



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 2010

How to Behave in Business Meetings

Business meetings can offer a great opportunity for you to get across your ideas, and this is especially true in the case of high-level strategic meetings. If you want to make the very best impression, however, it is important that you observe the commonly accepted but often unspoken protocols that surround them. So next time you are invited to either an internal or external company meeting, bear in mind the following:



1. Always be on time.
2. Make sure that you turn off your cell phone completely – vibrating alerts can still be heard.
3. Whether or not you have a spot on the agenda to make a presentation, always ensure that you are well-prepared.
4. Although playing an active role in business meetings and making your own contribution is vital, always listen attentively when others are speaking. In this way your responses will be relevant and you will not embarrass yourself by going over ground that has already been covered.
5. Never speak over other people, but if you do so inadvertently, just offer a word of apology and signal for the original speaker to continue.
6. Remain seated throughout the course of the meeting, and approach the front of the room only when invited to do so by the chairperson.
7. Even if the discussion gets rather heated, never lose your cool and always show respect for the other attendees.

Neither a Borrower Nor a Lender Be

Family relationships can be difficult at the best of times. Where we might tread more carefully with friends or acquaintances, with family members the gloves often come off and there are no holds barred, something that can, of course, lead to bickering and arguments about a whole range of subjects. With so many other potential land mines lurking, adding financial disputes to the mix is nothing short of a recipe for disaster.

Of course, when money starts to get a bit tight, in many ways it is quite natural to turn to your closest loved ones for help. While this might be a quicker and easier way to get out of a financial bind, and one that saves on paying exorbitant interest fees, if one party does not stick to his or her end of the bargain, it is not just the individual's credit rating that is likely to suffer, but years and years of trust and closeness. In the same way that it is generally wise not to mix business with pleasure, if you find yourself in need of financial help, it is far better to tread the independent path and steer clear of asking family members for money. After all, these relationships are far more valuable than any amount of cash!

Monthly Joke



Not the brightest bulb?

Looking for a new way to describe your less-than-brilliant friends and relatives? Try these slams:

- He's so uncoordinated, he once tripped over a cordless phone.
- She once spent a half-hour staring at an orange juice carton because it said "Concentrate."
- He'd ask for a price check at the Dollar Store.
- She spent all night studying for a blood test—and still failed.
- When he missed the 44 bus, he decided to take the 22 bus twice.
- She sold her car—for gas money.

Monthly Quotes

Take care of your body. It's the only place you have to live.

—Jim Rohn

I've got a theory that if you give 100 percent all of the time, somehow things will work out in the end.

—Larry Bird

WHY PEOPLE FAIL

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

How Serious Are You?



Dan Kennedy, The
"Millionaire Maker"

For reasons you don't need to know, I recently found myself dragging from a shelf a huge book titled '*Designing Casinos To Dominate The Competition*' by the pre-eminent expert in that niche, Bill Friedman. The book is big in page size, 9 x 12", and contains 629 pages. Care is needed in lifting. It's not a book you sit on the couch and read; you need it resting flat on desk or table. Its entire 629 pages is devoted to but one 'little' subject, the physical lay-out of the casino: ceiling heights, walkways, colors, every picayune detail known to influence bettor behavior or satisfaction. Obviously this is only one aspect of the complex business of operating a casino. Not addressed here are games, personnel, finances, advertising, marketing, promotion and much more. This giant tome is focused on just the design.

I wonder how many people are so thorough and knowledgeable and detailed about each broken-out aspect of their businesses to be able to fill 629 pages discussing it?

I wonder how many have visited, stayed and studied the 50 top businesses in their industry, taking copious notes of every little detail?

I know the number is small. Tiny. Miniscule. Maybe in the 1% range, which, not coincidentally, is the same percentage of the population that gets rich.

I've been consulting with small business owners, mid-sized company owners, up to Fortune 500 CEO's for 30 years. Very, very, very few know 629 pages worth of factual, in-depth information about their entire business, let alone a single, isolated aspect of it.

They aren't serious students of their own business, let alone anything more.

The world is full of people who wish for, hope for, have ambition for, and even strive to attain results and rewards that are wholly unreasonable, given their casualness, their superficial interest, their lack of commitment to being so knowledgeable about every aspect of their business that the rewards they seek are not only justified but inevitable. When I find someone earning a disappointing income, I usually find that size of their knowledge account correlates with the balance in their bank account. The frequency and size of deposits being made to their knowledge base matches up nicely with the frequency and size of the deposits made to their bank account. Bluntly, the person who is too busy or too lazy and undisciplined or too cheap to systematically, strategically, continuously grow his depth of understanding about all the aspects of his business – by study, by association - will find it nearly impossible to grow his income.

No, knowledge is not power, if not acted on productively. But lots of action on too little knowledge, too simplistic and superficial understanding, is just as useless. Tiring, too.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach,

Author of over 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:

www.nobsfreegift.com/chucktrautman



Chuck's Tee Box

We enjoyed a really fun “boys day” a couple of weekends ago. The boys met up at 8AM and headed to Prescott for a day of golf at Prescott Lakes. Brunch at the golf course, a fun 18 holes of golf, tasty cigars, a beer (only 1) after golf to settle the bets, and then dinner while watching the 1st quarter of the Cardinals first preseason game. Then sharing great stories on the drive back. Perfect boys day!

Local Chapter News



The anniversary chapter meetings were great fun, too. Here is a picture of a few of our members enjoying the festivities at the eastside event on August 11th.

