



Dear Mark van Stolk,

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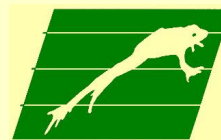
Subject: May Coach's Corner - Because Every Winner Has a Coach!

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May, 2009



Calaveras
Business Coaching, LLC.

The Coach's Corner

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

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Dear Mark,

Do you ever feel **exhausted** and that you should be earning more than you do, given the **60-70+ hours you work each week** and the **risks you accept**?

Are you ever **frustrated** with your employee's performance and having to **put out the fires** they cause every time they **mess up**?

These are a few of the issues we have helped business owners address. We at Calaveras Business Coaching, LLC. help business owners grow their business, make it more profitable and implement systems and teams to run it for them and free up their time.

Take a moment to read this newsletter and gain some understanding on how we can re-energize your business and make it fun again.

Mark van Stolk
Licensed Professional Business Coach

Coaching Events

Coach's Quote of the week:



"When you get right down to the root of the meaning of the word "succeed," you find that it simply means to follow through."

F. W. Nichol

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

Accountability Partners

Last month, I wrote about scheduling a date with yourself to make sure you find time to work "ON" your business, rather than always putting that off because of activities "IN" your business (putting out fires, etc.)

Setting aside this block of time only works if you then actually use it for the purpose intended. Many business owners start their business to get away from always being accountable to their boss - to have the freedom to do what they want.

What actually happens as a result is that often very little gets done - day-to-day activities start to take over your schedule - preventing you from doing the important things that will influence the future of your business.

The answer is to select someone - a partner, a friend, your spouse, **a coach** - meet regularly with them, and ask them to keep you accountable. I have actually heard of a business owner who authorized a friend to charge his credit card \$100 every time he did not complete a task.

Many projects loom large ahead of you, but they can be conquered if you just take one small step at a time. However, that requires you to find ways to make sure you keep making progress - every week!

Article by: Mark van Stolk - Licensed Professional Business Coach

Listen to Coach Mark's Interview on KWAM990

Coach Mark van Stolk was interviewed by Nancy Crawford of the BBB and Robert Staub of the Small Business Chamber on the Small Business Show -

[Click Here to Listen to the Interview!](#)

Don't Forget!

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

Join 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

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!

[More Information](#)

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](#)



**Save
50%**

Call us now and save 50% off the \$295 price of a basic **Business Effectiveness Evaluation**.

Calaveras' Business Effectiveness Evaluation is a three page self-graded questionnaire covering "key-points" in the nine principal areas involved in effectively running a business: 1) Marketing, 2) Sales, 3) Customer Service, 4) Human Resources, 5) Business System, 6) Profit Margins, 7) Financial Management, 8) Leadership, and 9) Work/Life Balance. The business owner scores his/her business and himself/herself on these "key-points".

The results of this evaluation provide a very reliable indication of the effectiveness of each area of the business and its systems.

Find out where to focus your energy for the greatest increase in profitability and effectiveness!

Call Coach Mark at (901) 753-3753 for an appointment.

Offer Expires: June 30, 2009

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