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September, 2009



## 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,**

It's hard to believe that September is upon us and summer is almost over. With September, the summer "blahs" also leave us and it always amazes me how quickly activities pick up after Labor Day.

This is also the time to start thinking of learning new ways to develop an edge on your competition. We are preparing several seminars that may interest you in September, October and November - some of which are listed below.

If you could use some help in making your business more competitive - let's talk - give me a call at (901) 753-3753.

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*

### If you don't write it down, you will have to do it yourself - forever!

One of the biggest complaints I hear from business owners is that "every time I delegate, my employees mess things up and I have to clean up after them - I might as well do it myself!"

The end result is usually that they indeed do it all themselves, or they hire employees well above the necessary pay scale, who then get bored and leave. (and you have to take the time to break-in someone else) Neither is an optimal solution.

Generally the solution is to produce good systems or

"It is our choices... that show what we truly are, far more than our abilities."

*Albus Dumbledore (J.K. Rowling) .*

## "Entrepreneur-U" Group Forming !

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 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](#)

procedures that carefully describe expectations, actions, timing, tools, etc.

McDonald's can hire highschoolers and untrained employees because the company has detailed systems in place. "The poster over the grill says: take a burger straight from the freezer, set the timer, at one beep, flip the burger, prepare buns with one pump of both condiments, add one pre-measured leaf of lettuce, at two beeps....." You get the picture.

The usual answer I get when I suggest writing procedures is "I don't have time for that". Just think: an hour (or maybe two or three) invested can free you of an activity forever! If that activity takes only 5 minutes per day, that amounts to 22 hours per year, or 2 3/4 days saved in a year - every year! How many rounds of golf does that let you play? Is that worth the time invested?

Just take careful notes as you do a particular activity - don't leave steps out. What I personally do is to also map out the process on a white board or on brown butcher paper - that often shows missed or unnecessary steps.

The next time you do the activity, follow your own directions exactly - that will show you whether you left out steps, or they need clarification. Then document them carefully - include pictures and diagrams - and implement the procedure! Start a binder for each position in your business and make your employees use them. Ask for feedback to improve the processes. Just think of the training time you just saved for your next new hire!

Should you wish to free up your time by systematizing parts of your business - give us a call.

*"Because Every Winner Has A Coach!"*

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

## Work Shop: "Sell What Your Customers Buy - It Really Works Better That Way!"

**Sponsored by: TalkShoppe (Jo Garner with First Tennessee)**

**Day/Time:** Wednesday, September 23rd - 9:00-10:00am - during TalkShoppe

**Location:** BBB 3693 Tyndale Dr, Memphis, TN 38125-8537 (click here for directions/map)

**Cost: FREE** (Includes coffee and donuts)

**Most sellers use "features" to communicate with their prospects. Most prospects buy based on "benefits" that they receive in the transaction. Given these differences in approaches, it is amazing that any sales take place at all.**

**Learn how to turn your "Features" into their "Benefits" so YOU can be more effective at selling!**

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**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**

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

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

**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 \$195 price  
of an "Expanded DISC" Personal  
Preferences Assessment.**

Wouldn't you like to:

1. understand yourself better?
2. make better hiring decisions?
3. sell more effectively?
4. learn how to best communicate with employees, prospects, and customers?

Take us up on this "Extended DISC" assessment offer and learn how to do all of the above.

The "Extended DISC" assessment takes 15 minutes, is internet-based and simple. It identifies the types of activities that come natural to a person and those that require effort (there are no "good" or "bad" results).

At the end of this process, Coach Mark will help you interpret the results and help you use this information to make you a better business person - as well as make you happier in your work.

Take an hour and experience what others have called a "breakthrough" in understanding how people function!  
This service normally costs \$195 - get it for half price - compliments of Calaveras Business Coaching, LLC!  
Call Coach Mark at (901) 753-3753 for an appointment.

**Offer Expires: October 15, 2009**

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