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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.

His website, www.donaldcooper.com also offers free articles and business tools.

Looking for a brilliant new business concept? Here are 3 examples to get you thinking!

The old expression that “*There’s nothing new under the sun.*” is simply not true. Here are 3 very clever and very different new businesses that could inspire you to get going to create your new business reality. Two are product-related and one is service-related. Two are internet-based and one sells in the more traditional way.

Business #1: Alex Probyn, a British master tea taster, quit his job with a big tea company to create his own business called “**blends for friends**”.

He custom-blends tea according to each customer's personality and preferences, then packages it beautifully and ships it all over the world. He also creates “signature blends” for corporations to serve their guests and staff.

The internet allows Alex to instantly have a global business in a very specific niche market, in which he is a respected expert. Website is blendsforfriends.com.

Business #2: Seahorse Power, an American company, has created the **Big Belly** solar powered self-compacting on-street trash container. Being solar powered, it can be placed anywhere. And, because it automatically compacts the trash put in it, it holds five times more garbage, resulting in 1/5th as many trash pick-ups. This results in huge savings in trucking, labor and fuel costs. And, for those parts of the country that need it, the bins can be made bear-proof.

So far the containers have been purchased by New York, Boston and Baltimore. Website is seahorsepower.com.

Business #3: Online shipping service **Uship** helps businesses and private individuals ship merchandise or personal possessions at savings of up to 80%. Their categories include...

- general merchandise,
- household moves,
- boats,
- pets & livestock,
- plants & agriculture,
- special care (pianos, etc).

Potential customers put the details of what they want shipped and from where to where and trucking companies bid on the business in order to fill their trucks to capacity and to eliminate returning from a long-distance delivery with an empty truck.

So, the truth is that there are lots of new ideas “under the sun”. It’s a matter of figuring out what folks need or want and how you can bring it to them more conveniently, more effectively or less expensively.

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, email us at sharen@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.