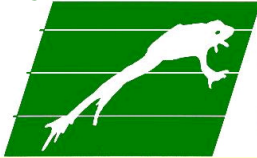
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August 3, 2010



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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,

It's summer - time for a break! How many of you managed to get away from it all? Probably not as many as should.

I just spent a couple of weeks at our family farm on the Eastern Shore of Maryland - crabs, crab cakes, fresh air, sleeping late, long walks (and chiggers). I feel quite refreshed, full of good ideas and full of energy.

I didn't want to lose momentum with some clients, so I did do a couple of telephone coaching sessions on Tuesday, but the location was delightful - at one point I was interrupted by a mommy-deer with two babies (still with spots) walking right by. My daughters took a picture of one session ([click here to see picture](#))

This month's article focuses on building a business that let's you get away when you want to - a "Profitable, commercial enterprise, that works, without you". Read it, 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

Do You Still Make Money While On Vacation?

Every useful strategy starts with a good definition of the goal you wish to attain. Most people I work with want to end up with a successful business that will support them

"In absence of clearly defined goals, we become strangely loyal to performing daily acts of trivia."
--Unknown

Featured Service:

"Silver Level" Bi-Monthly Business Coaching

For people who are not in quite as much of a hurry, our more affordable 1-1 coaching program.

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

b) The "Silver Level" is a less intensive level -Intended for small business owners who have limited opportunity to delegate implementation.

c) Meetings every other week for 1 hour or more to establish vision, set and review action plans and ensure implementation

in their daily life and in retirement.

That begs the question: "what is a successful business?" The definition we use is: "a profitable, commercial enterprise, that works, without you." (PCETWWY)

Most businesses are commercial, many are profitable - although not as profitable as they can be, some work - although usually it is the owner that works - not the business, and very few work without the owner present.

If the cash flow stops when you aren't there, you don't have a business, you are self employed.

A true PCETWWY follows a process cycle that looks like this: 1) the owner puts systems in place, 2) the systems manage the employees, 3) the employees service the customers, 4) the customers support the business, and 5) the business supports the owner. For most businesses the cycle isn't so clear - the owner is always involved in pretty much every part of the process.

To make that jump from being self-employed to being a business owner, you need to put several things in place, and you need to do it in a specific order.

1) **Control:** you need to take control of your time, product and finances - do you know your break even level? Your maximum revenue capacity? Your capital needs at different operating levels? Your profit margins?

Until you know these numbers on a monthly basis, you can't really grow your business. I have seen businesses go broke while doubling their revenue, because they did not understand the capital needs for that growth.

2) **Niche:** find your corner of the market - your Unique Selling Proposition - and find the proper message and marketing vehicles to aim its benefits directly at the optimal target markets. Your financial information (from item 1) will allow you to fine-tune your approaches.

3) **Systems:** you need to have procedures and manuals in place, describing all processes in your business. Without these systems you won't be able to quickly train new personnel, nor maintain control of quality and customer service, as you grow the business.

4) **Team:** you need to develop the right team that can operate the systems you put in place so you don't need to be involved in everything. You will have employees before this stage, but here we're talking about your management team.

5) **Leadership:** you need to have a clear and concise

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

e) 12 month minimum support period insures 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

vision that you can communicate to your team, so they can make the right decisions even when you are not there. There has to be a clear understanding of the "rules of the game" within the business - how to treat each other, as well as the customers. Finally there is the planning process, with long, medium and short term plans and responsibilities.

Once these five things are in place, you get back your freedom - you can start new branches, franchise your business, sell the business for the very best price - it becomes an investment, and you become a true entrepreneur.

If this article resonates with you and you have any interest in further exploring these processes, give us a call for a free "Jump-Start" Coaching Session!

Article: Mark van Stolk, LPBC.

FAQ of the week:

I'm not sure that business coaching applies to my industry/market

Coaching applies to your business only if you want:

- More prospects inquiring about your service or product,
- To sell to a higher percentage of these leads,
- To serve your customers so that they buy more often

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