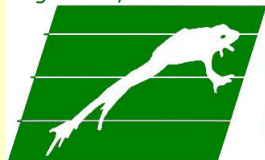
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August 15, 2010



**Calaveras**  
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## The Coach's Corner

*Leapfrog Ahead Of Your Competition!*

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### Coach's Quote Of The Week:



**Dear Mark,**

I've just dropped off my two daughters at Vanderbilt. The house is very quiet. Labor day is almost upon us - this is the time when businesses start moving again, your agenda fills up, suddenly time is of the essence. With a shock you realize that the 4th quarter is coming up... You think - how can I still turn this year around?

It's never too late to get back to the basics - keeping the right (positive) attitude and keeping your pipeline full. The first subject is covered in the article, the second in the workshop coming up in October. Check them both out and call me if you want to talk.

I hope you enjoy reading the "Attitude" story below (I think it's sort of fun), 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](http://www.Calaveras-Coaching.com)

### **FAQ#7: I'm already doing well. Why do I need a coach?**

You may not need a coach. You may not even be "coachable," i.e. you may already "know everything". However, every top performer in the world - from athletes like ..... [\(click here to continue\)](#)

"The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails."

- William A. Ward

## Featured Service:

### The "KEEP YOUR PIPELINE FULL" Workshop

**Saturday, October 16th, from 10am to 2:30pm, Location To Be Announced (Germantown)**

*Come to the workshop and leave with a detailed plan, tailored to YOU, that will ELIMINATE the "Sell/Do Seesaw"!*

*What will you walk away with at the end of the workshop?*

**1. Define Your Target Market** - *Who is your best prospect, and where do they hang out?*

**2. Find Out Why**

## The Man Who Sold Hot Dogs

I don't know where this story came from, but I love it...

There once was a man who lived by the side of the road and sold hot dogs. He was hard of hearing so he had no radio. He had trouble with his eyes so he read no newspapers, but he sold good hot dogs.

He put up signs on the highway telling how good they were. He stood on the side of the road and cried: "Buy a hot dog, mister?"

And people bought.

He increased his meat and bun orders. He bought a bigger stove to take care of his trade. He finally got his son home from college to help him out. But then something happened.

His son said, "Father, haven't you been listening to the radio? Haven't you been reading the newspapers? There's a big depression. The European situation is terrible. The domestic situation is worse."

Whereupon the father thought, "Well, my son's been to college, he reads the newspaper and he listens to the radio, and he ought to know."

So the father cut down on his meat and bun orders, took down his advertising signs and no longer bothered to stand out on the highway to sell his hot dogs.

And his hot dog sales fell almost overnight.

"You're right, son," the father said to the boy. "We certainly are in the middle of a great depression."

How do you "see" things? I used to think that all of this positive attitude garbage was just that... garbage.

I mean, of course I tried to see the glass as half full, but I thought of myself as a realist and I looked at the world realistically.

Life wasn't always sunshine and roses. Often it was rainy and weedy. And I don't mean warm summer rain, I mean cold, biting November rain. The kind that feels like it's cutting right through you. Right down to the bone. Life could be and, often was, painful.

Then one day I realized that life could be painful whether I thought positive or not. So I made a decision.

I was going to wake up every day and think positive

**They Really**

**Buy-** Buyers react only to "Benefits" - are you selling "Features"?

**3. Refine Your Message To Get Their Attention-** What can you say that will make them read the rest of your message?

**4. Select Your Strategies For Getting The Word Out-** Are you relying on only 2-3 strategies - and passive ones at that?

**5. Schedule Your Actions-** Dig your well before you are thirsty - don't wait until your previous project is done!

**6. Commit To An Action Plan-** There is no plan in the world that will help you if you don't ACT!

**7. Make Yourself Accountable-** Take away the last reason to procrastinate!

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

thoughts for my first hour of the day. I was going to focus my mind on having a good day while I was getting ready for work and see what happened. I thought, "Why not? It can't hurt."

As you probably already guessed, I did feel better and enjoy life more. It worked! But more than that, I got a lot more sunshine and roses than cold rain. Really!

Good things started to happen in my life. Everything started to align. People and things that I needed were suddenly in place when I needed them. I was "in the zone". The only thing I changed was my attitude.

It was then I realized that attitude not only matters, it's everything. Your attitude is where success begins. I know it's not the only thing, but you have to start somewhere and this is it.

Take that step like I did and start your day with the right attitude. You'll be surprised at the result.

If you feel you need help getting started - give us a call - 901-753-3753.



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