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**Donald Cooper** is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at [newsletter@donaldcooper.com](mailto:newsletter@donaldcooper.com).

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

### **Three proven steps for promoting your business...from a sex therapist:**

It has often been said that sex sells and that the enthusiastic recommendation of delighted customers is the most effective way to grow your business. But Dr. Guy Grenier, a psychologist who specializes in human sexuality in London Ontario, has found that no matter how delighted his clients might be with the improvement in their sexual relationships, they’re reluctant to tell others about him. “When you have a sexual problem, that’s not something you talk about around the water cooler.”, says Dr. Grenier.

So, how has he promoted his business to become *the* high profile trusted authority in his market? Here are the three proactive steps that Dr. Grenier has taken to brand himself and grow his business...

**Step 1:** He **writes** a weekly column for *London This Week Magazine*. He also writes articles for a variety of other publications.

Writing interesting, content-rich articles for **newspapers** and consumer or industry **magazines** is one of the most effective ways to position yourself as a high-profile “expert”. But, before you start writing articles, do a reality check...are you a true expert? Do you know 10, 20 or 100 times as much about whatever you do than your target customers? If not, what commitment will you make to become a true expert?

Then, determine what information your target customers need to know. What are they confused about? What innovative thinking, new technology or future trends must they be aware of to succeed in their business, or their lives?

Next, determine which publications will best reach your target customers? Contact those publications, introduce yourself and offer to send them a few sample articles. Offer to be a regular or periodic contributor. If you’re an expert but not a great writer...no problem. You can hire a free-lance editor, an English teacher from your local high school or an English major or journalism student from a local college to help you. Just remember to have a distinct style or personality to your writing that’s interesting to your readers and congruent with who you are.

Now here’s the neat part...the media are like sheep. Once you’re featured in any one publication or any of the electronic media, other media will be after you...and together, they can make you “famous”

Also, you can create your own media. You can create a high-content **Website** featuring your articles, facts and tips along with information about your products and services, including, if appropriate, an online store. Creating a great Website is not a job for amateurs. Get a Web Designer with a proven track record and remember here too to be clear about your style and personality. This is all part of branding yourself and you need to be clear what your “brand personality” will be.

In addition to your Website, you can create your own **Newsletter**. It can be free or available by paid subscription. It can be printed and mailed or sent electronically across the world in a flash. It can be weekly, monthly or quarterly depending on your type of business. What it *must* be is valuable and interesting!

## **Three proven steps for promoting your business...from a sex therapist: ... (Cont'd):**

**Step 2:** Dr. Grenier **teaches** a course on human sexuality at the University of Western Ontario, he **trains** high school teachers about sexual issues pertaining to teens and he **speaks** at symposiums for health care professionals.

How could you promote your business and position yourself as the caring expert by sharing your expert knowledge with interested groups and prospective clients? What schools or educational events could you speak at? Who needs training that you could provide? What clubs, conferences, industry events or consumer shows could you speak at?

For example, I've often suggested to Financial Planners that they should approach the folks who run Bridal Shows in their area and offer to run daily Seminars on "How to get your marriage off on the right financial footing!" Or you could call it, "Love blooms when your money grows...7 things you need to know to get your marriage and your money off to a good start!". Then get up in front of all those starry-eyed young couples and give them the 'straight goods' on what they really need to know. Weeks before the event invite the media folks who are covering the Bridal Show to attend your seminar and perhaps they'll do a feature article on you or put you on the 11 o'clock news.

**Step 3:** Finally, Dr. Grenier regularly **appears on radio and TV** shows to discuss sexuality and intimate relations. This incredible free exposure has resulted from all of his writing, teaching, training and speaking. It's a total proactive initiative that requires first that he be a true expert and then that he commit the time to give back, to share his knowledge and to get "famous" in his market.

Do you know who the radio and TV on-air people and behind-the-scenes producers are in your market? More importantly, do they know who you are and how you can be helpful?

Would "famous" be good for *your* business? What will you commit to do, starting right now, to put these three simple steps to work for you and your bottom line?

**For more information** on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at [www.donaldcooper.com](http://www.donaldcooper.com), email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.