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**Donald** is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

To access 100s of Donald’s free articles on leadership, marketing and management, visit our website [www.donaldcooper.com](http://www.donaldcooper.com) and click on the “Free Articles” button.

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## Bits & Pieces ~ November 2009:

**Item #1: Most businesses should have two databases...**many don’t even have one. First, most businesses should have a Customer Database, so they can deliver important and helpful information and build relationships on a regular basis. Next, most businesses should have a **Media Database** so they can communicate the same important and valuable information to media folks in their target market area who write or broadcast on the subject of whatever they sell.

But remember, to get the media interested in talking about you, or interviewing you, you have to know stuff that people need to know...or you have to be doing extraordinary things that people are interested in.

As award-winning and extraordinary retailers of ladies’ fashions some years ago, we got over 130 major media exposures in just three years by, first being a story...and then, contacting the media and telling our story. How could this work for you?

**PS:** Who was the very first business to create a customer database? It was Santa Claus. According to the Christmas song that we sang as kids, 50 years ago, *“He’s making a list and checking it twice; gonna find out who’s been naughty and nice.”* Santa had a customer database 50 years ago. What’s holding you back?

**Item #2:** A country’s banking system is fundamental to its growth and stability...and **the US Banking system is fundamentally flawed.** 103 Banks have failed in the USA so far this year. No banks in Canada have even come close to failing.

**Item #3: It’s Scallop Chowder time again.** Every year at this time I remind folks about my very own “world’s best” recipe for Scallop Chowder available on our website. As winter approaches in the Northern Hemisphere, it’s the perfect time for steaming hot, thick and creamy chowders.

Readers all over the world write to say that it’s now an annual tradition at their house. You’ll find this recipe at the end of this document. **Warning:** This recipe makes a lot of chowder. If you’re a small family or short of friends to share with you might want to cut the whole recipe in half. On the other hand, if you make the whole thing and share it, you’ll have a lot more friends.

**Item #4: Are you out of touch with your customers’ reality?** In a survey by international consulting firm Bain & Company, 80% of CEOs stated that their company delivers a superior customer experience...but only 8% of their customers agreed. Talk about being out of touch with reality! What would your customers say about you?



**Item #5: Sugar is sweet...and so are you.** Believe it or not, there are 8 tablespoons of sugar crammed into a can of pop. The regular daily recommended dose of sugar for a female is 6 tablespoons and 8 for a man.

According to the American Heart Association, soda pop and other sugared drinks represent 33% of American sugar consumption. These “empty calories” are a major cause of America’s obesity epidemic.

**Item #6: The results are in...here are your biggest business challenges.** In our September Newsletter we asked readers to tell us what their 3 or 4 most pressing business challenges are....and the results are now in. Twenty different challenges were mentioned at least once, which shows the complexity of running even a small business today.

The most frequently mentioned challenge was **sales and marketing**. Specifically, the challenge of increasing sales and creating and marketing compelling customer value that will clearly differentiate them from their competitors.

The second most frequently stated business challenge was in the area of **increasing profitability** and improving cash flow. This includes reducing expenses, improving efficiency and getting customers to pay on time.

The third biggest challenge was in attracting, training, engaging and keeping a **top-performing team**.

It’s interesting that many entrepreneurs who responded also commented on how difficult it is to stay positive and keep their spirits up, especially in tough times. One of the most important qualities for an entrepreneur is emotional resilience.

**Item #7: Are you paying good money for ads that make you look desperate or foolish?** Here’s an ad that ran in our local paper a few weeks ago. It’s for a “Special Halloween Offer” on teeth whitening.

Now what is the possible connection between Halloween and needing whiter teeth? Aren’t you going to wear a mask anyway? Then, they offer a 50% discount for kids under 12. If a kid under 12 needs their teeth whitened, they probably shouldn’t be going out on Halloween to stuff their faces with candy.



Advertising that works is advertising that resonates clearly with your customers’ needs and wants. Don’t waste your money on stuff like this. It’s embarrassing.

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# “Cooper’s Famous Chowder”

## INGREDIENTS

- 2 lbs large scallops
- 1/2 lb. bacon
- 1/4 cup butter
- 10 cups potatoes
- 3 cups onion
- 2 cups celery
- 1/4 cup white vinegar
- 1 quart milk
- 1 quart light cream
- 6 tablespoons all-purpose flour
- 3 teaspoons salt



**Warning!** If you hate seafood, this chowder could change your mind!

This long-time family recipe is for an absolutely fabulous, loaded with flavour **Scallop Chowder** that is a huge hit, especially in the Fall and Winter months.

If you're on a budget, replace half the scallops with a firm fish like cod or haddock, and if you're allergic to scallops, use fish only. If you want to “upgrade” your chowder to impress your friends, add some shrimp or lobster. Sometimes I've also added some fresh or dried Rosemary and Thyme just as I'm ready to bring the mixture to a boil near the end. If you like your chowder with a bit of a “bite”, add a little Cayenne pepper.

**Note:** This is a “BIG” batch of soup! It makes about 20 servings, which means you can give some to special friends, or hog it all for yourself and be happy for days! Of course you can also cut the recipe in half.

## **Cooper's Famous Chowder Recipe... Cont'd**

### **INSTRUCTIONS**

Peel and cube potatoes into ¼ inch cubes. Dice onions and celery into ¼ inch pieces. Halfway through the peeling and dicing process, start cooking the bacon over low heat. Fry slowly until crisp, using the butter to obtain as much liquid fat as possible. When the bacon is crisp, separate the meat and the liquid fat and set both aside.

Put potatoes, onion and celery in a large pot with 6 cups of water, salt, vinegar and the fat from the bacon. Cook for 15 to 20 minutes at a boil.

Cut large scallops into about four pieces and dice the bacon pieces.

When the vegetables are cooked, put 6 cups in the blender and puree them. Add the puree back in with the vegetables. Add the diced scallops, bacon pieces, cream, milk (set aside 1/2 cup). Blend the 1/2 cup milk with the flour and stir into the chowder when hot. Mix the milk and flour mixture into the chowder very well so that there are no lumps.

If you're adding some fresh or dried Rosemary or Thyme, now's the time to do it. Heat just to a boil, then turn off the heat. Taste and add, salt and pepper to your liking. Cover for at least 15 minutes to let flavors blend.

To gussie it up like the restaurants do, stick a sprig of Rosemary or Thyme in the top of each serving.

### **Enjoy with my compliments!!**

**Donald Cooper**

When he's not busy making delicious chowder, Donald travels the world speaking to business owners, leaders and managers about how to rethink, refeel, and reinvent themselves to...

1. Sell more,
2. Manage smarter,
3. Make more money...and have a life!

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