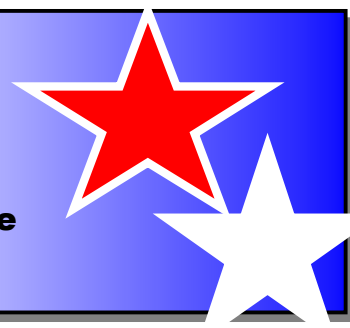


Sales Booster Pack

Marketing Tools, Resources and Intelligence to help you sell more



THIS PACK CONTAINS...

Japan Business Resource Directory

- 1/ Professional Groups Directory:** Entrepreneur, professional, special interest, women in business, chambers of commerce, etc.
- 2/ Useful Business Resources:** Online networking tools & websites, business promotion tools, business magazine listing, professional training resources, and more.

Marketing Intelligence – Special Reports

- 3/ Media Readiness Pack** – a comprehensive 35-page Industry Insider's Do-It-Yourself guide for business people and entrepreneurs who want to secure publicity for their businesses – without spending a fortune. (far right)
- 4/ 10-pack of Foreign Business Success Stories** – Informative inspirational business articles outlining secrets of successful Japan-based businesses.
- 5/ 4 Ways to Make Money Anywhere** – Discover 4 ways that smart business people can make money from anywhere.
- 6/ Revving up your Corporate Communications** – Nissan This comprehensive 5-page report provides valuable insider information about how Nissan Corporation manages its highly successful corporate communications program.
- 7/ Power In The Passion: Entrepreneurs on the Edge**

Help the Community, Environment

- 8/ CSR Rewards** – an easy-to-use “clip-on” Corporate Social Responsibility system that efficiently spreads financial benefits among environmental, community and charitable organizations, and helps businesses like yours sell more.

More than ¥95,000 of value.
Yours FREE



SPECIAL BONUS

Purchase within 1 month and receive:

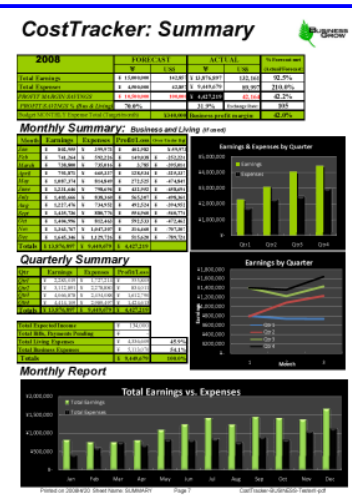
CostTracker Business Money Management System

- a powerful money management system to help you track your income, cut costs, and boost profits.
- Built specifically for English-speaking foreigners living in Japan.

Benefits:

Quickly produces a **Summary Report** showing:

- 1/ Your Living costs**
 - 2/ Your Business Revenues and Expenses, and**
 - 3/ Graphs of all the expense categories you require, and**
- Identifies key profit drivers
 - Tracks your income by Client and/or Category
 - Calculates monthly, quarterly, annual sales and expenses
 - Helps you easily manage strategic decision-making, etc.



Discover your Sales Points

Do you know your company's sales points?

What makes your business stand out from the competition?

Identifying your company's Sales Points is an essential first step in creating an effective marketing strategy. Here you can identify your Sales Points – the factors that really make you stand out from the crowd!

Using our unique formula, we analyze your company's strengths, weaknesses, and opportunities to identify your Sales Points. The following information is provided for your reference and is not intended to be used as a marketing strategy. Please use it as a guide only.

Identify your Sales Points

This is the first step in the process of identifying your business and marketing plan. To determine your Sales Points, we analyze your company's strengths, weaknesses, and opportunities to identify your Sales Points. The following information is provided for your reference and is not intended to be used as a marketing strategy. Please use it as a guide only.

SPECIAL OFFER

Receive a 25% discount on the InfoPak Discover your Sales Points report. This offer is available for a limited time only. To take advantage of this offer, please contact us at info@businessgrow.net.

