



Business Marketing Weapons

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To find out more about any of the featured products, please contact **Jonathon Walsh**

BUSINESS GROW

Professional writing, editing and business promotion services
 e-mail: info@businessgrow.net URL: www.businessgrow.net



Introduction

This Business Marketing Weapons brochure presents information about 12 powerful business marketing tools, packages and strategies that can help you promote your business to virtually any potential customer, obtain media exposure, boost your customer base, increase sales and cut costs. This brochure is presented in 6 parts –

BMW Part 1	Promotion Pack, Corporate Newsletters, Business Newsletters
BMW Part 2	Business Bio
BMW Part 3	SmartMarketing Toolkit
BMW Part 4	InfoPaks
BMW Part 5	Customized e-books
BMW Part 6	ProductTRIAL

About Business Grow

Business Grow is an innovative Tokyo-based company specializing in providing professional writing, editing and business promotion services including –

- In-house and promotional newsletters and articles
- Business biographies, promotional faxes, press releases
- Innovative business marketing packages and turnkey strategies
- Business promotion throughout Japan's foreign community
- Professional editing, multilingual translation services
- Website text creation, copywriting services

Business Grow has provided writing/editing services either directly or indirectly to:

Toyota Motor Corporation, Nissan Motor Corporation, Microsoft Corporation, Oracle, NTT DoCoMo, Canon Inc., Hitachi, Sanyo, JR East, Komatsu, Tokyo University, BP p.l.c., Exxon Mobil Corporation, SAP, Epson, Komatsu, Brother, Yamaha, Mitsubishi Chemical Corp., and others.



PROMOTION Pack

Get published. **Faster.**

RECEIVE –

- ✓ Customized Press Kit.
- ✓ List of sales points and business sound bites.
- ✓ Tailored business promotion strategy.
- ✓ Customized Business Bio.
- ✓ MediaSMART Pack containing over ¥250,000 of products and services.
- ✓ 10% off an InfoPak.

The **Promotion Pack** is a consulting service that lets you concentrate on what you do best while Business Grow does the work for you to **1/** create a Press Kit and **2/** help you promote your business. The Promotion Pack also provides you with a powerful **Business Promotion Toolkit** (see below) containing smart business tools to help you sharpen your marketing strategy. For a very competitive consulting fee, Business Grow can work with you to craft an effective **Business Promotion Strategy** to promote your business. How? –

1/ PREPARATION – we can

- ✓ Create a customized **Press Kit** – an important tool for promoting your company to media organizations (above).
- ✓ Identify your **sales points** and write attention-grabbing **business summaries** and **sound bites**.
- ✓ Discuss and create a **business promotion strategy** to promote your business to your target market.

2/ BUSINESS PROMOTION TOOLKIT – you also receive:

- ✓ A professionally edited 2-page **Business Bio-DATA** (see below) about you and your business. A Business Bio can be used to promote your business, products and services to potential customers, media, partners and investors. **More info:** www.businessgrow.net/documents/BBio-Profile.pdf
- ✓ **MediaSMART Pack** – Packed with over ¥250,000 of business reports, marketing and networking tips, innovative sales strategies, a powerful money management program, a complete clip-on CSR strategy, and more aimed specifically at helping you cut costs, boost profits and promote your business – www.businessgrow.net/documents/MSP-S.pdf (see below).
- ✓ **10% off an InfoPak** – A custom-designed newsletter that provides your free ‘use-right-now’ advice to potential customers, and proactively markets your company to them at the same time (see www.businessgrow.net/documents/BMWPT4.pdf).



Purchase the Promotion Pack and receive a customized 2-page Business Bio

3/ OPTIONAL TARGETED PROMOTION (additional ¥20,000 fee)

Using our extensive network, Business Grow can contact on your behalf selected magazines, websites and professional business organizations to attempt to get an article published about your business.

PRICES

Promotion Pack: **¥90,000**
 Promotion Pack (excluding Business Bio): **¥60,000**
 Press Kit production service only: **¥15,000**

Corporate Newsletters

Are you communicating effectively with your staff and customers?

