in downtown Manhattan or suburban Omaha. If you're not a millionaire and you need to keep expenses under control, consider these tips:

- Skip the busy season. Most weddings take place in the summer and early fall. You can save money by scheduling the nuptials off-season.
- Don't go overboard with flowers. Select flowers that are in season; concentrate more on greens and less on blooms. A little color is nice, but you want people's attention to be on the bride and groom.

### Zazu's Corner

Chuck has been really happy lately. He says his productivity is up due to better time management. I hope that means he will have more time to play with me!



He is getting more referrals now than ever before. Testimonials, too. And he is not very good about asking for either one. I wish I could tell him to practice what he preaches!

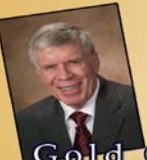
So my tip to you is to cultivate referrals and ask for testimonials. I have heard Chuck tell people the best time to ask is after they have just purchased from you.

ZAZU

McHUMOR.COM by T. McCracken



"Thank God for periodontal disease."



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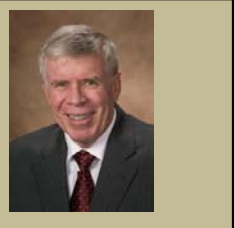
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**What was the editor *thinking*?**

Can you trust what you read in the paper? Here are some headlines that actually appeared in the nation's press:

- "Police arrest everyone on February 22nd"
- "Federal agents raid gun shop, find weapons"
- "Statistics show that teen pregnancy drops off significantly after age 25"
- "Threat disrupts plans to meet about threats"



**From the desk of**

*Chuck Trautman*

*Flag Day and Independence Day will be upon us soon. Fly your flag proudly...and if you don't have a flag, buy one!*

*Don't miss our chapter meetings on June 9. We have a great local group sharing marketing information and business tips.*

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**The Canine 'Super-Nose'**

The infamous sense of smell with which our canine friends are endowed has been used by humans for centuries. Said to have the ability to detect smells at concentrations nearly 100 million times lower than those which can be distinguished by humans, dogs have not only proved to be invaluable in terms of hunting, but also in detecting everything from narcotics and explosives to human corpses and even out-of-date foodstuffs being sold in stores.

Scientists now think, however, that dogs are also able to smell illness in their human friends.

Just by sniffing samples of human breath, it is believed that the incredible olfactory organ dogs possess can not only identify the presence of lung, breast and other types of cancers in humans, but that they can do so with an accuracy rate of 88 and 97 per cent. When you consider that the cancer-detecting scanners used by hospitals and costing millions cannot achieve such high levels of accuracy, that's no mean feat!



Dogs are apparently not just able to detect illness, though, but they can also be trained to alert people in advance of an epileptic fit or tell those with heart conditions when they are about to suffer a seizure. With such powerful little noses, one can't help but wonder whether our hospitals might not be kitted out with food and water bowls in future, instead of all that high-tech equipment!