25% off an InfoPak: The **SMART** new way to advertise
Provide your free “use-right-now” advice to potential customers
...and proactively market your company to them at the same



business biography

Steven Davis

Entrepreneurial Flair Fueling Tokyo SEO Boom



Steven Davis
CEO, SEO Advantage
Utilizing SEO for
Competitive Advantage

PROFILE

Company: SEO Advantage
CEO: Steven Davis
Industry: Information Technology
Established: March 2003
Location: Tokyo, London, Shanghai
After-tax earnings 2007: \$42 billion
Employees: 830
E-mail: info@seoadvantage.co.jp
URL: www.seoadvantage.co.jp

In the increasingly crowded field of Web design, marketing and sales, it is all too easy to get caught up in every latest technology and fad and lose track of core business goals. Not so for SEO Advantage CEO **Steven Davis**, who by following a carefully structured business plan and deviating from it only when absolutely necessary, has overseen a dramatic rise in company headcount from 3 to over 800 and sales that have gone from zero to \$42 billion in just 5 years.

What does your company do?

SEO Advantage is an innovative industry leader specializing in providing top quality SEO consulting services that enable companies to plan, launch, monitor and constantly improve SEO-related marketing initiatives.

What benefits can SEO Advantage offer Clients?

- **KEYWORD RELATED TECHNOLOGY** – to address the needs of companies that demand brand awareness in crowded markets.
- **ANALYSIS** – SEO Advantage offers flexible and scalable solutions that can be rapidly deployed, allowing for the realization of real business value and revenue growth.
- **CUSTOMIZED SEO PROJECT MANAGEMENT SOFTWARE** – for small to medium size businesses requiring made-to-order SEO applications.

Who are you marketing to?

SEO Advantage targets companies looking to grow their businesses using the Internet, innovative software solutions, Pay-per-click advertising services and of course search engine optimization technology (SEO).



What are your top selling products/services?

SEO companies are increasingly being asked to provide improved levels of service to clients. SEO Advantage's enhanced SuperKeyword Technology has enabled the company to focus on clients' core and strategic initiatives to enable real-time deployment of research-based SEO marketing initiatives. This has been a significant area of growth for the business since launch in 2003.

NOTE:

This is a **SAMPLE** only
All text, photos, images, etc.
can be tailored to meet your
requirements.

PTO...

P1



P2



What specific benefits can you provide to the foreign community?

SEO Advantage offers an effective mix of English language consulting coupled with comprehensive Japan market experience, as well as:

- Expertise in Partnering With Foreign Multinationals
- Customer Relationship Management (CRM)
- Bespoke software solutions.

What are SEO Advantage's main points of difference?

KEYWORD FOCUS –

SEO Advantage's management is laser focused on maximizing the results of keyword placement technology in clients' websites. SEO Advantage ensures that Consultants capture complete data and project requirements of every client, and compile detailed Keyword Profiles that are checked regularly by each client. All data is input into SEO Advantage's database, which allows the company to deploy targeted SEO test campaigns to determine the most cost-efficient SEO options. These unique capabilities allow SEO Advantage to track progress of all specified goals to ensure client goals are met.

HYPERLINK OPTIMIZATION –

Another of SEO Advantage's key selling points is its ability to leverage benefits from hyperlink applications, meta-tags and other forms of SEO technology to achieve optimum results for clients and partners. Lessons learned from the application of these technologies are used to bring further benefits to current and future customers.

SEO ANALYSIS –

SEO Advantage has made a name for itself by providing after-sales service that is the envy of the industry. SEO Advantage Consultants book monthly follow-up post-project meetings with all clients to ensure project content is fully understood and utilized.

SEO Advantage's key business achievements

- Earnings topped \$1 billion in first year.
- Steven Davis - Asia Business Executive of the Year.
- SEO Advantage's SEO Search DVD voted Best of the Year 2006 Turnkey Product Of The Year 2006
- SEO Advantage secured 100% Fortune 500 client in 2005.

Page - 2 -



Staff at SEO Advantage's Tokyo office

SEO Advantage

CLIENT LIST

- TechKnow Inc.
- Xerox Asia
- DigiTech Inc.
- SecTech Industries
- Tokyo Electronics Inc.
- DigiTech UK

PRODUCTS / SERVICES

SEO CONSULTING

- Detailed Keyword Research
- SEO Analysis of Current Website
- Site Maps (Google & Yahoo)
- Directory Submissions
- Meta-tags & Image Tags
- Hyperlink Optimization
- Link Building

SEO INTERNET MARKETING

- Search Engine Optimization
- Pay-per-click Advertising
- E-mail Marketing
- Affiliate Management

To learn more about how
SEO Advantage's quality
SEO solutions can help
you attract more business,

contact...

