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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.

An income generating opportunity that most businesses never think of!

Are you so good at what you do that you could make money showing other businesses how to do it? Here are a few examples of people and businesses that have increased their income and improved their quality of life by “selling” what they know to others.

I recently met a gentleman from Ann Arbor, Michigan who, while running his family’s floor covering retail business, developed extraordinary software to estimate and quote on installations, order and track the necessary product, coordinate the installers, control costs and margins, pay commissions and create financial statements.

This software is so good that he has set up a consulting business to sell the system and train other flooring retailers around the world to use it. He still has the retail store but someone else runs it for him and he’s making far more money than he ever did as a retailer...and having a lot more fun!

Fifteen years ago I used my experience as a world-class manufacturer and award-winning retailer to create a speaking and coaching business that now helps thousands of business owners and managers around the world. The work is interesting, fulfilling and very profitable!

My friend Dominic Zoffranieri went from being an executive chef at a huge hotel, a job with huge pressure and incredibly long hours, to being an industry consultant working with large food companies to develop new products and improve existing products. Then, he is paid handsomely to promote those products to the food service industry. Dominic now has time for his growing family, makes a very good living and has very little stress.

The Dean of Nursing at a Canadian University, struggling to find funding for her Department, put together a team of faculty members to create a consulting firm that helps third world countries and wealthy Middle East Kingdoms to develop public health clinics and programs. They’ve generated millions of dollars of income for their nursing school, created an international reputation for excellence that attracts top faculty and students...and they’re having fun!

A friend of mine in manufacturing is faced with gradually declining markets as his customers move their production ‘off-shore’. At his age he has no interest in setting up factories in Asia so he’s decided to set up a consulting company that will charge big bucks to help companies overseas to do what he does so well here in North America.

His staff will share the revenue, they’ll have wonderful experiences and they probably won’t ‘jump ship’ to go to a competitor.

Wayne Cotton in Edmonton, Alberta became one of North America’s most successful life insurance salespeople using a system that he developed to run every aspect of his business. He now runs Insurance Industry “Boot Camps” and sells his “Cotton System” throughout North America and takes lots of time off.

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So, do you have special knowledge, experience, a system or process that other people will pay for? If so, the plan is simple...

1. Find out who wants or needs to know what you know.
2. "Package" your special knowledge, experience, system or process in a way that makes it's easy for others to benefit from it.
3. Develop a marketing and sales program and start "knocking on doors". One of the most effective ways to market your program and yourself is to deliver seminars at conferences in your target industries.

The great thing about selling what you know is that when you sell it, you still have it to sell to someone else. This is very neat!

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.