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January 15, 2010



Calaveras
Business Coaching, LLC.



The Coach's Corner

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

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Coach's Quote Of The Week:



"Experience is NOT the best teacher, but it sometimes is the only school a

Dear Mark,

We had great attendance at our first workshop of the year at the BBB! With some rumors of economic growth, the TalkShoppe participants wanted to know how to be the first to benefit. The upcoming "Strategic Plan Bootcamp" will help business owners take the first steps on building that "plan for success" for themselves.

Prospects for growth are still in the future - for now we still need to deal with the current reality - which is why the "Lethal Mistakes" article below is still very much applicable.

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

www.Calaveras-Coaching.com

For late-comers - you may read back issues of this newsletter on ur website [by clicking here](#) or by emailing us at news@calaveras-coaching.com for the complete white paper.

Five Mistakes That Will Kill Your Business In A Slow Economy - Part 4 of 5

Lethal Mistake #4 - You're Too Busy To Keep Track Of The Numbers

You're busy. Way too busy to take time out of your day to keep track of every little detail about your business. I mean c'mon we're in a crisis, aren't we?

fool will attend!"

--Bishop Joseph
Garlington

Sign-up for our: "Business LeapFrog Series"

Get out of the rut
and onto the right
track to success!
LeapFrog ahead of
your competition!

In our "Business
LeapFrog Series"
you meet with
Coach Mark and 3-5
other non-
competing business
owners, two hours
per week for 12
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
"Business LeapFrog
System" (TM) 1-1
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!

Well, this is the toughest economy most of us care to remember. But it's times like these when the only thing that will bring a company through is calm, thoughtful tracking and execution. And when we say execution, we mean the basics. It's time to stop. Just stop and think for a minute. What was it that made you successful when you just started your company?

Usually, you will find that as time went by, you strayed from the processes that worked so well when you got started. Oh sure, most of what you do every day is stuff you have been doing for years. It's second nature. You don't even have to think about it anymore. But if you take the time to analyze EXACTLY what you are doing every day, I'll bet you will see significant variances from how you did things in the beginning.

For example, when you got started, did you keep track of KPIs (Key Performance Indicators) such as:

- "Payables days" and "receivables days"?
- Daily/weekly/monthly breakeven levels?
- How many leads you received or created and from where?
- Which Ads, Meetings, Groups, Activities are producing the most leads?
- How many calls/contacts you made?
- How many contacts became appointments?
- How many appointments became customers?
- How many customers returned for more?

So... why did you stop keeping track of that stuff? Was it because it was no longer necessary? Well, if you don't have to anymore, then why is it, that you were doing better before than you are doing now? Oh yea, I forgot... it's the economy. Or is it? Is it possible, just possible, that you are not doing things as well as you are capable of... or even as well as you used to do them?

Which begs another question; If this economy makes it harder to succeed in your business, isn't this the time to take back control of your processes?

Now is the time to go back and start tracking KPIs again. And here's why... You're busy remember. And in tough times like these, there's no time to waste being inefficient. Only by keeping track of the KPIs in your operation will you be able to accurately identify what's working and not working. Then, you can direct your precious time and energy and money directly to those things (and only those things) that need fixing.... That's how you get through times like these.

And that's how you get you live to fight another day.... so you can correct Lethal Mistake #5...

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

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

Which we will discuss in the next newsletter.

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