

SMARTSTEP. Smart business

Business Benefits Pack



A deal-making viral marketing system that promotes your business – even when you don't

November 2011

Support Tohoku, the community and the environment – see P3

Benefits

- ✓ **FREE BUSINESS RESOURCES** – Gain access to an expanding range of free and discounted business products and services, special offers, business information, strategies, reports and more from other members of Japan's business community.
- ✓ **BOOST SALES** – Put the Business Benefits Pack to work for you as a powerful sales incentive tool to encourage prospective customers to purchase from you.
- ✓ **SMART MARKETING** – Access FREE tools and information to help you boost sales, expand your customer base, market more innovatively, increase media exposure, cut costs, and save time, effort and money.
- ✓ **FREE MARKETING** – Other featured companies market your business by distributing the Business Benefits Pack to their existing and prospective customers.

Contains: 13 free Offers 12 discounted Offers Value: 334,500 yen



Business Benefits Pack: The smart way to grow your business



Introduction

WHAT IS IT?

- **The SmartStep Business Benefits Pack** is a powerful package of products and services targeted specifically at driving business growth within Japan's business community.

WHAT IT CONTAINS

The Business Benefits Pack contains information and URLs of free and discounted business products and services, special offers, business strategies and information. The package is laser focused on providing managers and entrepreneurs with innovative tools, strategies and information to boost sales, increase media exposure and tap new customer bases while simultaneously saving time, effort and money for businesses operating in the global arena.

How to access these benefits

1. **Contribute at least 2** free (preferable) or discounted products and/or services ("Offers") for inclusion in the Business Benefits Pack. Once they are inserted, you will become a SmartStep Contributor.
2. **At the beginning of the following month**, and at regular intervals thereafter, you will receive the Business Benefits Pack containing Offers from yourself and all other Contributors. As more business people sign up as Contributors, the bigger the Business Benefits Pack will become, and the more benefits everyone will receive.
3. **TO RECEIVE BENEFITS:** SmartStep Contributors simply select the Offers they want to receive from the Business Benefits Pack, then....
4. **Contact** the relevant Contributors (see the 3rd column of the main Business Benefits table starting from P6) and request them. In cases where a URL is shown, Offers can be downloaded directly.
5. **All SmartStep Contributors will continue to receive** updated Business Benefits Packs on a regular basis for as long as it is produced.

Why the Business Benefits Pack is good for business

Free to join. Free to access benefits

Upgrade and receive even more benefits

THE BENEFITS

A wide range of businesses ("Contributors") are invited to contribute their free and discounted Offers for inclusion in the Business Benefits Pack.

TOTAL ACCESS

Every Contributor receives an updated Business Benefits Pack – containing free and discounted products and services, special offers, information and more from all Contributors – on a regular basis **for no charge**.

PROMOTION

Contribute Offers to the Business Benefits Pack and they will be seen by all other Contributors, boosting exposure for your products and services – **for no charge**.



The Business Benefits Pack



THE SALES INCENTIVE

For an annual Upgrade fee of just 69,000 yen, you will be able to use the entire Business Benefits Pack – packed with business tools and special offers – as an incentive tool to boost your sales and make your sales propositions stand apart from the competition.

➔ How? When marketing, simply offer the entire Business Benefits Pack to prospective customers as a sales incentive to ensure you tip negotiations in your favor

WHY UPGRADE?

1. Upgrade and you'll also receive a free **MediaSmart Pack** – a powerful package of business marketing tools, e-books, reports, media services and turnkey strategies custom designed to help managers promote their companies to virtually any potential customer, obtain media publicity, control costs, help the environment and sell more.
More info: www.businessgrow.net/documents/MSP-S2.pdf
2. Business Grow will also donate 5,000 yen to either the Japan Red Cross or the charity, community or environmental group of your choice.
3. Upgrade for just 69,000 yen and receive 259,000 yen of business tools, services and discounts in the MediaSmart Pack (above).
4. For an extra fee, Business Grow can customize the Business Benefits Pack by adding your logo, advertising and other information.
5. Expose your products and services to all other Contributors.
6. When you put the Business Benefits Pack in front of potential customers, and other Contributors do the same, they will be marketing your business and you will be marketing theirs.