Steven Davis

ddi: 03-4569-4587

mob: 070-1234-5678

e-mail: steved@seoadvantage.co.jp

Business Bio produced by Business Grow

E-mail: info@businessgrow.net

URL: www.businessgrow.net



Tel: (03) 5336-9236
E-mail: info@ea-tokyo.com
URL: www.ea-tokyo.com

DECEMBER 2005



"Speed, relevance
and trust are at
the core of all
communications."

Shared Learning for Faster Business Growth

Expert Insight

Revving up your Corporate Communications

Effective corporate communications is vital for a business regardless of whether it is used to promote new products or strategies, talk with the press, or communicate with stakeholders and customers. One business that has turned good communication into an art form is Nissan Motor Company Ltd., Japan's second largest and arguably most competitive automobile enterprise. Under the stewardship of CEO Carlos Ghosn, Nissan's phoenix-like rise from the ashes has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

Business reporter **Jonathan Walsh** spoke with **Simon Sproule**, Vice President of Global Communications at Nissan, to discover some of the company's corporate communications secrets that, with a touch of creativity, can empower entrepreneurs to more effectively promote their businesses and communicate with customers.

Providing stakeholders with timely information

Nissan needs little introduction. The automaker's stunning turnaround from out of a spiraling black hole of debt, poor employee morale and plummeting global market share

into a high-growth, highly profitable efficient car-making machine has captured headlines the world over.



Nissan's Fairlady Z Roadster two-seater convertible with power-operated soft top.

The mission of Sproule's department is global communications, sustainability and investor relations. "Our goal is to provide key stakeholders with timely information about Nissan and its brands that allow them to make informed decisions concerning our company and its products. Speed, relevance and trust are at the core of all communications at Nissan."

Key departmental responsibilities include media, analyst, and shareholder relations, crisis and employee communications, corporate citizenship, media activities, motor shows, product launches, publications, websites, broadcast media services and event management.

"On the global communications side, our principle tools are the website, press releases, media presentations, media, analyst & shareholder events, speeches, conference presentations, and other activities."

10-SECOND BRIEFING

INDUSTRY: Automobile
LOCATION: Chuo-ku, Tokyo
ESTABLISHED: 1933
NET SALES 2004: ¥8,576.3 billion
OPERATING INCOME 2004: ¥861.2 billion
EMPLOYEES: 183,607

PTO...

PM-Global

Creating Project Success



Tel: (03) 5336-9236
E-mail: info@ea-tokyo.com
URL: www.ea-tokyo.com

FEBRUARY 2006



10-SECOND BRIEFING

INDUSTRY: Project Management Services
LOCATION: Tokyo, Japan
ESTABLISHED: June 2001
SENIOR PARTNER: Jim (Coach) Hunter
REPRESENTATIVE DIRECTOR: Jim (Coach) Hunter
COMPANY TYPE: K.K.
EMPLOYEES: 16 full time plus 6 freelance consultants

Revolutionizing Program Execution

How did a small Tokyo-based project management company reach the stage where they now enjoy 80% repeat business with some of the biggest names in the Japanese business arena?

It was only late in the last decade when many companies in Japan saw little if any need for outsourced project management (PM) services. But that attitude was rocked to the core when Y2K – the so-called "Millennium Bug" – drove thousands of companies the world over to purchase outsourced PM services to guarantee their Y2K projects were seen up tight before midnight 2000.

Then, only two short years later, writes business reporter **Jonathan Walsh** in this report about a growing Tokyo-based project management company, the necessity of PM seared its way into the consciousness of the business community again.

As if by fate, the fiasco that surfaced in early 2002 resulting from the merging of three Japanese banks into Mizuho Holdings underlined the critical importance of PM. The prime cause of the glitches that plagued the launch of Mizuho was inadequate project management, says **Jim (Coach) Hunter**, Senior



PM-Global management team.

Partner of Tokyo-based PM company **PM-Global**. "There was more politicking going on among the three entities than project management. With proper project management using defined international guidelines, those kinds of problems do not occur."

Enabling companies to experience project success
With more than 25 years in the IT industry in many countries and a 3-year stint (1997-2000) as Senior Project Manager for an IT consulting company in Tokyo, Coach co-founded PMP Japan with two other partners in June 2001. The company name was changed to PM-Global in 2005 to reflect its status as a rapidly growing global PM service provider.

Why are PM-Global's services important for businesses? "It's fairly common knowledge in Japan and around the world that people in organizations have trouble effectively and successfully conducting projects of any sort in accordance with requirements, scope, budget, and time frame," Coach says. "So, our service is to provide the opportunity

PTO...

