



Donald Cooper, MBA
Certified Speaking Professional

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.

A business lesson and a world-class cookie recipe from the little town of Dorset, Ontario:

There’s a great old-fashioned bakery in the resort town of Dorset, Ontario that sold fabulous cookies! How good were they? They were “famous” throughout the whole region. We used to fly to Dorset in my brother’s floatplane just for these cookies.

Then, one day, the owner sat down and costed out his cookies to see if he was making any money on them. As it turned out, they were so full of quality ingredients, that, at the price he was charging, he was just breaking even.

So, what did he do? He stopped making the cookies and fired the cookie-making lady. This is goofy! All he had to do was understand the value that he was offering, increase the price of his cookies...and nobody would even have noticed.

The question in your business is, “Are you charging enough for your value?”. A price increase of just 5% will increase your bottom line by as much as 60% to 100%, depending on your gross margin. Don’t take my word for it...ask your accountants. And, if they don’t understand this important stuff, fire them!

Now here’s the good news! Last month, my brother John bumped into the former cookie-making lady at the Toronto Boat Show and convinced her to reveal the recipe for these amazing, but no longer available, cookies. The recipe is on the next page. Try these cookies and let us know what you think!

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.

“The Amazing But Extinct Chocolate Chip, Oatmeal, Pecan Cookies”

From Donald Cooper, international business speaker...and cookie lover!

Wet ingredients:

1/3 cup each of butter and shortening

1 cup each of brown and white sugar

½ tablespoon vanilla

2 eggs

Dry ingredients:

1 ¾ cups all-purpose flour

1 ¼ cup oatmeal

½ cup each pecans and chocolate chips

½ teaspoon each of salt and baking soda

Directions:

1. Pre-heat oven to 375 degrees Fahrenheit. (190 Celsius)
2. Combine all **dry ingredients**.
3. In a separate bowl, mix butter and shortening until uniform.
4. Add both sugars and blend.
5. Add eggs, one at a time, while blending.
6. Add vanilla.
7. Add pre-combined dry ingredients.
8. Place golf ball sized balls of cookie dough on a slightly greased cookie sheet.
9. Bake for 14 minutes, or until edges are slightly browned. Do not overcook or cookies will not be as moist.

Enjoy!!!...Donald C.

Donald Cooper speaks internationally on marketing, service and business excellence. Visit our website at www.donaldcooper.com