PACK v1

Content

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Content Matrix		Value
Free Offers	13	18,000
Discounted Offers	12	316,500
Total	25	334,500



Professional writing, editing and business promotion services
 Promotional articles - executive bios - business newsletters - business promotion
 Articles, reports and newsletters published in 17 printed media and websites in 4 countries

Contributors' products and services are featured on the following pages

General business resources

Offer	Description	Offer & Access
Professional business writing and editing services	<p>Professional business writing and editing services – Includes copywriting, creation of in-house and external promotional material, articles, business newsletters, website copy, Business Bios, etc.</p> <p>Brochure: www.businessgrow.net/documents/BGWritingEditingServicesbrochure.pdf</p>	<p>10% off</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
CostTracker	<p>A powerful multi-function MS Excel-based money management system that helps you track your income and expenses, cut costs, boost profits, improve your sales strategy, manage your taxes, prepare a budget, and produce regular financial reports.</p>	<p>Price: 40,000-yen 5,000 yen (50% off)</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
4 Ways to Make Money Anywhere	<p>Discover 4 innovative strategies to earn an income from anywhere.</p>	<p>Price: 20,000-yen 10,000 yen (50% off)</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
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Marketing / Sales Resources

Offer	Description	Offer & Access
<p>MediaSMART Pack</p>	<p>This high value package of customizable smart marketing products, powerful turnkey business marketing strategies and informative reports is laser focused on helping you:</p> <p>1/ Obtain media exposure and, 2/ Promote your business to virtually any potential customer. Tailor made for managers who want to get serious about promoting their businesses, enter into B2B partnerships, benefit from getting published, boost sales and support the environment.</p> <p>More info: www.businessgrow.net/documents/BBio-Profile.pdf</p>	<p>Price: 259,000 yen 69,000 yen (73% off)</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
<p>Business Bio</p>	<p>Get noticed! A fully customized Business Bio can help you do just that by promoting yourself, your business, products and services with eye-catching style. A Business Bio reviews, highlights and underlines your credibility, achievements, skill set and experience to make you and your company more attractive to customers, partners, media, and investors. Ideal for executive portfolios, company reports, websites, sales packs, brochures and as standalone promotional documents. Set yourself apart from the competition by distributing Bios at networking events, conferences and meetings. Japanese language Business Bios also available.</p> <p>More info: www.businessgrow.net/documents/BBioSamples.pdf</p>	<p>10% discount off DATA or PRO version</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
<p>InfoPaks</p>	<p>InfoPaks are the smart new way to attract new business. InfoPaks are custom-designed 1-page newsletters that provide your free use-right-now professional advice to potential customers ...and proactively markets your company to them at the same time.</p> <p>More info: www.businessgrow.net/documents/BMWpt4.pdf</p>	<p>Price: 50,000 yen/e-book 45,000 yen (10% off)</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
<p>Media Readiness Pack</p>	<p>A market-proven industry insider's guide for business people and entrepreneurs who want to secure quality media publicity for their businesses – without spending a fortune. Written by author of 350+ published articles.</p>	<p>Price: 25,000 yen 12,500 yen (50% off)</p> <p>Contact Business Grow</p>

	<p>Part I: PREPARE – How to prepare your business to be published should an editor call.</p> <p>Part II: PROACTIVE – How to proactively promote your business to an editor.</p> <p>Includes guide to creating a press kit, sample media introduction letters, how to send an article pitch to an editor, and more.</p> <p>More: www.businessgrow.net/documents/MRPSample3.pdf</p>	Offer expires Dec. 31, 2012
E-book Customization	<p>Use customized e-books to promote your business, sell more and boost your revenues.</p> <p>Giving away a free, plug-filled e-book is a great way to attract more business, boost revenues and increase goodwill. Business Grow can produce customized versions of a range of business-focused e-books – featuring your company’s logo, products and services – for you to distribute to your existing and prospective customers.</p> <p>Brochure: www.businessgrow.net/documents/BMWPt5.pdf</p>	<p>Price: 45,000 yen 40,000 yen (11% off)</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
ProductTRIAL	<p>An innovative system that can put your key products and services in front of your dream clients, enables them to experience the benefits for themselves under ‘live’ conditions, and that provides you with feedback to help you tweak your products and services into exactly what your customers want to buy. Brochure:</p> <p>www.businessgrow.net/documents/ProductTRIALbrochureV2.pdf</p>	<p>10% off</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
Discover your Sales Points	<p>[Report] Learn how to identify your company stand out from the competition.</p>	<p>FREE to Contributors</p> <p>Contact Business Grow</p>
Affiliate Program	<p>Supercharge your customer base</p> <p>Use this easy-to-implement turnkey system to quickly create an affiliate network and boost revenues by selling through other peoples’ networks, earning reseller commissions, stimulating B2B cooperation, and expanding the product/service range you offer to customers – without associated R&D costs.</p> <p>The Affiliate Program can help you:</p> <ul style="list-style-type: none"> ✓ Expand your customer base by selling through other peoples' networks. ✓ Recruit extra salespeople to sell for you without paying extra salaries. ✓ Increase earnings as others sell your products and services. ✓ Earn reseller commissions by selling for others. ✓ Boost your product/service range with zero development time or costs. <p>Info: www.businessgrow.net/documents/APSample.pdf</p>	<p>Price: 75,000 yen 37,500 yen (50% off)</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>