Our next marketing summit is on September 8. It is combined east and west event at the Hampton Inn on 44th Street just

south of the Loop 202. We will network and serve a box lunch at 6:30 PM and the marketing discussions will run from 7 to 9PM.

Our local members requested we create a local Facebook so they could connect with each other on a regular basis. You can join by searching “No BS Phoenix” in your Facebook search bar.

September – What a Month!

September is always special to me. When I lived in Oregon, it was the month of cool nights, but still warm days, and the leaves changing color. In AZ not so much!

GKIC is hosting a Mastermind Group for all the Independent Business Advisors from around the country the last weekend in September in Baltimore. I am really looking forward to it and know it will be extremely educational.

Chapter meeting attendance picks back up, too which adds excitement .

Also football season begins – college games start Sep 2 and the NFL season starts on Sep 9. Always exciting for the guys anyway! Who are your picks?

Final Thoughts

The summer has flown by for me. I have been blessed to be very busy with many projects from great clients. In addition to my client work, I have been promoting my information products with some success. In fact I am studying the viability of a new product that I am quite excited about. If you are “stuck”, feel free to give me a call. I can help you, too!

Zazu's Corner



This is my first interview so please be gentle with your criticism. Chuck hates it when I pout.

Chuck: Zazu, what marketing tips did you learn from the September No BS Marketing Letter?

Zazu: How much people are spending on their pets. I can't believe that Doggies.com sold \$3-million worth of sunglasses and goggles for dogs! BTW – I don't want any!

Chuck: You hear me on the phone all the time. What has been some advice you have heard many times?

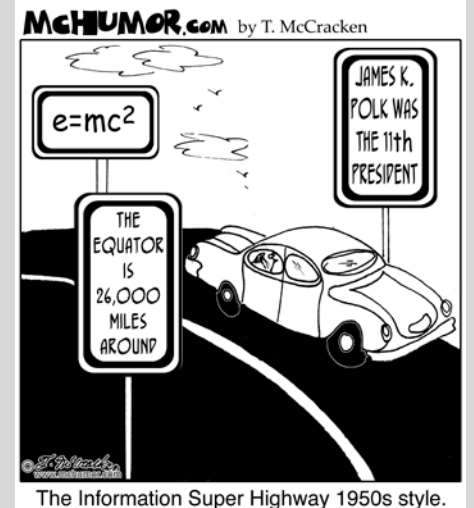
Zazu: Trends. You always say for people to tie into current trends that everyone is talking about. You got that from that Dan Kennedy guy you always quote.

Chuck: How did you feel about the primary elections here in AZ?

Zazu: I am happy they are over because you no longer swearing at recorded messages. How can it be good marketing to do what your prospects all say they hate?

Chuck: Any comments about Amy's new puppy she brought over last weekend?

Zazu: Yes. I do not want to play or be sniffed by some large young pup who tries to put his big feet on me and chase me. I am the head dog in charge here by virtue of my 11 years of being your best friend. I can't wait for Scout to grow up a little.



The Information Super Highway 1950s style.



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Social Media Facebook Keen to Copy Twitter's Locator Application – But Could You Be Putting Yourself at Risk?

Back in March of this year, Twitter released a geo-location application so that users can now let their followers know where they are tweeting from when they are on the move. The word on the street is that Facebook is now working on a similar application so that those who are keeping in touch from their cell phones can share where they are sending their updates from. Although there is no doubt that many social network users find all this new technology a great deal of fun, there are many who have fears in terms of their security. Letting your Facebook friends and Twitter followers (many of whom may be personally unknown to you) know that you are miles away from your home could act as an open invitation to the more unscrupulous to pay a visit to your home and rob you of all your valued possessions. Many users of the Twitter application have also expressed concerns about letting potential stalkers know of their whereabouts. Fun? Yes, probably, but there clearly are security issues involved, so think carefully about whether you really want the world to know where you are.

From the desk of

Chuck Trautman

Mark Your Calendar

Sep 6 – Labor Day

Sep 7 – No BS Mastermind Meeting

Sep 8 – 6:30 to 9 PM – Combined Marketing Summit
 Hampton Inn
 601 N. 44th St – Phoenix

Sep 11 – “Never Forget”

Sep 19 – Talk Like a Pirate Day

Free Marketing Evaluation

Spend 1 Hour with me to review your marketing strategies. We will review and I will make suggestions to increase your business.

First 3 people to call to schedule at (480) 773-7490

Anecdotes



Three Lessons In Life and Work

Business icon Jack Welch once told Reader's Digest what he'd learned from three jobs he had growing up: caddying, punching holes in a piece of cork, and selling shoes.

- **Caddying.** The future CEO of General Electric loved being out on the golf course hearing all about the big deals being made by the businessmen and the affluent. “It was like being a fly on the wall at a meeting.”
- **Cork.** Punching holes into a sheet of cork for a Parker Brothers game called “Dig” was his first glimpse into monotony. “It lasted about a month,” he says, “and I concluded that I never wanted to do anything like that again—ever.”
- **Shoes.** It was through his third job, selling shoes, that he learned the basic tenet of business: Close the deal. “If they didn't like a shoe,” he says, “I always tried to be thinking ahead to a pair they might like better.” Every time someone walked into the store, he said, he felt he was stepping up to the plate to swing for a home run.

“Today I believe that the worst sin in running a big company is to manage its size rather than using that size,” he says. “The advantage of size is the resources it gives you to go to bat often. You have to take risks in business. If you take a risk and fail, get up to bat and swing again.”