



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.

Donald Cooper, MBA
Certified Speaking Professional

A quick “Reality Check on your advertising:

Let’s face it, most advertising is just wasted money. Either there’s no real story to tell or a good story is told badly. Either way, it’s a waste! When you’re delivering compelling value and you really understand your customers, compelling communication should be easy.

To do a quick reality check on the effectiveness of your advertising just honestly answer the following six questions with a “Yes” or “No”...

YES **NO**

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | a) Do you have a clear and compelling brand promise about the value that you deliver and a clear brand personality that makes a connection with your target customers? In other words, do you even have a story to tell? If not, save your money. |
| <input type="checkbox"/> | <input type="checkbox"/> | b) Does your advertising effectively communicate your brand promise and brand personality in a way that ‘grabs’ your target customers? |
| <input type="checkbox"/> | <input type="checkbox"/> | c) Does your advertising truly differentiate you from your competitors? If you blanked out your company name on your advertising, would a whole bunch of your target customers think it was your competitor’s ad because you all look alike? |
| <input type="checkbox"/> | <input type="checkbox"/> | d) Is your advertising mostly about ‘ dropping your pants ’ on price or is it about building a relationship with your target customers by creating an emotional connection? |
| <input type="checkbox"/> | <input type="checkbox"/> | e) Is your advertising appearing in the right places to reach your target customers and honour your brand? |
| <input type="checkbox"/> | <input type="checkbox"/> | f) Is any part of your advertising a lie ? |

What do your answers to these six questions tell you about the value, the brand and the advertising that you need to create before you run another ad?

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.