



**Donald Cooper**, MBA, HoF  
*Certified Speaking Professional*

**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 simple steps to building a world-class Brand:**

There are lots of differing opinions as to what a Brand is. On the surface a Brand is just a company name, product name, logo or slogan. But these are simply memorable icons designed to trigger a powerful set of assumptions about such things as quality, service and value...and about who *you* are if you purchase that Brand.

In truth, **a Brand is a promise** to always deliver a consistent set of standards, values and experiences that your target customers want in their lives. So, it all starts with being clear about who your target customers are and what's really important to them. That's Step #1.

Next, you must effectively communicate a clear Brand promise that will...

- a) 'Grab' those target customers.
- b) Clearly differentiate you from your competitors.
- c) Make you 'famous'...and,
- d) Grow your bottom line.

Third, you must keep that promise in everything you do. It really is that simple...not easy, but simple.

So, what is your clear Brand promise? What **value and experiences** do you always deliver? What are the **values** that you promise to always live by? What's your Brand **personality**? Are you serious, reserved and formal or are you more playful and relaxed? If your Brand was a person, who would you be...Madonna or Martha Stewart, Bill Clinton or Bill Gates, Michael Jordan or Denis Rodman?

When you're clear about who you are and what you'll deliver, you need to keep that promise, every customer, every time. Every product or service you offer, every person you hire, every decision you make either delivers your Brand promise, or it damages your Brand. Below are the five steps that you must work through to ensure that you actually deliver what you promise...

- a) Create a complete list of all points at which your business and your Brand 'touch' your target customers.
- b) Define in detail the experience that you promise to deliver at each of these 'touch points'..
- c) Audit what we're delivering right now.
- d) What must you fix, create or stop doing to deliver your Brand promise at every "touch point"?
- e) Develop an Action Plan stating specifically who will do what by when. Then constantly measure outcomes, reward success and deal with non-performance.

A great example of not keeping a Brand promise is airlines who put Priority Tags on the luggage of their business class or frequent flyer customers with the promise that their baggage will come off first so that they can be quickly on their way...but then fail to put into place the processes to make absolutely sure that this always happens. Broken Brand promises dishonor customers and drive them away.

**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 [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.