Media Readiness Pack

An industry insider's guide for business managers and entrepreneurs who want to secure quality media publicity for their businesses – without spending a fortune



By Jonathon Walsh, Business Grow
Professional writing, editing and business promotion services
info@businessgrow.net | www.businessgrow.net

Media Readiness Pack

Not For Distribution

Media Promotion

Offer	Description	Offer & Access
Creating a High Performance Press Kit	A laser-focused e-book explaining how to create a press kit , what to include, and how to be prepared to send it to an editor to attract valuable media publicity.	FREE to Contributors Contact Business Grow
Creating a Press Kit	[Report] If an editor called you today wanting to write a story about your business with a 2-day deadline, would you be ready to provide all the necessary information and materials? Find out what you need in this compact 1-page report.	FREE to Contributors Contact Business Grow
Customized Press Kit	<p>Business Grow can work with you to create a customized press kit – an important tool packed with information about your business, products and services to promote your company to media organizations.</p> <p>Business Grow can –</p> <ul style="list-style-type: none"> ✓ Provide a press kit template and work with you to create a customized press kit – an important tool for promoting your company to media organizations. ✓ Help you identify your sales points and write attention-grabbing business summaries and sound bites about your company. ✓ Discuss and create a business promotion strategy to promote your business to your target market. ✓ Give you tips for how to store & use your press kit. <p>Press Kit sample – www.businessgrow.net/documents/PressKitPackSample.pdf</p>	<p>Price: 25,000-yen 20,000 yen (20% off)</p> <p>Contact Business Grow</p> <p>Offer expires Dec. 31, 2012</p>
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Environment / Green Business

Offer	Description	Offer & Access
Launching a CSR Strategy	Special report outlining how to launch a CSR strategy and use it to attract more business while helping charities, the community and the environment.	FREE to Contributors Contact Business Grow
CSR Rewards strategy	<p>A complete easy-to-use clip-on Corporate Social Responsibility system that supports environmental, community and charity organizations, and helps businesses like yours sell more. Includes setup guide, introduction letter and a list of charities and environmental organizations.</p> <p>Aims of this strategy are to: a/ Improve revenues for the above organizations, and b/ Boost your sales by enabling you to promote to your potential customers that a portion of your revenues from the sales of your products/services will be donated to an organization(s) of their choosing.</p> <p>Info: www.businessgrow.net/documents/CSRRewards-Sample.pdf</p>	<p>Price: 75,000 yen 37,500 yen (50% off)</p> <p>Contact Business Grow Offer expires Dec. 31, 2012</p>
Running a Green Office	[Report] How to preserve the environment and boost profits by creating a green office.	FREE to Contributors Contact Business Grow
Green Office checklist	A 97-point Green Office checklist to help managers 'go green', cut costs and reduce office waste.	FREE to Contributors Contact Business Grow



CSR Rewards Strategy

Consulting

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Not For Distribution



Finance / Investing

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Health / Healthcare

Offer	Description	Offer & Access
Build Your Business Without Burning Yourself Out	<p>While many entrepreneurs wear their 24/7 workdays like a badge of honor, they often neglect the effects that excessive working hours can have on critical areas of their lives – until it’s too late.</p> <p>This report outlines key ways busy entrepreneurs can safeguard their health and their relationships – while building their businesses.</p>	<p>FREE to Contributors</p> <p>Contact Business Grow</p>
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Business Reports

Offer	Description	Offer & Access
Revving up Your Corporate Communications	Corporate communications advice from Nissan Motor Company that can empower entrepreneurs to more effectively promote their businesses and communicate with customers.	FREE to Contributors Contact Business Grow
Shape up Your Sales Letter	Avoid these mistakes and keep your sales letters out of the trash.	FREE to Contributors Contact Business Grow
Working Smarter as a Consultant	Increase your earnings for the same hours worked.	FREE to Contributors Contact Business Grow
Launching a Publicity Campaign	The information you place in your news release can make a real difference to whether you get publicity or not. Content is king. Copy is everything. Getting publicity means delivering what the media really wants. Find out how in this 3-page report.	FREE to Contributors Contact Business Grow
Six Common Pitfalls of Small Business Marketing & How to Avoid Them	Six common pitfalls of small business marketing and how to avoid them.	FREE to Contributors Contact Business Grow
Optimizing your Website Sizzle	Visibility on the Web can play a crucial role in boosting revenue and more and more businesses are finding Search Engine Optimization – or SEO – is a powerful and effective tool to get their businesses noticed. Find out how to improve your search engine rankings and boost your online sales.	FREE to Contributors Contact Business Grow

Miscellaneous

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