



**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.

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

## **The guy what wrote the ad shoulda wrote the book!**

Is your advertising clear, compelling and truthful...or do you directly or indirectly promise something that you can’t or won’t deliver? Sadly, lots of businesses do...and it’s a huge mistake!

My Father used to tell a wonderful story about a farmer who found a huge ad in his local paper for “The Farmer’s Encyclopedia”. The ad promised that this complete guide to modern farming would...

- Increase egg production 25%...guaranteed!**
- Increase milk production 17%...guaranteed!**
- Increase corn production 14%...guaranteed!**
- ...etc, etc, etc.**

The “encyclopedia” was a whopping \$250, but it came with a money-back guarantee and the farmer decided to give it a try. He sent off his cheque and a few weeks later the book arrived.

With eager anticipation and great hopes for improved productivity, the farmer sat up half the night at the kitchen table reading “The Farmer’s Encyclopedia”. After several hours of complete and utter disappointment, he decided to invoke the money-back guarantee. He packaged the book back up and slipped a little note inside. The note said, *“The guy what wrote the ad, shoulda wrote the book!”*

One of the biggest mistakes you can make in your business is to create an expectation that you can’t deliver. Take a good hard look at your advertising, your “sales pitch”, your brand promise, your catalogues and brochures and anywhere else that you promise anything...and make sure that you are under-promising and over-delivering.

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.