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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.

If a Laundromat can create an amazing experience...what’s stopping you?

If you’re searching for inspiration on how to make your business more amazing, your local laundromat is probably the last place you’d look. Well, think again.

The World’s Largest Laundromat has recently opened near Chicago and it’s a model of innovation and ‘WOW’. It has attracted huge media attention and an endless stream of customers. Here’s a quick summary of what you’d see if you made the trip to Chicago to check it out...

- a) 13,000 square feet of bright open space including a snack and dining area, children’s play area, beautiful customer washrooms and large glass atrium full of graceful doves and colourful finches.
- b) On the outside, neon signs "Welcome" guests in 20 languages.
- c) The World’s Largest Laundromat is open and fully staffed 24 hours, 7 days a week, 365 days a year.
- d) 157 new high-efficiency washers feature a special high-speed spin cycle that cuts dryer time in half, saving customers both time and money. Twelve of these washers hold a whopping 75 pound of clothes. In addition, there are 144 high-efficiency dryers.
- e) Fifteen flat screen TV’s...some of which play programs in the many languages spoken in the surrounding neighbourhood.
- f) Free, unlimited wireless Internet access.
- g) Free doughnuts and coffee all the time and free pizza on Wednesday evenings.
- h) A Saturday-afternoon carnival with magicians, jugglers, face painters and a unicyclist.
- i) Santa Claus poses for pictures at Christmas and the Easter Bunny hands out chocolate in April.
- j) The hot water is provided by the largest solar energy system in the State of Illinois. The State Government was so impressed with the idea that they funded half of the cost.

Owner Tom Benson has transformed the least glamorous kind of business into an amazing, uplifting and profitable experience. Many of his customers actually have washers and dryers at home but still bring their laundry to the World’s Largest Laundromat...for the experience!

OK, so here’s the point. Go back over Tom’s list of innovations above and start making a list of what can be done in your business to be more amazing, more of an experience, more irresistible and more profitable. Think of the possibilities. Go nuts!

Then, figure out what you’re going to do, commit to doing it and determine specifically who will do what, by when, to make it happen. Finally...follow up. The world is run by those who follow up!

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