



Donald Cooper, MBA
Certified Speaking Professional

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.

Do the math...the simple truth about making more money in your business!

Let’s keep it simple...there are only three ways to make more money in your business.

- 1) First, you can **increase your prices**. If you could get just 5% more for everything you sell, you’d increase your profit by 60% to 100%, depending on your gross margin.
- 2) Second, you can **increase sales**. If you could sell just 5% more stuff, while controlling expenses and margins at current levels, you’d increase your profit by 20% to 50%, depending on your gross margin.
- 3) Third, you can **reduce expenses**. Cutting costs by just 5% will increase your bottom line by 20% to 30%.

Don’t take my word for it...ask your accountant. And if your accountant doesn’t understand it, get a new accountant!

Now just imagine, if you could increase your prices by 5%, then sell 5% more stuff, while reducing your expenses by 5%...you’d wouldn’t know what to do with all the money you’d make. It might be tough to do, but it’s sure worth a try!

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.