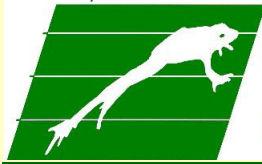
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June 15, 2010



Calaveras
Business Coaching, LLC.



The Coach's Corner

LeapFrog Over Your Competition!

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Coach's Quote Of The Week:

Dear Mark,

With the soccer world cup in South Africa, a quote from Nelson Mandela seems appropriate. The quote of the week below hits very close to home for a business coach.

Now be honest to yourself: are you "playing smaller" than you are capable of in your business? Most people "hold back" - often because they are in their "comfort zone" and inertia keeps them from taking the next step. Our "Business LeapFrog Series" is a good way to start moving forward again. An investment of 2-hours a week for 12 weeks helps you take your business to that next level.

We are looking for participants to start one of those "Business LeapFrog Series" in late July (description in the side-bar). If you are interested in participating in this go-around, please contact me as soon as possible -[click here](#) for details. See the coupon at the bottom for the "Early Bird" Discount.

The Main Article this month is "A Living Five Year Plan". Everything I do as a coach is based on having a clear vision of your desired outcome, as well as a plan to get there. Many people start out with a plan, but forget to track it and update it - defeating much of its power.

Take a moment to read this newsletter, check out our website and gain some understanding as to how Calaveras Business Coaching can help you gain perspective, re-energize you and your business, help move it forward, and make it fun again.

Mark van Stolk
Licensed Professional Business Coach



There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living.

--Nelson Mandela

**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

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Business Coaching FAQ #5

What kind of benefits can I expect from Business Coaching?

Here are some interesting statistics to consider if you own a small business. Did you know research shows that applying the skills of a business coach is a great way to keep your business

[\(click here to read further\)](#)

A Living Five Year Plan

One of my clients worked with a consultant and created a five year business plan for a business that he hoped to open. Financing was arranged and suppliers were secured, in a large part because the plan was so well thought out and researched.

The five year plan worked out well, amazingly the projected numbers and financial results were pretty close. I wish I could say that they all lived happily ever after. When he started talking to me, things did not look quite so good.

What went wrong were years six, seven and eight. There was a feeling that having been successful in years one through five somehow guaranteed future successes, the business was operating on auto pilot, just keep repeating what had been done. Autopilot assumes that there is a course or route mapped out and by making small course corrections periodically the destination will be reached in the end.

But what if the destination is not planned? It is like planning a trip from New York to Chicago, every turn, eatery, hotel defined and reserved. Upon arriving, remember that the true destination is Los Angeles, then setting out without map, GPS or plan.

The five year plan was a great start, best that I have seen as a professional business coach. The plan would have been complete had it been a living plan. A living plan is one that has no expiration date, as one year is lived another is added on the far end keeping the ultimate destination in view.

In this case, when year number one was close to completion a year six would have been planned. Each year as the results are reviewed, adjustments to the five year

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 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

plan are made, always keeping a five year perspective.

Adjustments can take into consideration changes in the market, competition, technology, pricing, economy, but ultimately adding a new last year to the plan.

Make planning a part of your routine, and compare results with the plan, by doing so you can objectively critique both the planning and the actions that produced the results. Most important, make sure your five year plan still has at least five future years.

Source: PBCA Library.



**Save
\$100**

The first two people to sign up for the "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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