

Business Marketing Toolkit

Business
Grow

Smart marketing tools, strategies and information to help you promote your business, get published and sell more.

EXECUTIVE PROMOTION

Business Bio

Top-level executive promotion

Get noticed! A fully customized 2-page Business Bio can promote yourself, your business, products and services with eye-catching style. These highly flexible marketing weapons are purpose built to showcase your credibility, skill set and achievements and shift your personal and business promotion to a whole new level of professionalism.

Get the edge and use a Business Bio to make a real impact on your customers, partners, media, investors and potential employers.

Two versions available:

Business Bio-DATA (Q&A format)
Business Bio-PRO (article format)

See more information on P3.



Taylor Consulting Inc.

BUSINESS BIOGRAPHY



David Taylor
CEO, Taylor Consulting Inc.
Japan's leading IT Consulting company

Founded in 1987, Taylor Consulting Inc. (TCI) has become the leader in IT 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: (3) 5462 0875 Fax: (3) 5462 0877
E-mail: enquiries@tcglobal.co.jp
URL: www.tcglobal.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.

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 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.

What are your top selling products/services?

I.T. organizations are increasingly being asked to provide improved levels of service to clients. TCI's enhanced I.T. Automation and Infrastructure Management systems has allowed the company to focus on clients' core and strategic initiatives to enable profitable re-deployment of personnel and resources. This has been a significant area of growth for the business since launch in 2005.

NOTE

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

Business Bio-DATA

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

Revolutionizing Program Execution

PM-Global

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 the need for any need for outsourced project management (PM) services. But that attitude was needed 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 right 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 soared its way into the consciousness of the business community again.

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

Business Bio-PRO

BUSINESS MARKETING TOOLS



CSR Rewards

Corporate Social Responsibility
Rewards
SETUP GUIDE



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

Promote your business

Media Readiness Pack – An industry insider's guide for managers and entrepreneurs who want to secure media publicity for their businesses – without spending a fortune. Written by author of 350+ published articles.

Info: www.businessgrow.net/documents/CSR RewardsBrochure2.pdf

Help the community, environment

CSR Rewards – An easy-to-use, clip-on corporate social responsibility system that efficiently links company sales to support of environmental, community and charity organizations, and helps businesses like yours sell more.

Info: www.businessgrow.net/documents/MRPSample3.pdf

Supercharge your customer base

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, and expanding the product/service range you offer to customers – without associated R&D costs.

The Affiliate Program can help you:

- ✓ Recruit extra salespeople to sell for you without paying extra salaries.
- ✓ Increase earnings as others sell your products and services for you.
- ✓ Earn reseller commissions by selling for others.
- ✓ Boost your product/service range with zero development time or costs, and more.

Sample: www.businessgrow.net/documents/APSample.pdf

Affiliate Program

User Guide



Benefits:

- ✓ Expand your customer base by selling through other peoples' networks
- ✓ Recruit 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
- ✓ Zero investment setup costs and quick to launch
- ✓ Boost your product/service range with zero development time or costs
- ✓ Complete turnkey system – all instructions, letters and templates included
- ✓ Foster cooperation, not competition – promote others as they promote you
- ✓ Expand your network and sell more at the same time
- ✓ No cold calling and no magic tricks

Support your community and the environment

Make a difference! Order the Business Marketing Toolkit and Business Grow will donate 5,000 yen to the charity, environmental or community group of your choice.



Smart Marketing Toolkit

Want to boost income for yourself and your business?

Here's how – Business Grow has a new range of powerful business marketing products that is available for Resellers to promote to their customers in return for commissions payments of up to 50%.

The brochure at: www.businessgrow.net/documents/SMARTMarketingToolkit-R3.pdf contains information, pricing and reseller commission information for 6 high quality business products.

All Resellers are required to do is e-mail a short block of customized text (supplied by Business Grow) – containing a link to a 'live' version of the above-mentioned brochure – to any English-speaking professionals they know in Japan. Those interested in purchasing any of the featured products would be asked to mention the Reseller's name when they place their order with Business Grow. Business Grow would then pay the Reseller the relevant reseller commission payments for any products ordered.

If you are interested in becoming a Reseller, please contact:

Jonathon Walsh e-mail: info@businessgrow.net

Smart Marketing Toolkit
Marketing tools and information to help you promote your business, get published and sell more

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.

Prices: DATA version (G&A): 45,000 yen
PRO version (article style): 90,000 yen
Info Pack: www.businessgrow.net/documents/SBio-Profile.pdf
Samples: www.businessgrow.net/documents/SBioSamples.pdf

Market to virtually any potential customer
This high value package contains 25 powerful marketing tools, media services, reports and turnkey business marketing strategies that are laser focused on helping you: 1) obtain media exposure and; 2) promote your business to virtually any potential customer. Tailor made for executives who want to get serious about promoting their businesses, enter into B2B partnerships, benefit from getting published and boost sales. Contains the following, and more:
✓ Marketproven business marketing guide to obtaining valuable media publicity
✓ Press Connect Service – Receive customized support and a targeted business marketing strategy to promote your company to specific media related to your target market.
✓ Affiliate Program – An easy-to-implement turnkey system that quickly helps you create an affiliate network and boost revenues by selling through other peoples' networks – see over.
✓ Fully customized Business Bio – (either discounted or included – see above)
✓ Customized Press Kit – Use to promote your business to media organizations.
✓ CSR Rewards – A complete, easy-to-use, clip-on CSR system, and more.