Business Bio – Key Facts



Taylor Consulting Inc.

B U S I N E S S B I O G R A P H Y



David Taylor

CEO, Taylor Consulting Inc.
Japan's leading I.T. Consulting company

Founded in 1987, Taylor Consulting Inc. (TCI) has become the leader in I.T. consulting and research in Japan. TCI utilizes proven strategies to produce innovative branding and marketing solutions for a wide range of Fortune 400 companies worldwide.

PROFILE

Name: Taylor Consulting Inc.
CEO: David Taylor
Industry: Information Technology
Established: July 1987
Location: Tokyo, New York, Beijing
After-tax earnings 2007: ¥88 billion
Employees: 1,675

Contact Taylor Consulting Inc.

Tel: (03) 5462 9875 Fax: (03) 5462 9877
E-mail: enquiries@tciglobal.co.jp
URL: www.tciglobal.co.jp

Business Innovator Fueling Asian I.T. Consulting Sector Growth

How did a tiny company founded by a savvy British businessman in 1987 transform into Japan's largest I.T. consulting enterprise with global operations in Europe, China and the U.S.? And what is the secret formula behind the company's success that saw it pull in after-tax earnings of ¥88 billion in 2007?

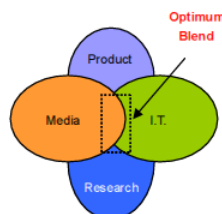
Taylor Consulting Inc. (TCI) CEO David Taylor explains.

What does your company do?

Taylor Consulting is an innovative, industry leader specializing in providing top quality I.T. consulting services that enable companies to plan, launch, monitor and improve I.T.-related marketing and branding projects.

Who are you marketing to?

TCI targets companies looking to grow with the right outsourcing partner that can offer a large and experienced resource pool to deliver solutions that meet time and budgetary requirements.



What are your top selling

What benefits can Taylor Consulting offer Clients?

- **APPLICATION DEVELOPMENT** – TCI provides end-to-end testing services to ensure that clients' projects perform to their defined specifications.
- **Ability to leverage APPLICATION AND MAINTENANCE SOLUTIONS** – to address the needs of industries such as banking, financial services, insurance, telecom, retail, transportation.
- **MANAGED SERVICES** – TCI offers flexible and scalable solutions that can be rapidly deployed, allowing for the realization of real business value and revenue growth.

What specific benefits can you provide to the foreign community?

- English Language Consulting
- Multilingual I.T. Consulting
- Comprehensive Global Experience
- Expertise in Partnering With Foreign Multinationals
- Multi Language Programming
- Multilingual Benefits Presentations, and more.

What are TCI's main points of difference?

DATA FOCUS – TCI's management is laser focused on capturing accurate data and being "data centric." TCI ensures that Consultants capture complete data and project requirements of every client, and compile comprehensive Client Profiles that are checked regularly by each client. All data is input into TCI's database, which allows the company to schedule future client consultations more accurately and intelligently.

GLOBAL BEST PRACTICES – Another of TCI's key philosophies is its application of **Global Best Practices**. TCI looks for successful sales techniques and strategies from around the world and applies them first in Japan. By analyzing who is doing what and how, TCI can apply the lessons learned to their core business to build TCI into a more effective and efficient enterprise.

AFTER-SALES SERVICE – TCI has made a name for itself by providing after-sales service that is the envy of the industry. TCI Consultants book monthly follow-up post-project meetings with all clients to ensure project content is fully understood and utilized.

TCI's key business achievements

- David Taylor - Asia Business Executive of the Year
- TCI's ITConsole-MAX DVD voted Best I.T. Consulting TurnKey Product Of The Year 2006
- Best I.T. Consulting Business - I.T. Consulting Asia
- TCI's ITConsole-MAX DVD sells 1.5 million units by January 2005
- TCI Consulting Team voted best Consulting Team 2007 by Consulting Asia



CASE STUDY

Success in Beijing

Sales of TCI's ITConsole-MAX DVD consulting set marketed in TCI's new I.T. Max category and fronted by American business guru **Robert Ashley** surpassed 1.5 million in January 2005, cementing its place as the most popular consulting DVD ever released in China.

TCI's promotion strategy was so successful that brand recognition of the hard-hitting training program rocketed from around 5% in November 2004 before Ashley's December Beijing Tour, to an unprecedented 89.7% six months later. What was behind this meteoric ascent of product awareness? Taylor says the phenomenon was fueled by viral marketing through blogs – that were largely beyond the company's control.

