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January, 2009



The Coach's Corner

Business Coaching - "Because Every Winner Has a Coach!"

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How's That Resolution Working Out?

Coach Mark speaks at "TalkShopper" 1/7/09

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Coach's Quote of the week:



Dear Mark,

Calaveras Business Coaching, LLC. aims to be a force for positive change in the way small business is done and in how people in business work together.

We invite you to take a moment to read this newsletter to see how we can be a resource for your business.

Mark van Stolk
Licensed Professional Business Coach

How's That Resolution Working Out?

Every year, we all get the feeling of a fresh start. It's a new year - and things are going to be different this year... Right? The problem is that you probably said it last year too... and the year before that... and the year before that... You may even have already fallen off this year!

The problem however is not the resolution itself - it's the process that you go through. Instead of resolving to simply do "stuff," try looking a little deeper this year.

WHY do you want this to happen? What else can you learn? Do you believe that you can actually become this person? How does this line up with your core values?

For example, instead of resolving to "make more sales calls" define **WHY** you need more income. Are your children only a few years away from college? **Aligning the passion of your core values with the "stuff" can bring passion to your work. Go deep.**

Article by: John Deagan - Master Coach PBCA

Don't Forget!

A thought which does not result in an action is nothing much, and an action which does not proceed from a thought is nothing at all.

- Georges Bernanos,
French Novelist &
Political Writer

Start 2009 from a STRONG position!

Join Calaveras' Strategic Plan Boot Camp

(Planned start:
1st week in
February)
Kick-Off 2009
With a Plan!

Calaveras' "Strategic Plan Boot Camp" will involve 4-6 business owners who meet two hours a week, for four weeks.

The four sessions will cover:

Session 1: Identifying your "Vision" - find out what "makes you tick", what is truly important to you and what you really want from life and your business. **WHAT**

"Plan for Success in 2009": "TalkShoppe" at the Better Business Bureau - Wednesday, January 7th, 9-10am

Fewer than **5%** of small businesses have an **active** business plan.

History shows that more than **80%** of businesses that have an active plan thrive to celebrate 5 years in business, compared to fewer than **20%** of non-planning small businesses.

Planning is CRUCIAL to business survival!

Learn how to be a survivor! Come listen to Coach Mark's presentation on Business Plans on Wednesday, January 7th from 9:00-10:00 at the Better Business Bureau [Click here for map](#)

"Talkshoppe" is a weekly networking and educational event, organized by Jo Garner of First Tennessee Bank at the BBB offices.

A one hour "Ask the Coach" session will be held afterwards - a FREE coaching opportunity!

For more information [Click Here](#)



**Business Owner -
Is Your Business Keeping
You Awake at Night?
We Can Help!**

"Business Solution Series: the Four Professionals" at Parmasters Golf Training - Tuesday, January 20th, from 8:00-9:00am

Coach Mark van Stolk will be talking about: **"Increasing profits 71% by working only 10% better".**

The presentation focuses on the seven areas of your business that can make a big difference in your profitability.

The event will be held at the Parmasters Golf Training 888 S. White Station Road, Memphis, TN 38117.

Cost: \$30 per session - \$90 for the four event series. The first 10 participants to sign up - FREE - sponsored by ParMasters.

**YOU FIND OUT
MAY SURPRISE
YOU!**

**Session 2:
Assessing
"Ground Zero"** -
do a thorough
self-assessment
of how well your
business is
performing now,
based on "best
practices" of
successful
companies. **THIS
WILL BE A REAL
EYE OPENER!**

**Session 3:
Defining the
"Planning Path"**
- How do I get
there from here?
**SET TARGETS
AND GOALS!**

**Session 4:
Committing to
"Action Steps"** -
what steps to
initiate in 2009 to
put your plan in
place to reach
your "Vision".
**PLANNING HAS
NO VALUE
WITHOUT
ACTION!**

Call Coach Mark
at (901) 753-
3753 or click here
for details.

[Click here for
more
Opportunities!](#)

Door-prize: FREE round of ParMasters golf for 2!

To reserve your spot call Mark van Stolk at (901) 753-3753. **The series will fill up quickly, so call soon!**

To get more information: [Click Here](#)
or look at:

www.BusinessSolutionsSeries.com

**Now is the time to REALLY focus on Your
business.**

In good economic times, every business owner is a "genius." But in tough economic times, only the best businesses will survive... the rest WON'T. What is your plan of action to prosper during this challenging economy? If you don't have one, you leave your future in your competitor's hands!

**This is the time to call Calaveras at (901) 753-3753
for a FREE "Jumpstart" Initial Coaching Session. Find
out how you can prepare to thrive in these tough
economic times!**

Mark van Stolk
Licensed Professional Business Coach.



**Save
\$30**

Register and pay for all four of our seminars starting January 20th at ParMasters and pay only \$90 for the series (\$120 if purchased seperately). Call Coach Mark at (901) 753-3753 for reservations.

Offer Expires: January 20, 2009

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