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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.

## **Four things to know before spending a penny on advertising!**

Every year companies around the world spend 100’s of millions of dollars on advertising...and much of it is completely wasted. Here are my four things you need to know before *you* spend a penny on advertising.

**#1: First, you need to know what advertising is.** Basically, “advertising is creative bragging.”...that’s it! Many companies think that they have an advertising problem when, in fact, what they really have is a fundamental value problem. They aren’t doing anything worth bragging about. They deliver no compelling value that will “grab” their target customers, clearly differentiate them from their competitors and grow their bottom line.

Remember, first you get really good...and then you “brag”. Don’t brag and then try to figure out how you’re going to pull it off!

**#2:** When you’re **delivering compelling functional, emotional and financial value** to well understood target customers, the process of creating effective advertising is actually pretty easy. But, if you don’t know...

- a) Who your target customers are,
- b) What life is really like for them and what they really value,
- c) How best to reach them...and,
- d) What your compelling message will be,

...you’re not ready to spend a penny on advertising.

**#3: Don’t lie!** People aren’t stupid. For almost a year there was, in the Toronto Airport, a big backlit ad for a chain of mediocre hotels that said, “*You won’t find any nicer hotels in Canada.*” This is a lie...a big lie...and anyone who has ever stayed in one of their hotels knows it.

By the way, over-promising and under-delivering *is* lying.

**#4:** Your most **powerful and cost-effective advertising** is the enthusiastic recommendation of delighted customers!

People love “showing off” when they find a wonderful product, service, restaurant, lawyer, accountant, hair stylist, etc. It makes them a “big shot” with their friends. Plant the seed by asking delighted customers to recommend you. Tell them “*You’ll be a hero...your friends will love you!*”

Advertising only works if what you say about yourself is congruent with what “others” are saying about you. So, if you’re saying that you’re the best while previous customers, the media or respected authorities are saying that you’re not...you’re wasting your money.

Advertising is so expensive that it only makes economic sense when you’re good enough to achieve “**leverage**”. “Leverage” occurs when the value and experience that you actually deliver is so wonderful that every new customer that your advertising attracts enthusiastically recommends you to at least four other people! If you’re not good enough to achieve “leverage” you can’t afford to advertise!

So, are you ready to spend big money on advertising...or, realistically, do you have some work to do first

For more information on how Donald can help you redefine and reinvent your, visit [www.donaldcooper.com](http://www.donaldcooper.com) or email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or by telephone in Toronto, Canada at 1-(416) 252-3704.