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March, 2009



The Coach's Corner

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

In This Issue

Check out
"Entrepreneur
School"

Good Help is Hard
to Find

Coach Mark speaks
at Parmasters
3/26/09

Free "Ask The
Coach" sessions at
"TalkShoppe"

Quick Links

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Coaching Events

Coach's Quote of the week:



Dear Mark,

In difficult economic times it helps to have a friendly but critical advisor with extensive experience to work with you and support your efforts.

You owe it to yourself to learn more about what Calaveras Business Coaching, LLC. can support you and help you grow your small business.

Take a moment, read this newsletter, look at our website, come to one of our seminars and experience the process first hand. I'm sure you will be convinced of the value we bring to your business.

Mark van Stolk
Licensed Professional Business Coach

Good Help is Hard to Find

You hear it all the time from business owners... "Good help is hard to find." Sure - it has its variations, such as "I work harder now that I own my own business than I did before as an employee," or "in today's economy, people don't stay at the same company very long," but it all means the same thing.

Is there an answer... of course! With a little preparation, you CAN find a great employee. First of all, have a prepared job description, including duties performed, education, experience, and ability requirements for the position ready before you start. Secondly, rather than a standard ad, try this - ask for EXACTLY what you want! Thirdly, take your time in the interview process to find the exact person. Finally, rather than a pat on the back and a hearty "good luck" when they start, take some time to

"Management is getting people to do what needs to be done.

Leadership is getting people to want to do what needs to be done. Managers push. Leaders pull. Managers command.

Leaders inspire" -
Warren Bennis,
Professor of Business
Administration at the U.
of Southern California,

Jump-Start your Business!

Join Calaveras' "Entrepreneur School"

(12 week group program - Planned start: 1st week in March)

7 Reasons Why You Should Join Us!!!

1. You will learn multiple strategies to make your business perform better.

2. You will grow your business by learning more effective marketing and sales skills.

3. You will hire, train, and manage your staff better.

4. You will systemize your business so that it works - and you can work less-and

review the position, set goals for them and train them.

Remember the maxim, "Slow to hire and quick to fire."
Stop doing the opposite!

Article by: John Deagan - Master Coach PBCA



Seminar

"Success = Mindset + Tools + Action" How to Succeed in this Economy

Thursday, March 26th, from 4:00-5:30am

Presented By:

Business Coach Mark van Stolk, MBA, LPBC

with Calaveras Business Coaching

& Performance Coach Phil Murphy, PhD, MBA

with "Succeed Under Pressure"

Opportunities in Tough Times!

Hard work is not enough to succeed in this economy. Come to our seminar and learn how to work smart and position yourself and your business for:

Exponential GROW

th!

At the end of this seminar you will know:

1. The #1 enemy to high performance and how to deal with it
2. Techniques that will help you maintain top performance
3. The steps involved in a successful growth path for your business
4. Where to go for help to keep up the momentum for Exponential Growth!

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

Cost: \$30 - The **first 5 participants to sign up are FREE** - sponsored by Parmasters.

enjoy your life more!

5. You will be a part of a confidential environment to gain from the input and knowledge of other area business owners who share the same challenges that you have.

6. You will become a better leader.

7. You will stop procrastinating - and start taking better ACTIONS that move your business to where you want it to be!

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

[Click here for more Opportunities!](#)



Door-prize: FREE time on the Parmasters golf simulators! - Experience Pebble Beach and more!

To reserve your spot call Mark van Stolk at (901) 753-3753. **Capacity=15 participants - this seminar will fill up quickly - so call soon!**

To get more information:

www.Calaveras-Coaching.com
www.SucceedUnderPressure.com
www.BusinessSolutionsSeries.com

Don't Forget!

"Ask The Coach" - a free opportunity to experience business coaching.

Joint Coach Mark after "TalkShoppe" at the Better Business Bureau - every first Wednesday of the month.
[Click here for map](#)

"Talkshoppe" is a weekly networking and educational event, organized by Jo Garner of First Tennessee Bank at the BBB offices, every Wednesday from 9:00 - 10:00am.

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

For more information [Click Here](#)

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

Register and pay for all four of the seminars in the Business Solutions Series, starting March 26th

\$30

at ParMasters and pay only \$90 for the series (\$120 if purchased seperately).
Call Coach Mark at (901) 753-3753 for reservations.

Offer Expires: March 26, 2009

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