

[<Back](#) [Print](#)

**LIFEWORX**  
Coaching

**NEWSLETTER**

**August 2007**

**Denise Hedges**

[denise@lifeworkcoaching.com](mailto:denise@lifeworkcoaching.com)

[www.lifeworkcoaching.com](http://www.lifeworkcoaching.com)

**Forward this newsletter to a friend**

## This Issue:

**He's Eight!**

**Table of Contents:**

**A Note from Denise**

**A Special Opportunity for  
My Entrepreneurs**

**For busy professional women and small business owners wanting more success and fulfillment in their careers and more time, balance, and joy in their personal lives.**

## A Note from Denise

For the last several months, this newsletter has challenged you to consider some of life's most fundamental questions and do some pretty serious introspection. These messages must have resonated with many of you, because we've received a lot of positive feedback. Thanks very much for sending us your nice comments.

This month, we take a break from all the serious stuff to bring you the profile of a young entrepreneur ... a very young entrepreneur. It's just a fun, feel-good story. We hope you enjoy it.

## He's Eight!

There aren't many eight-year-olds who have their own businesses, but this little guy does. His name is Thomas Compton. He's from Landrum, SC and he raises chickens, goats, and calves. He also tends his own garden. He's been selling his produce and 3-4 dozen eggs a day to the local market, as well as marketing his produce directly to the public on Saturday mornings at the community tailgate market *since he was three years old*. And he's been saving his money.

Last year when he was seven, his parents asked him what he wanted Santa to bring him for Christmas.

"A shaved Ice Stand."

Not your ordinary kid. But he was serious. He wanted a shaved ice stand.

His parents did some research and had to let him know that the kind of stand he wanted ... the kind of heavy duty trailer, outfitted with sliding windows, that you see at fair and festivals ... was going to be a little too expensive for Santa. Undeterred, Thomas had a proposal for the big guy. He would contribute all the money he'd saved from his business since he was three if that would help swing the deal.

\$11,000 ... that's what he handed over to his parents to give to Santa!

Santa was apparently duly impressed, because when Thomas woke up on Christmas morning, Santa had brought him a shiny new yellow shaved ice stand with the name of his new business professionally painted on the side.

Flash forward to today. His business is going like gangbusters in the 100-degree desert-like conditions we've been experiencing around here. He's open from 2-6 pm, three days a week. His normal base of operations is his Mom's day care center ... Miss Tammy's Little Learning Center. He also sets up at the BI-LO grocery store parking lot on Saturdays from 10 am to 8 pm and travels to big events, like Spring Fling in nearby Spartanburg, high school baseball playoff games, and other local gatherings.

He operates the stand all by himself, except for his one part-time employee, Sarah Brock. They went to daycare together, so they go way back. His mother also helps out some when he gets busy, plus she's the driver. He keeps the stand spotless and, by all accounts, provides a first-rate customer experience.

Now, before you think this little fellow should be out playing and being a kid, he plays and has fun with his friends too. He does plenty of normal kid things, but he just loves to come home in the afternoon and scoot out to the garden in his utility vehicle and go to work. He enjoys it. How's that for refreshing in the age of the omnipresent video game?

Oh, by the way, he saves most of his money, but he has plowed some of it back into the business. He bought a 1999 Dodge Ram truck to pull the Shaved Ice stand around. He'll be able to drive it in about 8 years.

When his parents asked him how he came up with the idea for a shaved ice stand, he said, " It's something I could work at that could be mine."

A simple statement, but profound all the same.

"Something I could work at that could be mine."

Blessed be the entrepreneurs.

## A Special Opportunity for My Entrepreneurs

If you've been blessed with that entrepreneurial spirit, join us on one or both of the following FREE teleclasses specifically designed to bolster your business results. Best of all ... there's no fee for attending!

A teleclass is a live, interactive seminar taught over the phone. It's simple. You call a conference line provided by LifeWork Coaching and enjoy the class from the comfort of your home or office.

## Triple Your Revenue with These Six Foolproof Steps!

***Do you struggle with sales and marketing ... unsure if you're taking the "right" actions, ones that are guaranteed to build your business?***

***Have you ever wished somebody could just tell you ... step by step ... exactly how to build a thriving business?***

That's precisely what we do.

In this 90-minute FREE workshop you will:

- Learn the specific marketing strategies that are guaranteed to produce the greatest results, so you stop wasting time and start getting more clients, customers, and revenue.
- Move past your fear of sales and marketing. Learn to *serve* your clients and customers so you never again have to worry about *selling* them.
- Master the five-step sales process, enabling you to consistently convert more than 60% of prospects into paying clients and customers.

Our goal is to triple your marketing effectiveness and give you an outstanding competitive advantage. Our system is proven and time-tested. If you follow it, you will grow your business. Guaranteed.

### **WHEN: Two classes available. Choose either:**

Tuesday, September 18th from 7 - 8:30 pm Eastern Time

Thursday, October 4th from 7 - 8:30 pm Eastern Time

**Send an email to Denise to Register Now! Please include your name, email address, and Indicate which date you'd like to attend.**

## Are You Making Any of These 8 Fatal Marketing Mistakes?

***What's worse than no marketing at all? Bad marketing.***

Many well-meaning, hard-working business owners unknowingly sabotage their business with poor marketing. That's worse than no marketing, because bad marketing is incredibly

expensive ... costing you thousands of dollars each and every year! Not only does bad marketing cost you money. It costs you time. And it saps your energy and enthusiasm.

In this 90-minute FREE teleclass, you'll discover the 8 fatal marketing mistakes that plague business owners. You'll fine-tune your marketing strategies so you're consistently ... and easily ... generating more clients, customers, and profit. Our goal is to show you how to get the maximum bang for your buck!

**WHEN: Thursday, September 27th from 7 - 8:30 pm Eastern Time**

**Send an email to Denise to Register Now! Please include your name, email address, and Indicate which date you'd like to attend.**

**Although these seminars are FREE, you'll need to complete the registration form, since attendance is limited.** Upon registering, you'll receive a confirmation with the conference call number and any other necessary instructions. If you have questions, please feel free to [email Denise](#) or call her at 828-693- 9573. [Register Now](#)

### Subscription Information

This free publication is produced monthly and features inspiration and strategies for building your career or business while creating more time, balance, and joy in your personal life. Your feedback is always welcome.

If you know others who would like to receive this newsletter, please pass on this issue so they can sign up.

To subscribe to the LifeWork Newsletter, please send a blank e-mail to [denise@lifeworkcoaching.com](mailto:denise@lifeworkcoaching.com)

LifeWork Coaching Newsletter  
© 2003, Denise Hedges  
All Rights Reserved

You've received this newsletter because you subscribed to it. Please pass this issue on to your family, friends, and colleagues. You may copy or distribute this newsletter as long as it's kept in its entirety.

### Quick Links

[www.lifeworkcoaching.com](http://www.lifeworkcoaching.com)  
[Please Subscribe Me!](#)

To contact Denise:  
[denise@lifeworkcoaching.com](mailto:denise@lifeworkcoaching.com)

828-693-9573

### [Forward email](#)

#### ✉ [SafeUnsubscribe®](#)

This email was sent to [denise@lifeworkcoaching.com](mailto:denise@lifeworkcoaching.com), by [denise@lifeworkcoaching.com](mailto:denise@lifeworkcoaching.com) [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



LifeWork Coaching | 156 Willow Bend Rd. | Hendersonville | NC | 28792