MediaSMART Pack – Standard: www.businessgrow.net/documents/MSP-S.pdf Price: 49,000 yen (save 72%)
MediaSMART Pack – Premium: www.businessgrow.net/documents/MSP-P.pdf Price: 99,000 yen (save 65%)

ProductTRIAL
Receive 'realtime' feedback about your products and services from potential buyers. ProductTRIAL is an innovative system that can put your key products and services in front of your dream customers, enables them to experience the benefits for themselves under 'test' conditions, and that provides you with feedback to help you break your products and services into exactly what your customers want to buy. Benefits include:
- Exposure – Put your key products and/or services directly in front of the companies you most want to sell to and allow them to try them and provide feedback.
- Contact – ProductTRIAL can put you in direct contact with potentially high value customers.
- Incentive – Business Grow will give your customers a powerful incentive to purchase your products/services by offering them a package of special offers and discounts.
Consulting and Incentive Pack fees apply.
Brochure: www.businessgrow.net/documents/ProductTRIALbrochureV2.pdf

Have customers road test your products
Receive 'realtime' feedback about your products and services from potential buyers. ProductTRIAL is an innovative system that can put your key products and services in front of your dream customers, enables them to experience the benefits for themselves under 'test' conditions, and that provides you with feedback to help you break your products and services into exactly what your customers want to buy. Benefits include:
- Exposure – Put your key products and/or services directly in front of the companies you most want to sell to and allow them to try them and provide feedback.
- Contact – ProductTRIAL can put you in direct contact with potentially high value customers.
- Incentive – Business Grow will give your customers a powerful incentive to purchase your products/services by offering them a package of special offers and discounts.
Consulting and Incentive Pack fees apply.
Brochure: www.businessgrow.net/documents/ProductTRIALbrochureV2.pdf

Purchase this exclusive package & receive the below products – worth 17,000 yen – FREE.

- **Business Marketing Weapons**
Brochure showcasing 12 powerful marketing tools that can boost your sales and promote your business to virtually any potential customer.
- **Japan Networking Secrets**
Three-page report packed with tips, links and advice from some of Tokyo's top networkers.
- **Creating a High Performance Press Kit (e-book)**
Learn how to create a press kit and how to be prepared to send it to writers and editors to help you gain valuable media publicity for your business (right)
- **25% off a customized press kit** – Use to promote your business to media organizations. →
Info: www.businessgrow.net/documents/PressKitPackSample.pdf
- **Revving up your Corporate Communications**
Corporate communications advice from Nissan Motor Corporation.
- **10% off professional writing, editing and business promotion services – for 6 months.**
 - ✓ Promotional / In-house newsletters
 - ✓ Corporate newsletters, Business Bios
 - ✓ Executive interviews and articles
 - ✓ Creation of website and documentation text
 - ✓ Targeted business promotion
 - ✓ Multilingual translation, and more.

YOUR COMPANY LOGO

YOUR COMPANY NAME

PRESS KIT

Professional Editorial and Content Supply Services

www.yourbusiness.com

Creating a High Performance Press Kit

How to create a Press Kit to help you gain valuable media publicity for your business

By Jonathon Walsh, BUSINESS GROW

PRICING Full toolkit with:

- | | |
|----------------------|------------------------|
| 1/ Business Bio-PRO | 120,000 yen (Save 59%) |
| 2/ Business Bio-DATA | 75,000 yen (Save 70%) |
| 3/ No Business Bio | 49,000 yen (Save 76%) |

Products can be purchased individually.

To order, contact:

Jonathon Walsh
e-mail: info@businessgrow.net



More about Business Bio....

Business Bios are one of the most flexible tools available today to promote yourself, your business, products and services.

A Business Bio reviews, highlights and showcases your credibility, achievements, skill set and experience to make you and your company more attractive to customers, clients, partners, media and investors. Ideal for executive portfolios, company reports, sales packs, brochures and promotional documents.

Business Bio samples

Taylor Consulting Inc.

BUSINESS BIOGRAPHY





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

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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.

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.

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 products/services?

IT organizations are increasingly being asked to provide improved levels of service to clients. TCI's enhanced I.T. Automation and Infrastructure Management system has allowed the company to focus on clients' core and strategic initiatives to enable profitable re-deployment of personnel and resources. This has been a significant area of growth for the business since launch in 2005.

