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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, free, monthly Management E-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.

## **Advertising is creative bragging. If you’re not doing anything worth bragging about, save your money!**

You could take a two-year course on advertising but most of what you really need to know is that **advertising is creative bragging**. Many businesses think that they have an advertising problem, but what they really have is a fundamental value problem...they aren't doing anything worth bragging about. They're flogging shoddy, boring or mediocre stuff and that's why so much of the money spent on advertising today is a total waste.

The solution is simple...get good and then brag. First, commit to creating and consistently delivering outstanding products, services and experiences that actually work for your target customers. Products, services and experiences that will 'grab' your customers, clearly differentiate you from your competitors, make you 'famous'...and grow your bottom line.

Then, create advertising that both informs and delights your target customers. Communicate your value in a way that touches their minds and their emotions. When you're delivering compelling value, compelling communication (advertising) is easy. That's how companies build great Brands and great fortunes.

So, why not do a reality check in your business, right now. What are you doing that's truly worth bragging about? What's your extraordinary value and how are you communicating that brilliantly, in everything you do?

For more information on how Donald Cooper can help you rethink, refocus and re-energize your business to create compelling, customer value and long-term profitability email us at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.