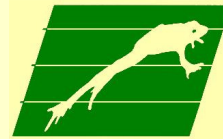


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October, 2009



Calaveras
Business Coaching, LLC.

The Coach's Corner

"Because Every Winner Has A Coach!"

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Coach's Quote Of The Month:



Breaking an old business model is

Dear Mark,

It has been a busy month. I always find it amazing how quickly the pace of business picks up after Labor Day. It makes me wonder whether any business at all gets done during the summer.

Luckily the sailing season has started up again (summer is too hot to sail in Memphis) and I get to go out on the water and re-focus my mind before I return to work. Some of my best ideas come to me when I'm out sailing or rowing - and not caught up in everyday business.

Similarly, part of the benefit of coaching comes from the opportunity to look at your business from the "outside" - while you are working "in" your business, you are often too close to the action to see how to improve the "big picture".

Several of my clients have told me that coaching provides them with "focus", "Tools" and "momentum".

As we work with them on their business we help them: 1) **see where** they want their business to go, 2) **identify what** it is they need to do to get there and 3) **actually do** what they need to do to **reach** their goal.

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.

Come see Coach Mark's presentation at the Germantown Chamber (see details below)

Mark van Stolk
Licensed Professional Business Coach

always going to require leaders to follow their instinct. There will always be persuasive reasons not to take a risk. But if you only do what worked in the past, you will wake up one day and find that you've been passed by.

- Clayton Christensen
interviewed in *Business*
2.00 magazine.

"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 the 1-to-1 coaching process 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

1-to-1 Coaching vs. Peer Group Coaching

People often ask me what the differences are between Calaveras and other coaches in the Memphis area.

My educational background, extensive small business experience and PBCA-network support are part of the answer, however, I would say that the main difference is Calaveras' **focus on 1-1 coaching.**

Many of the coaches in the Memphis area specialize in "Peer-Group Coaching", where several business owners help each other, with a coach acting as the facilitator.

I can hear you say, "so what does that mean to me?" Just ask yourself:

- Are you interested in getting RESULTS NOW or gradual improvements later
- Do you want to solve problems FOREVER, or do you want a "Quick Band-Aid Fix"?
- Do you want the discussion focused on YOU, or be a small part of a larger discussion?

Of course, "Peer-Group Coaching" is less expensive and can be very effective - especially for businesses where gradual changes will do the trick and time is not as much of an issue.

However, there are some short-comings inherent in the process:

1. Peer group discussions often do not dig down to "Root Causes", which can result in a "Quick Band-Aid Fix" to problems - with limited results,
2. Unless the facilitator is very effective, one or two participants may "hog" much of the time, leaving less time for you,
3. Solutions tends to be limited to the direct experiences of the participants, which may not be optimal - Calaveras draws from a large pool of proven "Best Practice" solutions developed by myself and my fellow PBCA coaches.
4. Sessions can suffer from the "Problem of the Day" syndrome. Without a SYSTEMATIC APPROACH, you may end up building on a bad foundation, or taking a much longer road before getting results.

The lower up-front cost may end up actually costing you more because of: 1) more time spent on the process and

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](#)

2) a longer time before getting results.

For instance, if 1-to-1 coaching could help you make an extra \$10,000 a month (or perhaps much more) six months sooner vs. peer-group coaching, do you think you could justify the extra cost of 1-to-1 coaching? For most people this should be a no-brainer!

Here at Calaveras, we work on "Finding Our Fee" - implementing changes that essentially make the coaching FREE after the first few months.

1-to-1 Coaching - for people who want results (yesterday)!

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



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 "Extended 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: November 15, 2009

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