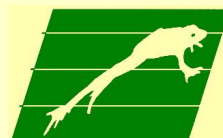


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August, 2009



**Calaveras**  
Business Coaching, LLC.

## The Coach's Corner

*"More Business... More Profits... Less Stress... With A Guarantee!"*

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### Coach's Quote Of The Month:

**Dear Mark,**

People are beginning to talk about the initial stages of a recovery - I'm hearing the buzz of more business activity.

Are you ready to benefit from the recovery, or are you still in "Turtle Mode" as I call it - safe in your shell with your arms and legs pulled in?

When this economic recovery starts taking hold, the business owners who are ready will have a HUGE headstart. They will have their customer's awareness up, their message refined and the processes in place to benefit from growth.

If you feel unprepared - we need to talk! Give us a call and set up a free "Jumpstart" initial coaching session.

Meanwhile, take a moment to read this newsletter, check out our website and gain some understanding as to how Calaveras Business Coaching can re-energize you and your business, help move it forward, and make it fun again.

*Mark van Stolk*  
*Licensed Professional Business Coach*

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### Overt Benefit vs. Features!

Every now and then, when I hold a seminar I ask business owners about the effectiveness of their advertising. One participant will get up and say that their **Yellow Pages Ad** does not get any responses, the next that **radio ads** don't work, then that **print ads** don't bring in any new business and **direct mail** is a waste of



"You cannot teach a man anything; you can only help him find it within himself."

*Galileo, astronomer and mathematician*

### "Entrepreneur-U" Group Forming for September!

Get out of the rut and onto the right track to success!

In "Entrepreneur-U" you meet with Coach Mark and 3-5 other non-competing business owners, two hours per week for 13 weeks, covering all the critical areas of growing your business. In addition you get 2 hours of personal coaching to tie it all together.

Gain many of the benefits of 1-on-1 coaching with the additional advantage of the insight of other (non-competing) business owners, all at a

money....

By the time we get through, it is clear that there is not a single medium that is worth its cost. This makes you wonder why people spend so many millions on that kind of advertising? It must work for someone!

**Perhaps the problem is not with the medium, but with the MESSAGE!** Many business owners forget that all consumers listen to the same radio station - **WII-FM** - "**What's In It For Me**".

Too many ads focus on what the **business has to offer**, not on **how it benefits the buyer**.

An investment advisor might say: "**We offer Simple IRAs, Roth IRAs and 401-Ks**". What a consumer is looking for is: "**Are you confused about the best retirement plan for your situation and budget? - we can help!**" - can you see the difference? The first is based on "features" - what the advisor offers, the second on "Benefits" - what the consumer wants - their "Pain" - the one that you can resolve.

Present day consumers have a very short attention span - about 5 seconds - unless you touch the right nerve, then they will read what you have to offer! In that initial headline, you have to be overt, you cannot afford to be subtle - hit them over the head with your benefit to them. Don't say: "**Serving the Memphis Area since 1995**" say instead: "**Our 14+ years of experience can help you spend less and avoid costly mistakes**"

If you need some help in developing just the right message for your business - call Calaveras to work with you to get the most out of your advertising efforts - "Because Every Winner Has A Coach!"

*Article by: Mark van Stolk - Licensed Professional Business Coach, Calaveras Business Coaching, LLC.*

### White Paper: "5 Mistakes That Will Kill Your Business In A Slow Economy"

I am currently offering a FREE White paper: "**5 Mistakes That Will Kill Your Business In A Slow Economy**" to new subscribers of this newsletter.

If you, as a current subscriber, wish to receive that white paper, please call or email me and I will send you a copy.

If you are not yet a subscriber, please subscribe on the front page of our website: [www.Calaveras-](http://www.Calaveras-)

lower cost. And, of course, this offer includes our 30-day "better than money back" guarantee!

Early Bird special: \$100 off the \$995 fee for the first two participants to sign up!

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

[Coaching.com](http://Coaching.com) and you will receive it by return email.

**Breakfast Presentation: "The Five Pillars For Building A Business That Thrives" (Even While You're On Vacation!)**

**Sponsored by: the Germantown Area Chamber of Commerce**

**Location:** Community Room - Baptist Rehab  
Germantown ([click here for directions](#)) 2100 Exeter Rd.,  
Germantown, TN 38138

**Day/Time:** Tuesday, November 3rd, 2009 - 7:45  
Breakfast, 8:00-9:30 presentation.

**Cost:** \$10.00 - payable to the GACC please reserve your seat by calling Sandy at: (901) 755-1200

**Growing a business is not a skill that many people are born with - most learn the hard way!**

If you don't take the **right steps**, at the **right time** and **in the right order**, growing your business may be a **long and frustrating process** - and you may end up **trapped working in the business every day you own it.**

**What if Coach Mark van Stolk could show you a map and help you identify some of the hurdles you will almost certainly face along the way?** Would that make it worth coming to this presentation?

Come see for yourself at this seminar!

For more information, call Coach Mark van Stolk at: (901) 753-3753.



**Save  
50%**

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

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

**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. It also shows very specific steps that can be taken to improve in each area.**

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

**Offer Expires: September 15, 2009**

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