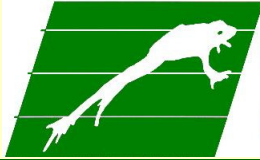
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April 16, 2010



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The Coach's Corner

For when you're tired of thinking small!

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Coach's Quote Of The Week:



Dear Mark,

Tax day has come and gone. For many business owners, this is the one time that good financial numbers are available for review. For others, preparing a tax return may be an eye opener and a time to consider where the business is going financially as well as competitively.

Calaveras' Business Effectiveness Evaluation (see the featured service below) can help you get a good handle on your business and financial condition and what actions should be taken to help the business (and its owner) function better. It's a small but important investment in your future!

Take a moment to read the article below on "3 Ways To Power Up Your Marketing Efforts, check out our website and gain some understanding as to how Calaveras Business Coaching can help 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

3 Ways To Power Up Your Marketing Efforts

Wondering why your marketing isn't getting much in the way of result? Never fear, help is here.

Many marketing challenges can be traced back to a handful of marketing mistakes. Today, I'll talk about the top three marketing mistakes small business owners make.

"The secret of getting ahead is getting started."
--Agatha Christie

Featured Service:

"B.E.E." Business Effectiveness Evaluation (with "Fintel" Analysis)

Wouldn't you like to know:

1) How your business measures up against the best?

2) Where to focus your efforts and energy for the greatest increase in profitability and effectiveness?

Calaveras' Business Effectiveness Evaluation (BEE) 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,

1. Picking too broad a target market. If I ask you who your customer is and you answer "anyone with a pulse," then I'm talking to you.

Even if your product or service CAN help just about anyone on the planet, not everyone is going to buy it. They don't have the money or the interest or whatever. And when you try and target everyone, you really end up targeting no one.

The way to start making money (not to mention getting better results with your marketing) is to narrow your target market so you're only talking to one specific group at a time. However, there are pitfalls with that as well, as we see in the next mistake.

2. Selecting the wrong target market. This happens when you've chosen the wrong target market. What do I mean by wrong target market? Often there may be a need for the product or service, but not a desire. What happens here is the word "need" is misused. "I know my target market needs this, therefore they'll buy it." Not so.

This happens a lot with people in the health and wellness field and it typically goes something like this. You are passionate about teaching yoga and you want to reach committed couch potatoes. Do committed couch potatoes need to be doing yoga? No question. Do they want to be doing yoga? Probably not, or they wouldn't be committed couch potatoes.

Bottom line -- make sure you choose a target market that really wants your product or service.

3. Fishing in the wrong pond. "Build it and they will come" only works in the movie "Field of dreams". Once you know who your target market is, you need to **go to where they are**. And you shouldn't waste your time in places where you won't find them.

Let's say your target market is Fortune 500 companies. Is hanging out at your local Chamber of Commerce going to pay off for you? Probably not. However, buying a targeted list and putting together a direct mail campaign would probably be a much better idea.

Or, for instance, a friend of mine just realized a new niche target market she was going after doesn't spend much time online. And, you guessed it, she does most of her marketing online. So, she either has to change her niche market or change how she markets to them.

Once you've selected a viable target market, make sure

- 8) Leadership, and
- 9) Work/Life Balance.

You score your business and yourself on these "key-points".

Each "key-point" is based on "Best Practices" that very successful businessmen have found essential to the success of their businesses.

In addition, the "Fintel" financial analysis will give you ESSENTIAL information on and suggested actions with respect to:

- 1) your financial condition vs. other businesses in your field and size range,
- 2) your cash position,
- 3) your ability to obtain credit, and
- 4) how fast you can grow your business.

Upon completion, Coach Mark van Stolk will go over the questionnaire with you and help you interpret the results and their implications on the profitability and effectiveness of your business.

For only \$495 you will have all you need for a 90-day action plan for success.

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

you're putting your marketing time and dollars into places where they hang out.

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