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September 15, 2010



**Calaveras**  
Business Coaching, LLC.



## The Coach's Corner

*For when you're tired of thinking small!*

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**Coach's Quote Of The Week:**

**Dear Mark,**

Labor Day has come and gone. The summer doldrums are over - it's time to focus your mind completely on business again. I find that September and October can be very hectic with meetings, seminars, etc. and I will be adding to that with a work shop on "Business Cards That Sell" later in October - keep an eye on your in-box for more information.

If you are like most business owners, your new-business pipeline may be running a little low at this time. The article in this edition may give you some ideas on how to remedy that.

Take a moment to read the article below on "6 Powerful "Musts" in Marketing", 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 #8: Why does the coaching process take**



"Do", or "Do Not",  
there is no such thing  
as "Try".  
- Master Yoda

**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

## a minimum of a year?

The coaching process is not a magic wand. Certainly, you have been to a seminar and left recharged and planning wonderful changes. Almost as certain is.....  
([click here to continue](#))

## 6 Powerful "Musts" in Marketing

Whenever I sit down with a Business Owner, one of the first questions I ask is "how does your Marketing measure up"? Their usual response is that their Marketing Sucks! How about yours? If you are like most, Marketing is the last thing that you work on in your business.

You are either doing the technical part of your business or you are putting out fires. You usually don't have a clear plan or strategy on how to set up a successful Marketing initiative in your organization. Most of the time, we are being reactive instead of proactive.

People usually wait until business slows down and then put a bunch of money into different media sources in hopes that business gets better. Typically, this doesn't work. But if it does, they generally don't measure it to see what part of our message inspired the clients to come in the door or call us on the phone.

If you would like to develop a Marketing Strategy that will give you awesome results, consistent traffic and more profits, I encourage you to read on. These are the Six Powerful Musts that your Marketing Plan should have.

1. **You must have at least 10 Marketing Strategies active at all time.**

Most companies have three or fewer strategies working for them and because of that their message doesn't reach their customers enough times for it to stick. Researches show that a

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,
- 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

potential client must hear, see, or experience your message 9 times or more before deciding to do business with you. Your website, your TV ad and your print advertising alone isn't enough to drive the traffic that you need to make your business successful. I work with my clients to develop the 10 affordable mediums that work best for their business to get their message out, so that they can attract more clients to them.

2. **Your Marketing Message must address your target market and their interests directly.**

Your message must be focused.....like a laser beam on your target market. It must be about THEIR NEEDS directly and clearly, not about YOUR FEATURES. It must be about how you will make your customer's life better. A salon should not talk about "we do style-cuts, perms and hair coloring", but about "our highly trained professionals will work with you to select and apply the perfect hair coloring, so you will never have a "bad-hair" day and you will always leave our salon rested and happy about yourself!" It's about THEM, not YOU!

3. **You must track all leads and know what Marketing Medium brought your prospect to contact you.**

There is an old saying, "What you measure you will manage". You must know what is working and what is not. If you are advertising somewhere that is delivering results, you want to stay there. If you are advertising somewhere that isn't giving results, drop it and put your money somewhere else. Most business owners have a general idea of what medium is bringing clients in but are not sure. You must track this area. It is as simple as asking a couple of questions or adding a box on your website that asks the client how they heard about you. You cannot improve what you don't measure!

4. **Your Marketing Message must be dramatically different from that of your competitor.**

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*

In my Companies, I am constantly watching, reading and listening to my competitors' marketing messages. Most of them look, sound and feel identical because they are put together by the advertising sales reps. Those reps are not marketing experts. Their goal is to sell you space and get a commission.....not to help you develop a good marketing strategy. If you look at the newspaper ads for Car Dealerships, you will see exactly what I am talking about. Remember, "Same is Lame". Find your market niche and focus your message on how that niche improves your customer's experience!

5. **You must use strategies such as Guarantees to enhance your Marketing Message in all communications.**

People love guarantees. Your guarantees show the potential client how much confidence that you have in your product or service. Offering powerful guarantees such as warranties and full refunds, if not satisfied, proves to the consumer that there is no risk involved with doing business with you. If your competitor doesn't provide the same guarantees, it shows your prospect that they are not willing to back up what they are selling.

6. **Your Marketing Message must tell your prospect what to do next in making contact with you and remind them that they should do so NOW.**

After hearing your message, your prospect must be directed on how they should contact you. Should they email, call, write or come in? You cannot assume that they know, you must tell them. They will appreciate you for this.

How much of this do you have in place?

If you develop your Marketing plan using these Six Powerful Musts, you are certain to increase your business. And your new clients will bring others along! The best businesses understand that marketing is the

heart of their business because without customers you have no business.

So what do you need to do next?

Well, you could take what you learned here and run with it. You can go down to your local college and sign up for a Marketing course if you have the time to do so. (Most business owners don't), You can read a bunch of books and extract the principles outlined, but that takes time and discipline. **Or you can start working with Calaveras and we'll help you develop the strategies that we have outlined (and more).** By doing so you will enjoy the privilege of having your customer pipeline full at all times.

A good start to the coaching process would be to take the B.E.E. in the column to the left. If you'd like more information please email me at [Mark@Calaveras-Coaching.com](mailto:Mark@Calaveras-Coaching.com) or call me at (901) 753-3753 for a free meeting.

*Article by: Coach Mark van Stolk  
Calaveras Business Coaching, LLC.*



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