Growth in awareness was sparked by **Eagles** (influential people in the community who discover the product), boosted by **Networkers** (people with large networks) and finally sent rocketing into the stratosphere by **Sales People**, comprising leading business people from throughout the region.

SNAPSHOT

All Business Bios are

- A4-size, 2 pages
- Q&A or article format
- Custom-designed
- Professionally edited
- Delivered in printed, text and pdf formats.

- Any color and design
- Many different styles available
- English or Japanese (charged extra)

Use to promote:

- 1/ an Individual
- 2/ a Company
- 3/ a Product
- 4/ a Service
- 5/ Training programs
- 6/ Resume



David Taylor discussing strategy with staff

Taylor Consulting Inc.

CLIENT LIST

- SwiftSoft U.S. Inc.
- XeroxAsia
- DigiTech Inc.
- GtoBest Industries
- Tokyo Electronics Inc.
- DigiTech UK

PRODUCTS / SERVICES

I.T. CONSULTING

- Direct I.T. Consulting
- I.T. Data Mining
- Planning and Production of Direct Marketing Tools
- Internet-related Business
- On-site Service Appraisal
- Staff Training

I.T. RESEARCH

- Research Radar
- Customized Research Software
- Live Online Monitoring
- Global Research Tracking

To learn more about how TCI's quality I.T. solutions can help you better manage your business,

contact...

David Taylor

ddi: 03-4569-4587
mob: 070-1234-5678
e-mail: david@tciglobal.co.jp

Business Bio

Business Bios are made to be seen and will enhance the credibility and standing of the featured person or business in the eyes of everyone who receives them.

Ideal for executive portfolios, company reports, sales packs, brochures and promotional documents.

Business Bio

Business Bios are one of the hottest new ways to promote yourself, your business, products & services available today.

What is a Business Bio?

These eye-catching 2-page A4-sized products carefully blend head-turning graphics and design work with a professionally written **business biography about you.**

A Business Bio reviews, highlights and **underlines** your credibility, achievements, skill set and experience to make you and/or your company more attractive to potential customers, clients, affiliates, partners and investors.

Allow Business Grow's team of talented and widely published writers to present yourself and the key sales points of your company in an effective, memorable and articulate way. We can summarize your entire business and website clearly and succinctly into one eye-catching document that can sell you and your business.

How can a Business Bio benefit me?

1. **Strengthen your credibility** in the marketplace with a stunningly presented biography underlining your skills, achievements and experience.
2. **Visibility:** Distribute at trade shows, seminars, conferences, meetings.
3. **Use in marketing campaigns** to market specific products/services.
4. **Use as direct mail enclosures**, to enhance press releases, tender offers, etc.
5. **Use a Bio to showcase your products/services**, success stories, case studies, client lists, key achievements, company history, etc.
6. **Send directly to magazine, newspaper, website editors** to encourage them to publish an article about your business.
7. **Self-introduction:** Send your Bio ahead of yourself as an introduction before you travel to meetings with potential clients.
8. **Use in corporate and/or in-house newsletters.**
9. **Insert into your company Press/Media Kit.**
- **Translation service available** to enable you to market to Japanese customers (extra fee charged).
- **Available in a range of stunning customizable designs and colors.**

Are there different versions of Business Bio?

Yes. 1/	Business Bio-PRO	– (Article style)	¥90,000
2/	Business Bio-DATA	– (Q&A format)	¥45,000

It's your Bio. It's your story.

To discuss how **Business Bios** can help underline your credibility in the marketplace *and* secure you more business, contact:

Jonathon Walsh at info@businessgrow.net

FACTS AT A GLANCE

Business Bio can be customized to promote:

- | | |
|----------------------|--------------|
| 1/ an Individual | 2/ a Company |
| 3/ a Product | 4/ a Service |
| 5/ Training programs | 6/ Resume |

VERSION PRICES:

- Business Bio-PRO ¥90,000
- Business Bio-DATA ¥45,000

YOU RECEIVE:

- 1/ Pdf and text versions of Bio
- 2/ 50 full color printed copies
- 3/ Presentation folder

TopTech Informatics
Leveraging Offshore Software Development

Bijou Paul
Chief Executive Officer
TopTech Informatics

Overcoming is on the increase and the benefits of this cost saving process are being realized by a growing number of business managers worldwide. While outsourcing – in particular of computer software development – can produce significant benefits for companies, it also involves inherent risks. How can business managers in Japan take advantage of offshore software development and get ahead of the competition?

