

GLAZER-KENNEDY  
**Insider's Circle**™

PHOENIX EAST

**Local Chapter News**

LOCAL CHAPTER NEWS FOR BUSINESSES DEDICATED TO GROWTH USING DAN KENNEDY-INSPIRED STRATEGIES AND TECHNIQUES

**INSIDE THIS ISSUE**

- Act NOW to Choose to Make this Your Best Year Ever....** pg. 2
- Chapter Chuckle!** ..... pg. 2
- Local Chapter Bulletin Board** ..... pg. 3
- Monthly Resource: Eight 'Faster-Than-A-Speeding-Bullet' Ways To So Dramatically Increase Sales And Profits** ..... pg. 3
- Power of Massive Action** ..... pg. 4

**MONTHLY QUOTES**

*“Cherish your visions and your dreams as they are the children of your soul, the blueprints of your ultimate achievements.” –Napoleon Hill*

*“If you believe that someday it's going to happen, someday it probably will happen. You just have to make sure you're there when it's happening, and ideally you're at the front of the parade, and the principal beneficiary when it happens, but it's not the kind of thing where you just sort of sit back and wait.” –Steve Case*

**JANUARY 2009**

**From the Desk of Chuck Trautman:**

**Choose Now to Make This Your Best Year Ever!**

I am writing this column as 2008 is about to come to a screaming halt. I have met many new friends and colleagues, and I am confident that at this time next year I will be opening this column with incredible success stories!

Being an independent business advisor (IBA) for Glazer Kennedy means a great deal to me. Through our chapter meetings and other activities, I have made some wonderful connections - and I hope that you are enjoying this group as much as am I. One thing that I never get tired of hearing is how many of you are supercharging your businesses using Dan Kennedy-style marketing!

If you're one of the people receiving this newsletter who have not yet attended a chapter meeting or hooked up with some other members, I urge you to commit to making this the year that you get involved. I am convinced that if you come out to the meetings, get involved, and begin implementing the marketing strategies that we discuss, at this time next year you too will be feeling as excited as am I!

If you're like some (actually many!), you are or have made some New Year's resolutions. I want to ask that you add one more to the list. Make 2008 the year that you join a mastermind group. If you are trying to start or grow a business, or if you're trying to kick-start a business that has one wheel in the soft roadside shoulder, you can do nothing better for your future than join a Mastermind group. I can tell you from personal experience that sitting around a table with other business owners who truly want to help each other succeed is a powerfully moving experience. Ask me about our mastermind groups.

I want to close this column with another New Year's challenge. Decide to increase the amount that you invest in your professional development. Whether it is reading more books, investing in more training programs, or attending more seminars, investing in you pays HUGE dividends. I wish you all a prosperous New Year!

# Real Information You Can Use

## It Is Time - Act NOW to Choose to Make this Your Best Year Ever!

*Create a definite plan for carrying out your desire and begin at once, whether you ready or not, to put this plan into action.* - Napoleon Hill

It is that magical time of year when most people are filled with high hopes and dreams of what kind of growth and success this year will bring. As I look back on 2008, I see many accomplishments that I am proud of. I find it interesting, although I'm not surprised, that accomplished.

What I have accomplished business strategies: massive action and there are two common elements to what I have can be directly tied to my embracing two business strategies, massive action and Mastermind groups.

Massive action is accomplishing something or many things simultaneously, on a grand scale and often at blazing speed. When you're hot and heavy in the middle of massive action it is often feels like a cyclone, with many things happening at once and decisions being made with incredible speed. This is typically the result of setting a deadline, or launch date, that is highly compressed and far shorter than what you're used to. The amazing thing is, unless you set a launch date, many projects simply don't get off the ground – they simply remain as “ideas.”

I predict that you have at least one idea that has been simmering for some time. Make the decision right now to set a launch date, and I don't mean eleven months from now. Choose something aggressive, announce it to people who will hold you accountable, reserve rooms or meeting space if necessary, and begin to implement the steps necessary to make it happen. If you do, I predict that, at this time next year, you will have much more to be proud of and you will probably have two or three more massive action plans under way.