Read on to learn how to make your message **STAND OUT** from the rest – and sell more

What are corporate newsletters?

Corporate newsletters are a great way for you to keep in regular contact with your customers, build trust, and on-sell your products and services.

In a nutshell, a corporate newsletter is an **information-packed document that provides key, relevant and useful information** about core products, services, latest news, special offers, sales campaigns, new product launches, departmental news, company achievements, and more.

Corporate newsletters deliver this information to customers in a clear, easy-to-read format – **and enable you to advertise and on-sell at the same time**. Corporate newsletters are ideally distributed to your staff as well as current and potential customers on a regular, ongoing basis.

What's the deal?

Business Grow can work with you to create an interactive and informative corporate newsletter for you to distribute to staff and customers.

Benefits

- ✓ Corporate newsletters can start from 1 page and be expanded as and when necessary.
- ✓ Keep your company's latest news in front of your customers on a regular basis.
- ✓ Highlight discounts and special offers and encourage customers to visit your website.
- ✓ Corporate newsletters can be totally customized using your corporate colors, logo and graphics.
- ✓ They can be edited in English, Japanese or bilingual formats, enabling them to be read by thousands.
- ✓ Utilize the skills of professional writers without having to directly employ them.
- ✓ Once finalized, Business Grow can supply you with newsletters in print, plain text and PDF formats.

How to use corporate newsletters

- Place PDF files of your corporate newsletters on your website and alert staff and customers to them by e-mail.
- Place newsletters in reception and meeting rooms.
- Equip sales staff to give to prospective customers.
- Include portions in company reports, advertising, brochures, etc.



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 services, talk with the press, or communicate with stakeholders and customers. The business that has turned good communication into an art form in Nissan Motor Company Ltd., Japan's second largest and arguably most competitive automobile manufacturer. Under the stewardship of CEO Carlos Ghosn, Nissan's philosophy has been to share information not only internally but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

10-SECOND BRIEFING

LOCATION: Chicago, Tokyo
NET SALES: \$204.4B US \$17.5B JAPAN
OPERATING INCOME: \$204.4M US\$12.5B JAPAN
EMPLOYEES: 31,567



NISSAN CORPORATE REPORTS

Tools in Nissan's corporate information library include:

- Annual Report
- Business Report
- Environmental Report
- Sustainability Report
- Fact File
- Corporate Profile

INNOVATION SPOTLIGHT

HISTORY OF NISSAN MOTOR CO. LTD.

Strategy starts with a message

STRATEGY SPOTLIGHT

Nissan Motor Company newsletter – designed by Business Grow

PRICES: ¥30,000 per page – includes writing and design costs. **You receive:** printed, text and pdf files.

SPECIAL OFFER: Order a 3+ page corporate newsletter and receive ¥259,000 of powerful business tools and information – **FREE**. Please see www.businessgrow.net/documents/MSP-S.pdf for more information.

Business Newsletters

Promote your business throughout Japan's foreign community

Business Grow specializes in producing top quality business articles for clients and placing them in carefully selected media in Japan to maximize clients' exposure to their target markets. Business Grow may be able to promote your business to members of selected professional business groups in Japan's foreign community through a business newsletter – a **sponsored 1-2 sided information-packed promotional document** (see images below) – that can be distributed to members and seminar attendees.

Business newsletters are designed to act as vehicles for businesses like yours to provide key, relevant and useful information to business organization members in a clear, easy-to-read, take-home format – *and advertise at the same time.*

Business newsletter samples

Business Grow website: www.businessgrow.net/documents/BBioSamples.pdf

Entrepreneur Association of Tokyo website: www.ea-tokyo.com/resources/articles.php

Australia-New Zealand Chamber of Commerce website:

- a/ 'Internet Giant Brewed Over Beers' (ValueCommerce) – www.anzccj.jp/news/002vol26/vol26_issue02.pdf
- b/ 'Networking Secrets for Success' (Pages 6 & 8) – www.anzccj.jp/news/001vol26/vol26_issue01.pdf
- c/ 'Nothing Like A Taste of Home' (Foreign Buyer's Club, P5) www.anzccj.jp/news/001vol25/vol25_issue01.pdf?PHPSESSID=b2f2226edeb68525f1b2451efe117979

