

 The content in this preview is based on the last saved version of your email - any changes made to your email that have not been saved will not be shown in this preview.

You're receiving this email because of your relationship with Calaveras Business Coaching, LLC.

You may [unsubscribe](#) if you no longer wish to receive our emails.

July 1, 2010



Calaveras
Business Coaching, LLC.



The Coach's Corner

LeapFrog Ahead Of Your Competition!

In This Issue

[Coach's Quote Of
The Week](#)

["Gold Level" Weekly
Business Coaching](#)

[Are You Ready For
The Inevitable
Recovery?](#)

Quick Links

[More About Us](#)
[About Coach Mark](#)
[Coaching Events](#)

Coach's Quote Of The Week:

Dear Mark,

What a HOT June we are having! If I'd only planned ahead enough to install a sprinkler system - now I'm sweating it out, hauling hoses, with little time to plant new things.

Planning ahead for bad times is something that comes natural to business owners nowadays. Planning ahead for the inevitable recovery is something we tend to avoid dealing with somehow. Most people are in definite survival mode.

This attitude can come back to bite you - you need to always be prepared for success. This month's article takes a look at that process.

Take a look at 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



"Tell me and I forget. Teach me and I remember. Involve me and I learn"

--Benjamin Franklin

**Featured
Service:**

**"Gold
Level"
weekly
Business
Coaching**

More Business...
More Profits... Less
Stress... With A
Guarantee.

Our most popular

www.Calaveras-Coaching.com

Are You Ready For The Inevitable Recovery?

No matter what the hyper-alarmist media keeps telling us at every news-cycle, GOOD TIMES WILL RETURN! And when they do, the first competitor in your industry to "Catch the Wave" - that is, to be able to capture and satisfy the new business - will grow many times faster than the ones that come later (and be many times more profitable). Are you in a position to capture this first place? Is success important to you, your family's comfort, your retirement plans?

If so, you need to start planning NOW. That doesn't mean to have everything in place right away (being too early can be very expensive), but to be able to put everything necessary in place quickly when the time comes. This requires a "PLAN", as well as "SYSTEMS" - "what steps do we need to take to ramp up quickly?" and "how will we make each process in our business work?". We've cut back everywhere - now how do we go about growing again?

"Systems" are a collection of carefully documented procedures that allow you to quickly implement anything needed to run/grow your business - call it the "Owner's Manual" for your business. If you still need to start reinventing the wheel to train your brand new employees for every process in your business once the recovery starts, you will be way too late to "Catch the Wave", as well as exhausted. "Systems" allow you to move quickly. Just to mention a few systems:

1. Marketing/Sales Systems

How to quickly capture the new demand. Do you know the most effective message to sell your product/service? What is your optimal target

level of coaching - promising rapid progress.

a) 1-1 personal Coaching based on our proven "Business Leapfrog System"™ [\(click here\)](#)

b) The "Gold Level" is the second-most intensive level - intended for business owners who have the opportunity to delegate some aspects of the implementation.

c) Weekly meetings for 1 hour or more establish vision, set and review action plans and ensure implementation

d) Phone and email accessibility for questions and consultations between meetings

e) 12 month minimum support period insures

market, and where can you find them? Do you know what media will get the word out best, and who provides those services? Are you effective at converting prospects into sales? Do you have the product selection necessary to up-sell and cross-sell? Have you identified the best options for strategic alliances and fusion selling?

6. **Human Resource Systems**

How to staff-up quickly with the best people. Do you know which position would need to be filled first? Can you train new hires quickly with the least possible involvement on your part (you will be too busy). Do you know how you will go about hiring the right person for each position - what skills/personality the prospect need to have? What will be the best incentive structure? Do you have physical space to put that person?

7. **Financing Systems**

Where would you go to obtain financing to avoid the cashflow issues that have killed many successful and growing businesses? Do you have the relationships in place? Do you have the documentation for an application in place? Is your accounting system up to providing the ongoing reporting requirements for many loans? Do you have credit lines/terms with your suppliers?

An much, much more.....

All this may seem overwhelming as you read it, but if you take it one step at a time and approach it systematically, it can be done and you can gain a BIG advantage over your competition once the recovery comes.

A lot of business owners are so involved in putting out current fires, that they have no time to plan ahead. Some people can go it on their own, however, this is one place where a Business Coach can be very effective - helping you balance your efforts between short and longer terms, and helping you prepare for that inevitable recovery.

sustained changes - longer periods provide superlative outcomes.

And, of course, this includes our 30-day "better than money back" guarantee.

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

It is easy to focus only on hunkering down and cutting back for the current economic crisis - but it takes a positive attitude to think ahead to better times. Successful business people think ahead one cycle - your competitor may be looking at working with a coach right now!

Call us for a free one-hour "Jumpstart Session" to find out whether there is a fit for us to work together.

Coach Mark van Stolk, LPBC



[Forward email](#)

✉ **SafeUnsubscribe**®

This email was sent to info@calaveras-coaching.com by news@calaveras-coaching.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).

Email Marketing by



Calaveras Business Coaching, LLC. | 1910 Glenbuck | Germantown | TN | 38138