

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



## Management tool #B-11: ©

### Doing the work to become 'famous' to our target customers:

Mediocrity is no longer an option. To stand out and improve profitability, we must create, deliver and effectively communicate compelling value and customer experiences. We must be extraordinary. We must do what no one else is doing in our market. Then, we must become 'famous' for that. Not 'Hollywood famous', but famous to our target customers. If we're not 'famous', we're a commodity. 'Famous' is good! People are attracted to 'famous'. The media and key influencers talk about what's 'famous'...and make it more famous. Below are 3 questions to ask and answer to help us become famous:

#### 1) Realistically, what are we 'famous' for now...or what could we be 'famous' for? (Check appropriate boxes below). **Note:** We can be 'famous' for more than one thing.

Are now famous    Could be famous

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. What we sell. _____.                           |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. How we sell it. _____.                         |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Where we sell it. _____.                       |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. The price we sell it for (high or low). _____. |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. How quickly we deliver. _____.                 |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. The size of it. _____.                         |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. The quality of it. _____.                      |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. The flavor of it. _____.                       |
| <input type="checkbox"/> | <input type="checkbox"/> | 9. The secret ingredients in it. _____.           |
| <input type="checkbox"/> | <input type="checkbox"/> | 10. The weight of it. _____.                      |
| <input type="checkbox"/> | <input type="checkbox"/> | 11. The color of it. _____.                       |
| <input type="checkbox"/> | <input type="checkbox"/> | 12. The ruggedness of it. _____.                  |
| <input type="checkbox"/> | <input type="checkbox"/> | 13. How long it will last. _____.                 |
| <input type="checkbox"/> | <input type="checkbox"/> | 14. The environmental friendliness of it. _____.  |
| <input type="checkbox"/> | <input type="checkbox"/> | 15. The safety of it. _____.                      |
| <input type="checkbox"/> | <input type="checkbox"/> | 16. The beauty, style or design of it. _____.     |
| <input type="checkbox"/> | <input type="checkbox"/> | 17. Our ability to custom design it _____.        |
| <input type="checkbox"/> | <input type="checkbox"/> | 18. The comfort of it. _____.                     |
| <input type="checkbox"/> | <input type="checkbox"/> | 19. The 'feel' of it. _____.                      |
| <input type="checkbox"/> | <input type="checkbox"/> | 20. The accuracy of it. _____.                    |
| <input type="checkbox"/> | <input type="checkbox"/> | 21. The speed of it. _____.                       |

