

THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



Management tool #B-15:©

The 'backwards' approach to creating extraordinary new products, services or experiences:

Most businesses create a new product or service and then try to write some sort of advertising to promote and sell it. Just for once, try my 'backwards' approach to creating amazing, customer-owning products, services or experiences.

Step one is to write an ad for an extraordinary **product, service, customer experience, guarantee or payment plan** that will be absolutely compelling to your target customers. What would really "grab" them? What would put you so far ahead of your competitors that they'd cry "*unfair competition*"? What has never been done before? What would be so amazing that it would make you 'famous'? What will be the price for this amazing offering?

Sit down with a few of the best minds and hearts in your business and get creative. Think and feel like a customer. Write the ad. No whining! The ad doesn't have to look fancy. You don't need beautiful graphics...it's about the idea!

Step two is to figure out how you're going to create, consistently and honestly deliver whatever it is that you came up with...and how you're going to do that profitably. This might even mean rethinking how you do business, or changing your business model. Once again, no whining.

The good news is that you won't be a commodity anymore, so price won't be the biggest issue for your customers...unless "price" is your big idea, in which case you're going to figure out how to be the lowest cost, most efficient producer or seller, so that you can profitably be the lowest cost seller.

STEP #1: Write the "grabber" ad...

a) *Introducing our new* _____.

b) *Here's how it will make your life better in a meaningful way (save you time, save you money, or make you money, make you feel more safe or more special, perform better, last longer, taste better, etc).*

- _____.
- _____.
- _____.
- _____.

...better than our competitors.

c) *Here's how we'll help you understand it, buy it, use, store or maintain it, etc. effectively.*

- _____.
- _____.
- _____.

d) *We call it our* _____ *It will cost you.* _____.

STEP #2: Now, what must we do to create and consistently and profitably deliver this exciting new product, service, experience, guarantee or payment plan? What new thinking, technology, talent, process, partnership or business model will be required to create this extraordinary “unfair competitive advantage”?

- a) _____

- b) _____

- c) _____

- d) _____

- e) _____

- f) _____

- g) _____

- h) _____

- i) _____

- j) _____
