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February 1, 2010



Calaveras
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The Coach's Corner

LeapFrog Over Your Competition!

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Coach's Quote Of The Week:



Dear Mark,

It looks like we will have enough participants to start a "Business LeapFrog Series" mid February. Right now, there are still 2 openings, if you are interested in participating in this go-around, please contact me as soon as possible -[click here](#) for details.

With this issue, we are at the end of the "5 mistakes" series of articles. For those of you who have missed installments, please [click here](#) for our newsletter archives. We have some good articles coming up in the next editions.

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

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 5 of 5

Lethal Mistake #5 - Not Developing A Plan For Every Aspect Of Your Business

"Live as if you were to die tomorrow. Learn as if you were to live forever"

--Mahatma Gandhi

**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"™ 1-1 coaching with the additional advantage of the insight of other (non-competing) business owners, all

One of my favorite authors - Lewis Carroll - said in "Alice in Wonderland": "If you don't know where you are going, any road will get you there".

This holds very true in business - immeasurable effort has been wasted by working without a plan, or with an ineffective plan and in the current economy no-one can afford to waste effort.

"Begin With The End In Mind" - that is "Habit #2" in the mega NY Times Best Seller, "7 Habits of Highly Successful People" by Stephen R. Covey.

Most business owners we talk to "project from the present" when they set goals for their strategic planning - "next year's numbers are this year's numbers + 5%". These calculations don't tend to be very challenging, nor very motivational. They also don't focus on what needs to be done to attain them.

Think of approaching this from the other end - "In 10 years I want to be able to sell this business for \$2 million, so I can retire comfortably and sail the Caribbean". Doesn't that sound like an inspiring vision? Then ask the question "what would I need to do to get there"?

For example - for a company to sell for \$2 million dollars, it needs to spin off about \$800,000 per year, which requires sales of \$xxx/year, etc.

In order for the company to be worth the sales price, in 10 years it needs to look like.... Which means in 5 years, it should look like.... And next year it should look like.....

Once that vision is established, it is necessary to determine the activity required to get there - develop a "road map" - the plan. You need to be crystal clear about where you should be investing your time, effort, and money.

In this economy, there simply isn't enough time in each day to be spending our energy and time on anything but mission-critical activities. Mission-Critical means necessary for survival and the key to survival is adequate profits.

Here are the 5 basic areas of your business you can work on to increase revenue and profitability:

1. Number of Leads/Returning customers
2. Percentage Conversion Rate
3. Average Dollar Sale
4. Percentage Profit Margin
5. Total Fixed Costs

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 for each class!

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

These can be affected positively by implementing and monitoring the following plans:

For Leads/Traffic:

1. Marketing Plan
2. Customer Service Plan

For Conversion Rate:

1. Sales Training Plan
2. Skills Based Hiring Plan
3. Script Development Plan

For Average Dollar Sale:

1. Leadership & Ingenuity development plan
2. Sales Training Plan
3. Skills Based Hiring Plan
4. Incentive Structure Plan

For Profit Margin:

1. Market Niche Development Plan
2. Management Practices Development plan
3. Accounting & Bookkeeping Practices Refinement

For Fixed Costs:

1. Management Practices Development
2. Cross-training plan
3. Technology Implementation Plan
4. Outsourcing Plan
5. Accounting & Bookkeeping Practices

This may look like a simplification; however, this model is quite comprehensive and has been shown to be an effective basis for significantly growing & multiplying business profits.

Based on this model, you can start to set specific, measurable, attainable, realistic and time-based ACTIVITY goals for each area. Such as...

"By xx date, we will develop systems to contact yy Prospects in order to get zz responses and get aa Sales of at least bb dollars."

That exactly is the basis of a strategic plan... See, you're already doing it.

Seriously, if you approach every area of your business like this, you will find that something exponential happens to your bottom line. If you take the time to first establish where you are now in terms of numbers for each of the areas, you will find that with an increase of just 10% in each one, you will increase your PROFITS in the neighborhood of 70% to over 100% depending on the type of business!

Do you think that, if you focused your attention on your marketing (or got some outside help with it), you could increase your lead generation by just 10%?

Which brings us back to: how would you even know whether you managed to accomplish a 10% increase in any of the areas unless you first kept track of your Key Performance Indicators? Remember Lethal Mistake #4?

If YOU decide to take charge, and (sorry about this) act like a business owner, not just someone working hard for a business that he/she just happens to own, YOU can control your profits and in turn control your business... and your destiny.

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



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\$100**

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"Business LeapFrog Series" will save \$100
off the \$995 price.**

For details of this 12-part series, please [click here](#), see the side-bar above, or Call Coach Mark van Stolk at 901-753-3753 for additional information.

Offer Good for first two participants to sign up!

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