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December, 2009



The Coach's Corner

"More Business... More Profits... Less Stress...!"

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Coach's Quote Of The Month:



"In absence of clearly defined

Dear Mark,

As we get near the end of 2009 - a year that many of us will gladly leave behind - we start to think about how we can make the year ahead a better one. For our clients that means working on a plan for 2010.

What Calaveras does is to help them: 1) **see where** they want their **life and their business** to go, 2) **identify what** it is they need to do to get there and 3) commit to **actually do** what they need to do to **reach** their goals.

That plan makes all the difference - without a plan, you will probably end up working much harder than you need to, while making much less progress than you could. With the plan, you will be able to measure your progress every week.

It is worth taking the time and effort to develop your own long term and short term plans and map your way to success. If you don't know where to start, ask for help - it's worth it.

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 2 of 5

Lethal Mistake #2 - Business Is Down..

goals, we become strangely loyal to performing daily acts of trivia."
--Unknown

Start 2010 from a STRONG position!

Join Calaveras' Strategic Plan Boot Camp (Planned start: 3rd week in January)

Kick-Off 2010 With a Plan!

Calaveras' "Strategic Plan Boot Camp" will involve about six business owners who meet two hours a week, for four weeks. The four sessions will cover:

Session 1: Identifying your "Vision" find out what "makes you tick", what is truly important to you and what you really want from life and your business. WHAT YOU FIND OUT MAY SURPRISE YOU!

Session 2: Assessing "Ground Zero" do a thorough self assessment of how well your business is performing now, based on "best practices" of successful

Let's Cut Marketing & Advertising

It's hard to imagine companies with worse cash flow problems, than GM, Ford, and Chrysler during the 4th Quarter of 2008. However, if you watched any TV, especially NFL broadcasts in November and December, there was certainly no lack of commercials from the same "Big 3" Automakers.

These ad slots were extremely expensive, Super Bowl or not. Despite the cost, it ensured that all of America learned about the Ford F-150's new little fold out step and the Dodge Ram's built in tool boxes running along the sides of the cargo bed.

So why do you think that, as these companies were flying their CEO's to Washington to beg for bail-out money, they were also ramping up their marketing and advertising? Because... they've been around for about a hundred years now and they have learned from their own history! They know that the companies who made it through the great depression of the nineteen thirties were those companies that kept up their marketing and advertising efforts.

This doesn't mean that we would suggest you should blow your budget by increasing your marketing expenditures just for the sake of spending; on the contrary, we propose that you carefully consider the expected return on every dollar spent on marketing and advertising. The trick is to make sure that, if you identify marketing strategies that work for you, whatever you do, don't stop using them now.

There are other ways to trim your expenses way back without making **Lethal Mistake #3...**

Which we will discuss next month.

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



companies. THIS WILL BE A REAL EYE OPENER!

**Session 3:
Defining the
"Planning Path"**

How do I get there from here? SET TARGETS AND GOALS!

**Session 4:
Committing to
"Action Steps"**

what steps to initiate in 2010 to put your plan in place to reach your "Vision". *PLANNING HAS NO VALUE WITHOUT ACTION!*

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

**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: January 15, 2010

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