The other strategy that you MUST embrace if you haven't yet is joining a Mastermind group. With this being the start of a New Year, joining a Mastermind group may be the smartest New Year's resolution you could make. In *Think and Grow Rich*, the author, Napoleon Hill, tells us how Henry Ford overcame some big handicaps such as poverty, illiteracy, and ignorance and became one of the richest men in America. Hill notes that Mr. Ford's outstanding achievements began to take great strides after he started forming alliances with other great businessmen. "People take on the nature and the habits and the POWER OF THOUGHT of those with whom they associate in a spirit of sympathy and harmony," says Hill. If you ask the top leaders and CEOs what they attribute their success to, most would credit their Mastermind experience.

A Mastermind group can best be described as one part board of directors and one part peer advisory group. It is a group of like-minded individuals who come together to contribute to each others' success in a spirit of harmony and partnership. The POWER of the Mastermind experience is that it can lift your mind and vision to enable you to see things that you otherwise could not, most likely because you are too close to your business. Here's the real secret – great minds don't always think alike! That's why the best leaders turn to Mastermind groups. Mastermind groups help many entrepreneurs avoid the feeling of isolation. Think of your Mastermind group as your own personal dream team! Some people hesitate to join a Mastermind group because they think the investment of time and money is just too large. The counsel, support, and ideas, not to mention what you will accomplish by being held accountable by your peers, are simply priceless.

I encourage you to act now and choose to make this year your best ever. Contact me about our Mastermind group, and decide to take massive action on at least two projects – immediately! Happy New Year!



## Chapter Chuckle!



### **Attainable New Year's Resolutions**

This year, I resolve to...

- Gain weight. At least 30 pounds.
- Stop exercising. Waste of time.
- Read less. Makes you think.
- Watch more TV. I've been missing some good stuff.
- Procrastinate more. Starting tomorrow.
- Spend more time at work surfing with the T1.
- Take a vacation to someplace important: like, to see the largest ball of twine.
- Not jump off a cliff just because everyone else did.
- Stop bringing lunch from home: I should eat out more.
- Not have eight children at once.
- Start being superstitious.
- Personal goal: Bring back disco.
- Not bet against the Tennessee Titans.
- Buy an '83 El Dorado and invest in a really loud stereo system.
- Get the windows tinted. Buy some fur for the dash.
- Speak in a monotone voice and only use monosyllabic words.
- Only wear jeans that are two sizes too small and use a chain or rope for a belt.

### **No Bills Larger Than \$20**

A friend and I were standing in line at a fast food restaurant, waiting to place our order.

There was a big sign posted. "No bills larger than \$20 will be accepted."

The woman in front of us, pointing to the sign, remarked, "Believe me, if I HAD a bill larger than \$20, I wouldn't be eating here."

## MONTHLY RESOURCE: Eight 'Faster-Than-A-Speeding-Bullet' Ways To So Dramatically Increase Sales And Profits In Any Business, You May Have Some 'Splainin To Do!'

There ARE reasons and strategies, and they are not uniquely mine. They are known and shared by a number of the top-performing, top-earning entrepreneurs as well as by high-visibility, super-entrepreneurs like Donald Trump. If you are more than merely curious about all this, and would like to significantly increase your own speed of accomplishment, then you will want this information! At a recent Glazer-Kennedy Marketing & Moneymaking Super Conference, Marketing Guru and Millionaire Maker Dan Kennedy gave a frank and provocative presentation.

