

SmartMarketing Toolkit

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

Shared Learning for
Faster Business Growth

Expert Insight

Revving up your Corporate Communications

Effective corporate communication 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 manufacturer. Under the leadership of CEO Carlos Ghosn, Nissan's phonebook-size size from the auto 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 White spoke with Steven Spindel, Vice President of Global Communications at Nissan, to discover some of the company's corporate communication 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 works hard to ensure that the automaker's countless customers from out of a sprawling back-log of date, give employee morale and planning global market share.

10-SECOND BRIEFING

INDUSTRY: Automotive
LOCATION: Chikago, Tokyo
ESTABLISHED: 1933
NET SALES 2004: \$4.576 billion
CURRENTLY INCOME 2004: \$1.2 billion
EMPLOYEES: 16,547

Photo: Steven Spindel

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

Business Bio

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 (Q&A): **45,000 yen**

PRO version (article style): **90,000 yen**

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

Samples: www.businessgrow.net/documents/BBioSamples.pdf

MediaSMART Pack

A comprehensive package of customizable smart marketing products, powerful turnkey business marketing strategies and informative business e-books and reports laser focused on helping you promote your business and obtain media exposure. Tailor made for executives wanting to get serious about promoting their businesses, enter into B2B partnerships, benefit from getting published and boost sales. Contains proven keys to obtaining publicity, including:

- ✓ **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.
- ✓ **Customized Press Kit** – Use to promote your business to media organizations, and more.

Prices start from **69,000 yen**

MediaSMART Pack – Standard: www.businessgrow.net/documents/MSP-S2.pdf

MediaSMART Pack – Premium: www.businessgrow.net/documents/MSP-P.pdf

MediaSMART Pack Standard

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

50% off Business Bio

1. A fully customized 2-page Business Bio (DATA) to help you promote yourself, your business, products and services. (See image of top and page 1 for more information.)

Promote your business

2. **Media Readiness Pack** – A 28-page guide for business owners and entrepreneurs who want to secure valuable media publicity for their businesses – without spending a fortune. Written by author of 200+ published articles.

3. **Business Marketing Weapons** – Brochure showcasing 12 powerful marketing tools that can boost your sales and promote your business to virtually any potential customer.

4. **4 Ways to Make Money Anywhere** – Discover 4 innovative strategies to earn an income from home.

5. **Japan Networking Secrets** – 3-page report packed with tips, links and advice from some of Tokyo's top networkers.

6. **Renewing up your Corporate Communications** – Valuable corporate communication advice from Nissan Corporation.

CostTracker money management system

7. A powerful multi-function system that helps you track your income and expenses, out costs, boost profits, improve your sales strategy, manage your taxes, prepare a budget, and produce regular financial reports (for right).

Help the community, environment

8. **CSR Rewards** – An easy-to-use, clip-on Corporate Social Responsibility system that supports environmental, community and charitable organizations, and helps businesses like yours sell more.

9. **Green Office Checklist** – 07 checkpoints to help you "green" your office and cut costs.

SPECIAL BONUS

Purchase the MSP within 30 days and receive the below and everything overleaf:

Media publicity evaluation – Business Grow can evaluate your business to determine whether we can secure media publicity for you in a magazine, newspaper or website.

50% off customized press kit – Use to promote your business to media organizations.

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 and other methods – see overleaf.

Press Kit

Value: 259,000 yen

Price: 69,000 yen (save 73%)

Photo: Steven Spindel

SAVE MONEY AND THE ENVIRONMENT

Sales Booster Pack

Power up your sales!

Order a Sales Booster Pack and Business Grow will donate \$5,000 to the charity, environmental or community group of your choice... and give you a turnkey Sales Incentive System – FREE (see next)

Products and information to promote your business and boost earnings

Promote your business

1. **Media Readiness Pack (MRP)** – A 28-page guide packed with proven tips for business owners and entrepreneurs who want to secure valuable media publicity – without spending a fortune. Written by author of 200+ published articles.

2. **Business Marketing Weapons** – Brochure showcasing 12 powerful marketing tools that can boost your sales and promote your business to virtually any potential customer.

3. **10% off a Business Bio** – A fully customized 2-page Business Bio (DATA) to help you promote yourself, your business, products and services.

4. **4 Ways to Make Money Anywhere** – Discover 4 innovative strategies to earn an income from anywhere.

5. **Japan Networking Secrets** – 3-page report packed with tips, links and advice from some of Tokyo's top networkers.

6. **Affiliate Program** – An easy-to-implement turnkey system that quickly helps users create an affiliate network and boost revenues by selling through other peoples' networks, earning reseller commissions, stimulating B2B cooperation, and expanding the production/service range users offer to customers – without associated B2B costs.

CostTracker money management system

7. A powerful multi-function system that helps you track your income and expenses, out costs, boost profits, improve your sales strategy, manage your taxes, prepare a budget, and produce regular financial reports (for right).

Protect the environment

8. **CSR Rewards strategy** – A complete easy-to-use clip-on Corporate Social Responsibility system that supports environmental, community and charitable organizations, and helps businesses like yours sell more.

9. **Green Office Checklist** – 07 checkpoints to help you "green" your office and cut costs.

