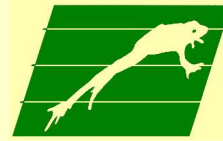


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November, 2009



**Calaveras**  
Business Coaching, LLC.

## The Coach's Corner

*"Because Every Winner Has A Coach!"*

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### Coach's Quote Of The Month:



"A vision without an action is just a dream; an action without a vision just passes the

**Dear Mark,**

We had a very successful workshop at the Germantown Chamber earlier this month - 31 participants and lots of positive feedback. If you weren't there, you missed a good one - if you were there, thank you for your interest and I hope you came away from it with some useful insights/information!

It was clear from the conversations at the workshop that there was some optimism among the participants, however, it was also clear that we are nowhere near a real recovery yet.

My white paper from earlier this year still seems to be very relevant to current market conditions and many of you have not read it, so I decided that I would cover the material in the next couple of newsletters - if you can't wait for the next episodes, please call/email me for a copy.

Meanwhile, do 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**

**Five Mistakes That Will Kill Your Business In A Slow Economy - Part 1 of 5**

**Lethal Mistake #1: Letting the Current Economic Situation "Get" To You**

We are all human and subject to good days and not so good days. But as business owners, it is up to us to decide, in advance, whether or not we are going to keep going.

time; a vision with an action changes the world." - Nelson Mandela

## "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 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](#)

If the answer is: "I am not stopping and I will not let this economy kill my business", then you need to start sounding and acting accordingly in all your interactions... especially with yourself. All we hear around us from business "leaders" is negative talk. I put leaders in quotes because true "leaders" don't talk or think like that. We're part of the solution, not the problem - remember?

And, while I'm at it (I just can't help myself)... **TURN OFF THE NEWS!** - It's not news - it's negative marketing designed for a purpose; and that purpose is NOT to help you. I'm serious... read the Wall Street Journal or watch Neil Cavuto or Lou Dobbs if you must, but WE cannot afford to allow Constant Negative News into our minds...

I'm not going to get into some type of motivational monologue. You can go to Tony Robbins or your Priest, Pastor or Rabbi for that. My message is: you are an entrepreneur - You are a different breed.

You are unlike the mass of people who have nice big jobs with big secure companies (if there is such a thing... notice I did not say secure jobs) and who work for their bosses for fat paychecks.

Sometimes that sounds like a good deal, doesn't it? But if you think about it - when you talk to them they have just as much stress as you do, maybe different stress, but just as much.

Mostly that is because they have no control over their own lives. They're stuck and they know it - they have to do things that they may know are inefficient, unproductive, wrong, or just plain stupid - just because someone higher-up told them to.

Not you. You have the one thing that they will never have... the one thing that all men were born to have... The freedom to do what YOU think is the best thing to do for you and your family.

With that freedom comes the responsibility - the responsibility to act on what happens to you and your business. You may not be able to control outside influences such as the economy; however, you must control how you react to them!

You cannot afford to say: "I'm losing money because of the economy" - you must say: "What can I do to make up for the lost business due to the economy".

Hey, I know being an entrepreneur is sometimes terrifying..., but, that's what separates you from them. You're smart, they're smart. You're motivated, they're motivated. But you've got the one thing they don't have (or don't have enough of)... **GUTS.**

And what's "GUTS" good for? Guts is good for **ACTION!** Action to

[for more details](#)

keep moving forward - action to plan for the future - to trim fat but not muscle and to not make Lethal Mistake #2...

**To be continued next month.**

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

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## 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: December 15, 2009

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