Talk to Business Grow to find out whether we can create and distribute a business newsletter about your company to members of professional business groups in Tokyo – **providing targeted publicity for your business.** If all relevant criteria are met, a business newsletter about your business can be:

- 1/ Distributed to everyone who attends the target professional group's upcoming seminar
- 2/ E-mailed to everyone on their mailing list, and,
- 3/ Placed in their website for everyone to read (conditions apply).

http://www.anzccj.jp

Volume 26, Issue 1, March 2007

AUSTRALIA - JAPAN SOCIAL SECURITY AGREEMENT SIGNED

On 27 February, Australia's Minister for Families, Community Services and Indigenous Affairs, the Hon. Mr.唐英, and Japan's Ambassador to Australia, His Excellency Mr. Masahiko Higuchi, signed the Australia-Japan Social Security Agreement.

The new Social Security Agreement between Australia and Japan will help to ensure that people who move between the two countries will continue to have access to social security benefits. The agreement will also help to ensure that people who move between the two countries will continue to have access to social security benefits.

INTERNET GIANT BREWED OVER BEERS

The most comprehensive site ever created in the history of the Internet is a website that has been created by a team of experts from the Internet giant, Google. The website is a comprehensive guide to the Internet, and it is available in many languages.

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Shared Learning for Faster Business Growth

Expert Insight

Getting Noticed - Optimizing your Website Size!

Many say, full disclosure and optimization is the most sure product your company has to offer. However, there is one thing you need to be successful. The product is in large "all people buy online" - rather the product has been found in a small niche market. If you will spend their money with a company that has been found in a small niche market, it's not your company that is probably your competition.

—Samuel, President Any System

Visibility on the Web can play a crucial role in boosting revenue and secure more business as finding Search Engine Optimization - or SEO - is a powerful and effective tool to get their businesses noticed. How can you ensure your search engine rankings and best your online sales?

In Japan, Tokyo-based online marketing company **Sozon Inc.** is leading the market in the ever-expanding field and in the past two years they have helped the likes of ANA, Nippon and Nikomat with their SEO needs.

"Our goal is to help clients generate measurable increases in both traffic to their website and sales that result from this traffic, by helping them to target and rank highly for specific keywords in search engines and then convert them into prospects both their click and conversion rates," Kaylon says.

Key benefits of SEO strategy for small businesses:

- It is often said that the internet is a level playing ground where even small companies have the opportunity to look like large businesses through the use of good looking website.

Sozon Inc.

Strategic Optimization Zone

Entrepreneur Association of Tokyo

The only magazine E-mail: info@ea-tokyo.com URL: www.ea-tokyo.com

MAY 2005

Paul Austin

"In SEO, lots of effort is not the key to success, rather the secret is 'lots of correct effort.'"

Eyes on Traditional Art

Living by Fire, Passion and the Sword

The Ancient Art of Swordsmithing in Modern-day Japan

by Jonathon Walsh

What photo do you, passion and the sword - a potent cocktail of ingredients that is usually the hallmark of death and destruction - have in modern day Japan?

Well, if you combine the mix, you will likely find Tetsu Nakano, a Canadian apprentice swordsmith, who is working to join an elite group of individuals that at one stage produced weapons used by the deadly samurai.

How does one become a swordsmith and what is involved in this centuries old profession that now employs only about 200 in Japan?

"It was during a trip to Okazaki prefecture with some friends in 2002 that I discovered the craft of swordsmithing by chance," says Tetsu, who came to Japan in the same year motivated only by a desire to experience Japanese culture first hand. Following the creation of fires in traditional sword and pottery centers in ancient Japan by a Japanese metal pioneer in well known Japanese writer Iijima Yohkichi's book 'Mushashi', Tetsu asked a friend to search the area for a traditional swordsmith, without actually believing any still existed.

Photo: Tetsu Nakano

NOT FOR RESALE