

# Six Eco-Friendly, Ethical Ways to Increase Profitability By Doing The Right Thing

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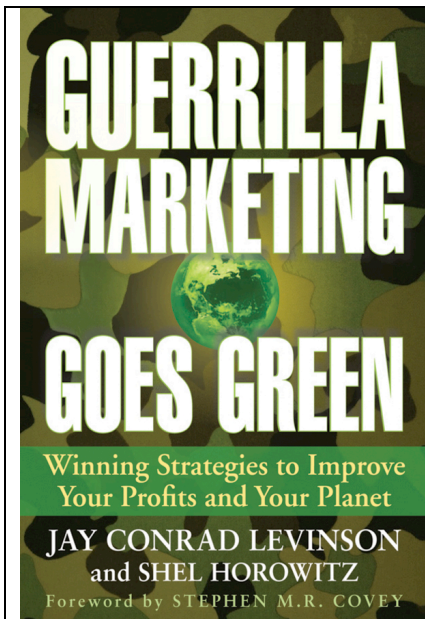
© By Shel Horowitz, founder of the Business Ethics Pledge (<http://www.business-ethics-pledge.org>) and co-author of *Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet* (<http://www.guerrillamarketinggoesgreen.com>)

1. Base your business in the Magic Triangle. Honesty, integrity, and quality are the three sides of the Magic Triangle of business success. Create the kind of company that stands for something more than the bottom line, and your bottom line will increase.
2. Stop worrying about market share. The world has more than enough customers for you. When you embrace abundance—the idea that the universe provides enough to go around—all the energy you've put into chopping down competitors can be channeled into productive, growth-enhancing activities. Example: By opening up the PC architecture many years ago, IBM dropped its market share—but created a vast expansion in the overall market (and its PC revenues).
3. Partner with your competitors. It may sound counter-intuitive, but competing and complementary businesses can become your best sales agents. The world's largest companies understand this—which is why Toyota and General Motors have product development partnerships, and why FedEx and the US Postal Service cooperate to deliver Express Mail and to provide FedEx collection points at post offices.
4. Understand the true brand experience. It's not your advertising and marketing—it's what happens when a customer attempts to do business with you. How helpful and courteous are your staff, both in-store and on the phone? How friendly and useful is your website? How does Green marketing rhetoric relate to actual conditions? How does the customer really feel about working with you?

5. Operate in the Greenest possible manner—and tell the world! Focus on the easy, cheap ways of going Green to start, and use savings to cover more involved methods. And incorporate Green message points in all your marketing.

6. Turn customers into sales agents. At least one third of your business should be repeat customers or people they've referred—and if you present as a Green and ethical company in both your public and private company personas, that should be easy to achieve. If you're still struggling to pull in business, either you haven't set up good systems to harness these super-profitable customers, or you need to address the deeper reasons why they don't return.

For more information on putting these into practice, I strongly recommend reading my eighth book, *Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet*, which you can preview and order at <http://guerrillamarketinggoesgreen.com/> (including a bonus package worth over \$2600). Also, you'll find a number of ethics articles on the Principled Profit website, <http://www.principledprofit.com>



*Copywriter, marketing consultant, and speaker Shel Horowitz is the author or co-author of eight books and publisher of eleven websites, five webzines and four e-zines. Five of his six most recent books, *Guerrilla Marketing Goes Green*, *Principled Profit*, his two *Grassroots Marketing* books <http://www.frugalmarketing.com>, and *Marketing Without Megabucks*, have all won awards and/or been resold to foreign publishers. He's currently engaged in a campaign to get 25,000 people to sign—and spread—the *Business Ethics Pledge*: <http://www.business-ethics-pledge.org>. To reach Shel, Tweet him @ShelHorowitz, visit the contact form at <http://www.frugalmarketing.com/contactform.shtml>, or call him at 413-586-2388.*

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