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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.

Are you using your special connections, experience or limitations to grow your business?

We are all unique and in that uniqueness we have experiences, connections...even disabilities that create wonderful possibilities for us in creating and growing our business.

Here are three examples of people who have understood that and made it work for them and one person who didn’t. Read on and think about how can you make these insights work for you.

Example #1: I recently met a very bright lady from Bosnia whose family fled to Canada some years ago when that part of the world was falling apart. She finished her education here and married a Canadian guy from Alberta, a booming province with a huge shortage of skilled trades people, truck drivers, etc.

Combining her connections in Eastern Europe, her ability to communicate in four languages and her understanding of the labour crunch in Alberta, this brilliant entrepreneur started a company that brings skilled eastern Europeans to Alberta on contract to work for specific periods for specific companies.

She finds them, does the immigration paperwork, arranges transportation, housing, interpreters etc...and business is booming.

Example #2: In researching a presentation recently for a Home Security business, I spoke with a young man whose business model is to hire commission sales people to do door to door selling.

When I asked him how he finds people who are trained at going door to door, effectively selling and dealing with lots of rejection he said that as a Mormon he has unlimited access to hundreds of clean-cut young people in their mid-twenties who have, as young Mormons do, just returned from two years of door to door missionary work somewhere in the world.

They’ve been trained by their church, they know how to “sell”, they know how to deal with rejection, and they’re now back home and looking for work. This is brilliant!

Example #3: Some years ago I read about a lady in San Francisco who has turned her hearing disability into a powerful niche marketing advantage. She is one of the most successful sellers of insurance and other financial services in the area and her target customers are the over 40,000 hearing impaired adults with whom she has a special connection.

She’s the only financial services advisor who can communicate with them...and she’s the only one they trust. I guess it’s just the old “glass half full or half empty” thing all over again.

Are you using your special connections, experience or limitations to grow your business?...*(Cont'd)*:

Example #4: And, finally, here's the example of someone who had a very special connection that could have led to a successful business...and didn't even realize it.

I was picked up at the Edmonton airport last year by a taxi driver who spoke beautiful English... but with a Russian accent. From our conversation I knew that he was highly educated and very bright. I learned from him that he had been born and raised in Afghanistan and educated in Russia. In fact, he had been a lawyer in Moscow before bringing his family to Canada to provide a better future for his children. Unfortunately, his Russian law degree and experience mean nothing in Canada, so he's driving a cab.

I immediately thought of all the Canadian resource companies, manufacturers, importers and exporters who would love to start doing business in Russia but who don't speak the language, don't understand the culture and who are afraid that they will "fall into the wrong hands" over there.

These people need a facilitator they can trust to guide them...and who better to do it than a Russian lawyer who speaks excellent English and who understands our culture and the Russian culture and law. This man has insights, experience and connections around which he could create a significant and prosperous business. This has "opportunity" written all over it...and he had never thought of it.

In our brief time together I tried to lay out the first steps of a business plan for him, all the time fearing that this guy had become all too comfortable behind the wheel of an Edmonton cab.

So, what special experience, relationships, knowledge or even disability do you have that can lead to a business opportunity or special marketing connection...and how will you use that to create or grow your business?

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.