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Entrepreneur
Association
of Tokyo
No. 1000
E-mail: info@entrepreneur.co.jp
URL: www.entrepreneur.co.jp

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 small or large. The key to success lies in the way you communicate with your stakeholders and customers. One business that has successfully leveraged this is Nissan.

10-SECOND BRIEFING

Headline: Nissan's 2005 sales in Japan were up 10% from 2004.

Sub-headline: Nissan's 2005 sales in Japan were up 10% from 2004.

Body: Nissan's 2005 sales in Japan were up 10% from 2004.



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FEBRUARY 2006



"On the Project Management side, we have a lot of experience in the area of project management."

Revolutionizing Program Execution

How did a small Tokyo-based project management company reach the top of the world? The answer lies in the way they communicate with their stakeholders and customers. One business that has successfully leveraged this is PM-Global.

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Headline: PM-Global's 2005 sales in Japan were up 10% from 2004.

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FEBRUARY 2006



"On the Project Management side, we have a lot of experience in the area of project management."

Leveraging Offshore Software Development

How did a small Tokyo-based software development company reach the top of the world? The answer lies in the way they communicate with their stakeholders and customers. One business that has successfully leveraged this is TopTech Informatics.

10-SECOND BRIEFING

Headline: TopTech Informatics' 2005 sales in Japan were up 10% from 2004.

Sub-headline: TopTech Informatics' 2005 sales in Japan were up 10% from 2004.

Body: TopTech Informatics' 2005 sales in Japan were up 10% from 2004.

How can a Business Bio benefit me?

- ✓ **Strengthen your credibility** in the market with a stunningly presented biography showcasing your skills, achievements and experience.
- ✓ **Use in marketing campaigns** to market specific products and services.
- ✓ **Use as direct mail enclosures**, to enhance press releases, tenders, etc.
- ✓ **Use to showcase your products/services**, success stories, case studies, client lists, key achievements, company history, etc.
- ✓ **Send directly to magazine, newspaper and website editors** to encourage them to publish an article about your business.
- ✓ **Distribute at trade shows, seminars, conferences, meetings, etc.**

Profile Pack: www.businessgrow.net/documents/BBio-Profile.pdf
Samples: www.businessgrow.net/documents/BBioSamples.pdf

Additional Information

Business Grow provides

- ✓ Professional editing and writing services
- ✓ Customized business promotion strategies
- ✓ Business biographies
- ✓ Promotional and in-house newsletters
- ✓ Business promotion throughout Japan's foreign community
- ✓ Multilingual translation, and more.

Editing experience

- ✓ Currently assisting professional translators (by phone and Internet) with editing, proofreading and rewriting a wide variety of non-native translations.
- ✓ Editing non-native translations and producing high quality English without straying too far from original meaning.
- ✓ Proofing/editing experience with pre-print hardcopy, using attention to detail to ensure that expensive print runs are error free.

Published work

- ✓ **Over 350 articles published in magazines and websites between 2002 and 2008.**
- ✓ **Letters to the Editors** printed in both New Zealand and Japan (*New Zealand Herald* and *The Japan Times*);
- ✓ **Six self-published books:** *'Finding a Job,' 'Jon's Japanese,' 'New West Side Story,' 'Reflections on Life,'* etc.
- ✓ **Articles published online:**

- 1/ www.ea-tokyo.com/downloads/EI_Nissan.pdf – Nissan Motor Corporation
- 2/ www.ea-tokyo.com/downloads/EI-EA-Tokyo-Sozon-Final.pdf – Sozon SEO
- 3/ www.ea-tokyo.com/seminars/seminarsummaries/20050906.php – Dyson Japan
- 4/ www.ea-tokyo.com/seminars/seminarsummaries/20040511.php – eigoTown
- 5/ www.anzccj.jp/news/001vol25/vol25_issue01.pdf?PHPSESSID=b2f2226edeb68525f1b2451efe117979
– 'Nothing Like A Taste of Home' (Foreign Buyer's Club, P5)

Client List

Jonathon Walsh has either directly edited or carried out work for the below companies on behalf of an intermediary.

- Microsoft Corporation
- Oracle Corporation
- BP p.l.c
- Exxon Mobil Corporation
- Toyota Motor Corporation
- Nissan Motor Corporation
- Lexus
- NTT DoCoMo
- JR East
- The University of Tokyo
- Canon Inc.
- Hitachi
- Sanyo
- Epson
- SAP
- Komatsu
- Brother
- Yamaha
- Kyocera
- Mitsubishi Chemical Corp.
- Japan Oil, Gas and Metals National Corporation (JOGMEC)
- NYK Shipping Line
- Kao Corporation
- Konica Minolta
- Fuji Xerox
- Kawasaki Motors
- ANA Hotel
- Hosei University (Tokyo)
- Roppongi Hills Club
- Hiragana Times
- Serumi Medical Instruments
- Tokyo Motor Show 2003
- Makino J Machinery
- Global House-Aichi Expo 2005