TopTech Informatics, a Tokyo-based IT company specializing in outsourcing and offshore software development, is specially positioned to help clients reap the benefits of having software developed overseas.

Chief Executive Officer Bijou Paul says: "TopTech's prime focus is to provide a full range of IT services to companies efficiently, unconditionally and securely. TopTech's vast of services includes IT staff augmentation, on-site engineering support, network management and office relocation. With offices in Tokyo and an Offshore Development Center in India, TopTech is able to scale up/down to meet the changing requirements of companies, and enable them to take advantage of the significant cost savings available from offshore outsourcing."

For Japanese clients, TopTech offers the additional advantage of being able to provide access to native Japanese speakers verified in India, thus making the company uniquely positioned to offer tailored bilingual solutions to customers. To further benefit local clients, TopTech has set up with Offshoreware (now Offshoreware.com), a large, multinational IT solutions provider in India that employs more than 100 developers and infrastructure support staff. TopTech is also a registered Cisco partner, and is the Japan distributor of Netman Vans Control, a Norway-based company marketing a suite of anti-virus products.

80% of revenues from repeat business

How was TopTech founded? The company was originally founded in India as a software house before Bijou Paul successfully transferred the company to Japan in mid-2003 by marketing it under the brand name "TopTech Informatics".

TopTech had grown into a team of 13 but the business largely remained an IT division of a separate company called Global Family. In February 2006, TopTech spun off and became a fully independent and legal Japanese entity. By the end of 2007, the company had a team of 20 working hard to deliver high quality software solutions to clients, and had achieved year-on-year revenue growth of 50% between 2004 and 2006-07.

Where is growth being generated from? Approximately 80% of revenues are a result of repeat business while 15% comes from referrals from existing customers. Bijou says: P.T.O...

FACT SHEET

TopTech Informatics
Industry: Information Technology
Established: 2003
Location: Japan, India
CEO: Bijou Paul
Employees: 20

Bijou Paul, CEO
Languages: English, Japanese
20 years' industry experience in software development and IT project management.

TopTech Informatics
Address: 1F, 1-14-1, Nakano, Chiyoda-ku, Tokyo 100-8302
Tel: +81-3-5561-0411 Email: info@toptechinfo.co.jp URL: www.toptechinfo.co.jp

Business Bio-PRO

SEO Advantage
business biography

Steven Davis

Entrepreneurial Fair Fueling Tokyo SEO Boom

In the increasingly crowded field of Web design, marketing and sales, it is all too easy to get caught up in every latest technology and fall and lose track of core business goals. Not so for SEO Advantage CEO Steven Davis, who by following a carefully structured business plan and devoting time to only when absolutely necessary, has overcome a dramatic rise in company headcount from 10 to over 100 and sales that have grown from around \$42 million in just 5 years.

Who are you marketing to?

SEO Advantage targets companies looking to grow their businesses using the Internet, increase their online sales, and provide a better customer experience. They provide click advertising services and e-commerce search engine optimization technology (SEO).

What do you sell?

SEO Advantage is an innovative industry leader specializing in providing top quality SEO consulting services that enable companies to plan, launch, monitor and consistently improve SEO-related marketing initiatives.

What are your top selling products/services?

SEO companies are increasingly being asked to provide improved levels of service to clients. SEO Advantage's enhanced SuperClick technology has enabled the company to focus on client care and strategic initiatives to enable real-time deployment of research-based SEO marketing initiatives. This has been a significant area of growth for the business since launch in 2003.

NOTE: This is a SAMPLE only. All text, photos, images, etc. can be tailored to meet your requirements.

PROFILE

Company: SEO Advantage
CEO: Steven Davis
Industry: Information Technology
Established: March 2003
Location: Tokyo, London, Shanghai
Market coverage: 2007: \$42.8 million
Employees: 100
Website: info@seoadvantage.co.jp
URL: www.seoadvantage.co.jp

KEY WORD RELATED TRENDS: To allow the needs of companies that demand high accuracy in content marketing.

SEO ANALYSIS: SEO Advantage offers flexible and scalable solutions that can be rapidly deployed, allowing for the realization of real business value and revenue growth.

CUSTOMIZED SEO PRACTICE: MAXIMUM EFFICIENCY – our small-to-medium size businesses requiring media buying SEO applications.

P.T.O...

Business Bio-DATA

Make the decision to share your success today!