Are now famous	Could be famous	
<input type="checkbox"/>	<input type="checkbox"/>	22. How quiet it is. _____.
<input type="checkbox"/>	<input type="checkbox"/>	23. The efficiency of it. _____.
<input type="checkbox"/>	<input type="checkbox"/>	24. The simplicity of it. _____.
<input type="checkbox"/>	<input type="checkbox"/>	25. Our wide selection. _____.
<input type="checkbox"/>	<input type="checkbox"/>	26. Our narrow, carefully curated selection. _____.
<input type="checkbox"/>	<input type="checkbox"/>	27. Our packaging. _____.
<input type="checkbox"/>	<input type="checkbox"/>	28. Our expert staff. _____.
<input type="checkbox"/>	<input type="checkbox"/>	29. Our extraordinary service and customer experience. _____.
<input type="checkbox"/>	<input type="checkbox"/>	30. The hours we're open. _____.
<input type="checkbox"/>	<input type="checkbox"/>	31. The size of our premises (large or small). _____.
<input type="checkbox"/>	<input type="checkbox"/>	32. The design and style of our premises. _____.
<input type="checkbox"/>	<input type="checkbox"/>	33. Our after-sale support. _____.
<input type="checkbox"/>	<input type="checkbox"/>	34. Our return policy. _____.
<input type="checkbox"/>	<input type="checkbox"/>	35. Our guarantee. _____.
<input type="checkbox"/>	<input type="checkbox"/>	36. Our brand personality. _____.
<input type="checkbox"/>	<input type="checkbox"/>	37. Our Brand mascot. _____.
<input type="checkbox"/>	<input type="checkbox"/>	38. Our business values. _____.
<input type="checkbox"/>	<input type="checkbox"/>	39. Our unique advertising. _____.
<input type="checkbox"/>	<input type="checkbox"/>	40. Our slogan or logo. _____.
<input type="checkbox"/>	<input type="checkbox"/>	41. Our website. _____.
<input type="checkbox"/>	<input type="checkbox"/>	42. Our use of social media. _____.
<input type="checkbox"/>	<input type="checkbox"/>	43. Our promotions and special events. _____.
<input type="checkbox"/>	<input type="checkbox"/>	44. Our celebrity endorsements. _____.
<input type="checkbox"/>	<input type="checkbox"/>	45. The sports or sporting events that we connect with. _____.
<input type="checkbox"/>	<input type="checkbox"/>	46. The competitions or contests that we sponsor or run. _____.
<input type="checkbox"/>	<input type="checkbox"/>	47. The political or philosophical stands we take that matter to our customers. _____.
<input type="checkbox"/>	<input type="checkbox"/>	48. Our community involvement. _____.
<input type="checkbox"/>	<input type="checkbox"/>	49. Our environmental commitment throughout our operations. _____.
<input type="checkbox"/>	<input type="checkbox"/>	50. _____.

**Note:** For each action we commit to take, we'll state what will be done, by whom, by when, at what cost, with what specific outcome, measured how...followed up by whom.

**2) For those things that we're already famous for, how can we:**

1. Do it even better.

- a) \_\_\_\_\_  
\_\_\_\_\_.
- b) \_\_\_\_\_  
\_\_\_\_\_.
- c) \_\_\_\_\_  
\_\_\_\_\_.
- d) \_\_\_\_\_  
\_\_\_\_\_.

2. Consistently communicate it more effectively to our *existing customers*.

- a) \_\_\_\_\_.
- b) \_\_\_\_\_.
- c) \_\_\_\_\_.
- d) \_\_\_\_\_.
- e) \_\_\_\_\_.

3. Effectively communicate it to our *target prospects*.

- a) \_\_\_\_\_.
- b) \_\_\_\_\_.
- c) \_\_\_\_\_.
- d) \_\_\_\_\_.
- e) \_\_\_\_\_.

4. Regularly and effectively communicate it to the *media and key influencers*.

- a) \_\_\_\_\_.
- b) \_\_\_\_\_.
- c) \_\_\_\_\_.
- d) \_\_\_\_\_.
- e) \_\_\_\_\_.

**Note:** For each action we commit to take, we'll state what will be done, by whom, by when, at what cost, with what specific outcome, measured how...followed up by whom.

**3) For those things for which we commit to become 'famous' (but aren't yet), what specific things will we do:**

**1. To make that happen.**

- a) \_\_\_\_\_.
- b) \_\_\_\_\_.
- c) \_\_\_\_\_.
- d) \_\_\_\_\_.
- e) \_\_\_\_\_.

**2. To consistently communicate what we're famous for to our existing *customers*.**

- a) \_\_\_\_\_.
- b) \_\_\_\_\_.
- c) \_\_\_\_\_.
- d) \_\_\_\_\_.
- e) \_\_\_\_\_.

**3. To consistently communicate what we're famous for to target *prospects*.**

- a) \_\_\_\_\_.
- b) \_\_\_\_\_.
- c) \_\_\_\_\_.
- d) \_\_\_\_\_.
- e) \_\_\_\_\_.

**4. To consistently communicate what we're famous for to the *media and key influencers*.**

- a) \_\_\_\_\_.
- b) \_\_\_\_\_.
- c) \_\_\_\_\_.
- d) \_\_\_\_\_.

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