Japan Business Resource Directory

10. 21 pages containing a professional groups directory: entrepreneur, professional, chambers of commerce, etc. and useful business resources: online networking tools, business promoter tools, business magazine listing, professional training resources, and more.

Standard version

Business Bio Info Pack – www.businessgrow.net/documents/BBio-Profile.pdf

Products and services provided by Business Grow

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Sales Booster Pack

The Sales Booster Pack (SBP) has been designed for one purpose – to help businesses like yours sell more. The SBP contains a high value suite of powerful business tools and sales incentive strategies to help you obtain media exposure, cut costs and boost sales. The Sales Booster Pack contains:

- ✓ **Proven marketing guide** to obtaining valuable media publicity.
- ✓ **10% off a fully customized Business Bio** – see above.
- ✓ **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 and other methods – see overleaf.
- ✓ **Business Marketing Weapons** – Brochure showcasing 12 powerful marketing tools that can promote your business to virtually any potential customer → P3.
- ✓ **CSR Rewards strategy** – A complete, easy-to-use, clip-on corporate social responsibility system that supports environmental, community and charitable organizations, and helps businesses like yours boost sales – and much more.

Price: **85,000 yen**

Brochure: www.businessgrow.net/documents/SBP-S.pdf

Purchase any product below and receive the freebies shown on P3



Get Published

An industry insiders guide for business executives and entrepreneurs who want to secure quality publicity for their businesses • *without spending a fortune*

By Jonathon Walsh, Business Grow

Get your business published

Media Readiness Pack – If you want to enjoy the benefits that come from having your business written up in a magazine or website, this comprehensive guide to getting published is for you. Packed with proven tips for business owners and entrepreneurs who want to secure valuable media publicity – *without spending a fortune*.

Written by a widely published business journalist and author of 350+ articles published in Japan and abroad.

Two sections cover:

PREPARE – How to prepare your business to be published should an editor call.

PROACTIVE – How to proactively promote your business to an editor.

Includes guide to creating a press kit, sample media introduction letters, how to send an article pitch to an editor, and more.

Special Price: 15,000 yen

Sample content: www.businessgrow.net/documents/MRPSample.pdf

Support the community and environment

CSR Rewards strategy – A complete, easy-to-use, clip-on corporate social responsibility system that supports environmental, community and charitable organizations, and helps businesses like yours sell more. A great way to cement your CSR/environmental credentials while simultaneously tapping into the fast-growing eco market. Includes setup guide, list of charities and environmental organizations, introduction letter, and more.

The prime objectives of the CSR Rewards strategy are to:

- 1/ **Improve revenues for environmental, community and charitable organizations, and**
- 2/ **Boost your sales** by enabling you to advertise to your potential customers that a portion of your revenues from the sales of products/services will be donated to an organization(s) of their choosing.

Special Price: 49,000 yen

Sample content: www.businessgrow.net/documents/CSRRewards-Sample.pdf



Corporate Social Responsibility
Rewards

SETUP GUIDE



SMART Business

Affiliate Program

The Smart Way to Grow Your Business

User Guide

Benefits:

- ✓ 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
- ✓ Zero/minimal 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



e-mail: info@businessgrow.net
URL: www.businessgrow.net

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, stimulating B2B cooperation, and expanding the product/service range you offer to customers – without associated R&D costs.

The Affiliate Program can help you:

- ✓ 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.

Includes: User Guide, fill-in-the-gaps introduction e-mail and letter, affiliate analysis check sheet, and more.

Special Price: 49,000 yen

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

Purchase any product shown on P2 and receive everything shown below

10% off professional writing, editing and business promotion services – for 6 months

- ✓ Professional editing and writing
- ✓ Promotional / In-house newsletters
- ✓ Business and corporate newsletters
- ✓ Creation of website & documentation text
- ✓ Business promotion, and more.

Business Marketing Weapons

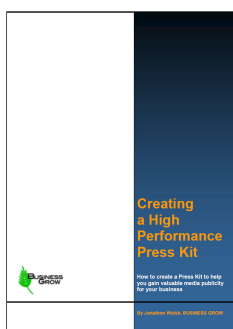
Brochure showcasing 12 powerful marketing tools that can boost your sales and promote your business to virtually any potential customers.

- ✓ Business newsletters
- ✓ Corporate newsletters
- ✓ Customizable e-books
- ✓ InfoPaks
- ✓ Business Bio
- ✓ Promotion Pack, & more.



Press Kit Guide

Learn how to create a Press Kit, what to include, and how to be prepared to send your Press Kit to writers/editors to help you gain valuable media publicity for your business.



Support charities, community and the environment

- ✓ **Place an order for more than 50,000 yen and Business Grow will donate 5,000 yen to the charity, community or environmental group of your choice.**
- ✓ **Also receive a Green Office Checklist**
– 97 checkpoints to help you 'green' your office, reduce waste and boost profits.

How to order

1. **Select the product(s) you want to order.**
2. **Contact Jonathon Walsh at info@businessgrow.net and place your order.**
3. **To receive a 10% discount, be sure to mention the name of the Authorized Reseller who introduced you to this brochure (if applicable).**

*Prices subject to change without notice.
Offers expire December 31, 2010.*

Business Grow provides

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

Contact: Jonathon Walsh

E-mail: info@businessgrow.net

URL: www.businessgrow.net