He shared the most powerful breakthrough strategies that his clients and top Members use repeatedly, not just to rev up sales and profits in every imaginable kind of business, but to speed up their personal implementation of such strategies. The Two Differences between the majority stymied by lack of resources vs. those who continually implement good ideas at high efficacy. How to uncover "the unintentional 2nd business opportunity" concealed within your present business. Hear an actual conversation with an audience member that revealed an opportunity worth an extra \$40,000.00 to \$50,000.00. The surprising Rudy Giuliani ONE-WORD Strategy for easily, instantly and cheaply delivering "WOW! Experiences" that erase price/fee resistance and stimulate more repeat patronage and referrals. A close-up look at how highly successful entrepreneurs react when confronted with "NO." The "embarrassing" Renegade Millionaire Strategy that separates little



leaguers from big leaguers. You'll want to listen at least several times – and share with associates. If you look for "sound bites" to play at brainstorming, coaching or staff meetings to trigger discussion, you'll find a number of those here. (Try the Kenneth Cole story, the Rudy Giuliani Strategy story, the George and the Strippers story.)

For many great products to grow your business, visit my Web store at: <http://www.gkwebstore.com/chucktrautman>

## Phoenix East Local Chapter Bulletin Board

### Mastermind Group

January 6<sup>th</sup> - 7:30 AM – 5:30 PM  
Desert Willow Conference Center

### Jan. Chapter Meeting

January 14<sup>th</sup> - 6:30 to 9:00 PM  
Doubletree Resort  
5401 N. Scottsdale Road  
(4 Blocks North of Chaparral)

### New Product Release

Jumbo Results Marketing  
For Information Go to:

<http://nobsphx.com/> & click on the  
Jumbo Results Marketing Tab.

### Super Conference

Chicago – April 30 thru May 3  
Call Chuck Trautman for  
Special Pricing: (480) 773-7490



**LOCAL CHAPTER NEWS FOR BUSINESSES DEDICATED TO GROWTH USING DAN KENNEDY-INSPIRED STRATEGIES AND TECHNIQUES**

## Power of Massive Action

This may be the greatest idea that I've acquired from the teachings of my friend, Jim Rohn, to give credit where credit is due. The idea is simple: when tackling a problem or project, do a lot not a little, do it fast not slow, be a "force."  
 —Dan Kennedy's Power Point #936

### Chapter Meeting Information

**We meet:** Wednesday, January 14<sup>th</sup>

**Time:** 6:30 to 9:00 PM

**Location:** Doubletree Resort  
 Bouchon Room

**Address:** 5401 N. Scottsdale Road  
 (4 blocks N. Chaparral on Scottsdale Rd.)

**About our chapter:** We have a very active group where everyone participates.

**What's on tap:** Our guest speaker is our own Diamond Luxury Mastermind Member speaking about "Bounce Back Profits".

**For Dan Kennedy's Marketing and Moneymaking Products go to:** [www.gkwebstore.com/chucktrautman](http://www.gkwebstore.com/chucktrautman)

### Chapter Member Benefits

- ✓ Take the unique opportunity to network with other like-minded Kennedy-style marketing students.
- ✓ Forge valuable relationships and joint ventures with other members.
- ✓ Enjoy enlightening guest speakers and special VIP presentations each month.
- ✓ Learn how to apply Kennedy-style marketing to improve your income potential and build your customer list.

If you are not currently a GKIC member, sign up for **The Most Incredible FREE Gift Ever!** at [www.nobsfreegift.com/chucktrautman](http://www.nobsfreegift.com/chucktrautman)

### The PHENOMENON™

Discover how THE PHENOMENON™ helps entrepreneurs, business owners, people starting new businesses, sales professionals, and people from every walk of life and background attract more opportunity and cooperation, erase more obstacles, create more income and wealth, and achieve more important (even 'secret') goals in just 12 months than in the previous 12 years combined. And this is NOT about thoughts. It is about what to DO ... and exactly HOW to do it!

Get your DVD today at:  
[www.chucktrautman.toolstoachieve.com](http://www.chucktrautman.toolstoachieve.com)

### FREE GUEST PASS

For next chapter meeting if you have not been a guest before (see info at left).  
 Name \_\_\_\_\_