

Calaveras Business Coaching, LLC.

1910 Glenbuck Cove North, Germantown, TN 38139-3465

As part of an effort to support business education in general, and Business Coaching specifically, Business Coach Mark van Stolk is available to speak at your event to give talks and seminars. Below is a partial list of subjects. Their duration may be adjusted and other subjects are available with a little notice.

"What is a Business Coach and What Can He Do For Me?" (30 minutes)

- Overview of the history, background, uses and benefits of Business Coaching.

"Your Business: More Business... More Profits... More Freedom...?" (slides) (90 minutes)

- Growing a business is not a skill that most people are born with - most learn it the hard way!
- If you don't take the right steps, at the right time and in the right order, growing your business may be a long and frustrating process - and you may be trapped working in the business every day you own it.
- Would you like a "Road Map" to show you the right approach?

"Plan For SUCCESS, Not Just For Financing" (slides) (30-45 minutes)

- Only 5% of small businesses have a written strategic plan. After 5 years, just 20% of small businesses survive; however, over 80% of those with written plans survive.
- Do YOU have a plan? If not, making one would be a good resolution for 2009! This presentation will get you started.
- Get started on a plan for your business to provide for the future you want for you and your family – not just to get bank financing.
- Discover and use the MOTIVATION within you that will make you take ACTION on that plan!

"71% More Profits By Working Only 10% Better (Not Harder)!" (slides) (30-45 minutes)

- How a Business Coach can help you focus on the five areas that can make the big difference in your profitability.
- SMALL improvements in MULTIPLE areas can give BIG results!

"Making Your Business A Pillar Of Your Retirement Strategy" (slides) (1 hour)

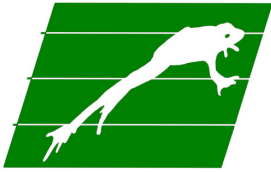
- Having a plan for succession or retirement
- Preparing for ultimate succession
- Preparing for optimal growth, resale value or cash flow

How To Market Effectively To Your Existing Customers (slides) (1 hour)

- Importance of marketing to existing customers
- What it takes to please customers
- What it can mean to your bottom line

Entrepreneur Quotient seminar/workshop (speech & handouts) (1+ hour)

- Introduces individuals to the concepts of planning, organizing, building, and sustaining a business – an overview of typical business start-up needs and requirements
- Provide individuals with hardcopy and on-line information resources to assist them with business planning and development
- Provide individuals with a self-assessment tool to evaluate their readiness for entrepreneurial pursuits



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Personal Branding (speech & handouts)

- What is “Personal Branding”
- What makes a brand a brand
- What does it do for you and your business
- How can you develop an effective “Personal Brands”

Public Speaking (slides) (1/2 hour)

- Fear of public speaking
- Strategies for dealing with this fear

Sales Seminar for Professionals (CPAs, Lawyers, Bankers, etc.) (slides) (2 hours)

- Preconceptions about selling
- Dealing with fear of selling
- Marketing ideas

The E-Myth (slides) (1 hour)

- Presenting the concepts of Bob Gerber’s book – a must-read book for anyone considering going into business for themselves (or already there)
- Why Most Small Businesses Don’t Work – and What to do About It

Effective Yellow Pages Marketing (slides) (1 hour)

- How to get the most out of your Yellow Pages ad
- How behavioral analysis can help you and your business (slides) (1/2 hour)
- The “Extended DISC” tool can help you understand what makes a person “tick”

What is a business coach and Why Refer (30 minutes)

- Merge Personal and Business Effectiveness
- Personal Effectiveness - Action Model
- Business Effectiveness – Business Model
- Why it helps YOU

Helping Businesses - Strategic Alliances (15 minutes)

- Business Failure Rates
- Solution = Coaching
- Short overview of coaching activities
- Why it helps YOU

Referral Groups Presentation (10 minutes)

- Who I am
- Coaching Quotes
- What deliverables
- What next