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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.

## **Here’s an “ass-backwards” idea that could transform your business!**

Most businesses create a new product or service and then try to write some sort of advertising to sell it. Just for once, try my "ass-backwards" approach to creating amazing, customer-owning products, services or experiences.

First, sit down and write an ad for a product, a service, a customer experience, a guarantee or a payment plan that would be absolutely compelling to your target customers. What would really "grab" them? What would put you so far ahead of your competitors that they'd cry "unfair competition"? What would be so amazing that it would make you "famous"?

Sit down with a few of the best minds and hearts in your business and get creative. Think and feel like a customer. Write the ad. No whining! The ad doesn't have to look fancy. You don't need beautiful graphics...it's about the idea!

Step two is to figure out how you're going to create and consistently deliver whatever it is that you came up with...and how you're going to do that profitably. You won't be a commodity any more, so price won't be the biggest issue for your customers.

When Westin Hotels developed their wonderful "Heavenly Sleep Package" by replacing 52,000 beds in their 83 hotels around the world with incredibly luxurious mattresses and top-of-the-line sheets and pillows it was done to delight customers, clearly differentiate the Westin Brand...and to get more money for their rooms. Westin guests now have the best night's sleep of their life and when they check out, hundreds of them want to buy the mattress. So, Westin has a whole new profit center selling people a "heavenly Sleep" at home.

On the USA Presidential campaign trail in 2004, candidate John Kerry would go up to 30 miles out of his way to sleep in a Westin hotel and Vice-President Dick Cheney has purchased a heavenly bed for he and his wife. Lots of media have picked up on this and helped make Westin’s heavenly sleep promise “famous”.

So, try the "ass-backwards" approach in *your* business. First, write an incredibly powerful ad... and then get busy and make it happen. Let me know how it works out!

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.