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Donald Cooper is respected by clients in over 40 industries world-wide 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.

Tools for success...powerful lessons from a guy from Canmore!

A few weeks ago at a Conference in Canmore, Alberta I had the pleasure of hearing a presentation from Frank Kernick who, several years ago built his own home because he had nothing else to do, and has now become one of the leading developers in western Canada.

Frank offered us his nine “Tools for Success” that have guided him along the way and, with his permission, I pass them on...

- 1) Always keep learning.
- 2) Constantly create and innovate...continually create new ideas and concepts.
- 3) Do your homework.
- 4) We’re all in sales...sell your ideas every chance you get.
- 5) Build a Team...you can’t do it all alone.
- 6) Become a leader in your business and your community.
- 7) Be a good negotiator.
- 8) Remember, greed kills.
- 9) Be passionate...work hard, play hard and have fun!

What’s guiding your success? What would your list look like it? Would Frank’s list work for you? If not, how would you change it to focus you on your key success factors?

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.