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SUMMARY: 12 ethical, easy-to-implement strategies for boosting consumer confidence, reducing marketing costs, and increasing profitability

366 words + 157 word sidebar and 208 word bio (total: 731 words)

## **12 Resolutions For a More Ethical, Ecological, Profitable, and Successful Business**

By Shel Horowitz, green columnist and primary author of *Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet*, <http://greenandprofitable.com>

In this age of business scandals, it's crucial to remember that businesses based on ethics and quality actually work better—especially if they understand how to harness the marketing advantages of being the kind of company others want to deal with. With that in mind, here are 12 easy resolutions to inspire your business to achieve a very profitable 2011.

- 1) I will base every aspect of my business on honesty, integrity, and quality.
- 2) I will make sure every employee, from janitor to CEO, is trained to view every interaction with a customer as a key step in the marketing process, and to always give the customer respect and attention.
- 3) I will train and empower every employee to let the customer go away feeling good about the entire interaction.
- 4) I will stand behind my products and services. It is better to refund the money and create a positive buzz.
- 5) Understanding that it costs an average of five times more to bring in a new customer as to keep an existing one, I will see that the entire organization exceeds customer expectations.
- 6) Recognizing that my competitors can be my strongest allies, I will initiate at least one joint venture (after all, if FedEx and the Postal Service, Apple and IBM, and General Motors and Toyota can cooperate, surely I can too).

- 7) If my company is not the best answer to prospect's needs, I will refer that prospect to the company that can best serve.
- 8) I will devote business resources to make the world a better place.
- 9) I will volunteer on a community project, and set up incentives for my employees to volunteer on the projects of their choice.
- 10) I will base decisions on the Abundance Principle that there is enough to go around, and not on market share.
- 11) I will reduce my firm's use of water and energy, and reduce my family's use at home, and inform others of the easy changes I've made. (See sidebar for suggestions)
- 12) I will grow by marketing the advantages of doing business with a socially and environmentally conscious, ethical company, and I will seek such companies out in my vendor relationships.

**SIDEBAR: Easy ways to cut consumption and be more Green**

- 1) Plug computers, printers, TVs, stereos, copiers, coffeemakers, and other appliances into power strips. Shut down computers and flip all the power strips to the off position as the last person leaves for the day.
- 2) Replace incandescent bulbs with compact fluorescent, or, even better, LED.
- 3) Replace disposable cups with personal coffee mugs in different styles (don't forget a few for visitors).
- 4) Don't run water unnecessarily. For instance, wet your toothbrush, turn the water off, brush your teeth, wet again briefly to rinse. Do the same when washing your personal coffee mug at work and at home. This will save thousands of gallons per person per year.
- 5) Switch to filtered tap water from bottled water, saving enormous amounts of energy, money, petroleum products, solid waste, and even water.
- 6) Help create the market for sustainable products; buy recycled office paper, breakroom and bathroom supplies; switch to organic and fair-trade coffee, cocoa, and tea.

**About Shel Horowitz**

"Reach Green, socially conscious consumers with marketing that has THEM calling YOU," says speaker, award-winning author, copywriter, and marketing consultant Shel Horowitz. Shel helps companies understand the power of being ethical, customer-focused and Green to jumpstart a business...of creating powerful partnerships with other businesses that can dynamically increase profitability for all...of harnessing the Abundance Principle to go far beyond market share (irrelevant to many companies) to a world where customers, and

even competitors, *do your marketing for you*, and where marketing can even go from a cost into a direct revenue stream.

Shel is the award-winning author of *Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet*, *Grassroots Marketing: Getting Noticed in a Noisy World*, and six other books. He also writes the internationally syndicated monthly column, *Green And Profitable* and a sister column, *Green And Practical*.

Shel has published over 1000 articles, operates several websites, and a blog, and has published a monthly marketing e-zine since 1997. He's the founder of the Business Ethics Pledge campaign <<http://www.business-ethics-pledge.org>> to create a "tipping point" toward ethical, eco-friendly business by getting 25,000 business leaders around the world to take the pledge.

Shel is happy to discuss your next speaking need or marketing project: 413-586-2388, <http://greenandprofitable.com/contact/>