

Having trouble getting your products and services in front of key clients?
Want more exposure for your business?



Professional editorial and advertising services



Here's a smart new way to do it – create an InfoPak and give it away.

InfoPaks provide a new way to laser focus your marketing and put your business, products and services in front of key potential clients.

What is an InfoPak? You're reading one. InfoPaks are custom-designed newsletters that provide your free, use-right-now business advice to potential customers ...and proactively markets your company to them at the same time.

How are InfoPaks created?

- 1/ LIST** the key products or services you want to market, ie: software development services, affiliate sales programs, Web design services, education/training programs, accounting software, outsourcing solutions, etc.
- 2/ CONSULT** with Business Grow to determine how your products, services and associated expertise can be authoritatively promoted in a way that will offer free advice, information and value to the companies you most want to gain business from.
- 3/ CREATE** – Let Business Grow create custom-designed InfoPaks to proactively and positively promote your company as a valuable, reliable and trustworthy business partner.
- 4/ SEND** – InfoPaks can be given away to your potential clients by e-mail, direct mail, fax, etc., or sold/given away as e-books.

InfoPak samples

Discover your Sales Points – www.ea-tokyo.com/downloads/InfoPak-SalesPoints.pdf
Creating a Press Kit – www.ea-tokyo.com/downloads/InfoPak-PressKitPDF.pdf

How can InfoPaks benefit my business?

- Strategically market your products and services** – By distributing InfoPaks free to your potential customers, you not only offer them quality advice, but you very importantly expose them to your products and services. *This alone can open doors to new business.*
- Make contact** – InfoPaks give you a great reason to contact potential clients – *a reason you may never have had before* – to discuss work, arrange a meeting or presentation, etc.
- Encourage customers to buy** – Use an enticing special offer, discount or incentive to encourage customers to contact and do business with you (see left).
- Smart marketing** – By offering solid practical advice, you demonstrate your experience, showcase your knowledge, and underline your competence.
- Total flexibility** – InfoPaks can be used as a tool for once-only promotion of a specific product or service, or as part of an InfoPak advertising campaign to effectively promote an entire range of products or services.

More information overleaf

PRICES: 1 page: 50,000 yen 2-30 pages: please ask for a quotation.
YOU RECEIVE: Text and pdf files of your InfoPak + 25 full color printouts.

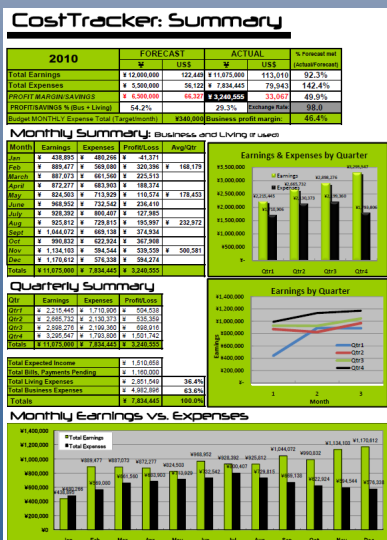
SPECIAL OFFER

Order a 1-page InfoPak and receive

COSTRACKER

money management system – a powerful multi-function MS Excel-based system that helps you track your income and expenses, cut costs, forecast capital growth, manage your taxes, identify key profit drivers, and much more (image below).

BELOW: Summary page





How InfoPaks work to effectively promote your business



Discover your Sales Points

Your company logo



Professional editorial and advertising services

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 to creating an effective marketing strategy. How can you identify your sales points – the factors that really make you stand out from the crowd?

Doing so is not difficult provided you clearly analyze your strengths, says Jonathon Walsh, director of Tokyo-based editorial and advertising service company Business Grow. Use the following investigative process to pinpoint key factors about your business to base your new or existing marketing strategy on.



- Identify your Sales Points

This is a key first step in the process of marketing your business and attracting publicity. To differentiate your business from the multitude of others, you need to identify and promote your Sales Points. Sales Points are facts and factors that make your business stand out – they are your 'edge' and are very often the reason a customer will place an order with you. Sales Points also highlight areas that you should consider emphasizing in your marketing and focusing on to a greater extent. Perhaps you will have already highlighted your Sales Points in your business plan, but if not, here are some key questions that will help you identify them.

- 1/ What key points do you believe separates your business from your competition? Consider attention-grabbing topics that come to mind about your business, i.e. recent product launches, awards you have won, announcements, cutting-edge technology, areas where sales are dramatically increasing, methods you have used to overcome large or overwhelming odds, hot new strategies, etc.
- 2/ Are you doing well in a niche market? If so, why do you believe you are succeeding?
- 3/ Are you engaged in any business activities that none of your competitors are? If so, list them.
- 4/ What products or services are you selling most of, and why?
- 5/ In which areas are you seeing the greatest growth?
- 6/ Have any of your products or services been copied by other companies? If so, list reasons.

- The Final Analysis

Once you have listed some answers to the above questions, you will need to sort them into order. Consider:

- **Think long-term** – Based on the direction you want to take your business in, what products and/or services will you need to sell more of to get you there? List them.
- **Make a shortlist of the most important, innovative, or attention-grabbing Sales Points.**
- **Ask trusted customers and staff to grade your shortlist** in terms of how stand-out and attention-grabbing the items are from their detached viewpoint.

After completing this process, you should have a reasonably clear idea of your company's Sales Points. This is an important first step to creating an effective marketing strategy.

To find out how to leverage your Sales Points to sell more, contact Business Grow.

Attention grabbing tag line

Introduction to yourself and your business

Your use-right-now informative advice

This is the core of an InfoPak and will ideally be made up of practical tips and advice that will directly benefit your potential customers who receive your InfoPaks

Your key products and services

Encourage customers to buy

Use an enticing special offer, discount or incentive to encourage customers to do business with you and/or to contact you for more information about specific products or services

Want to learn more about creating Sales Points?

For a FREE Sales Points Work Sheet, send an e-mail to Jonathon Walsh at info@businessgrow.net

SPECIAL OFFER

Receive a 20% discount off Business Grow's laser-focused 'Media Readiness Pack' report – written by an experienced media industry insider and packed full of proven, ready-to-use strategies and advice to secure valuable publicity for your business.



Business Intelligence



Creating a Press Kit

If an Editor called you today wanting to write a story about your business with a 2-day deadline, would you be ready?

Many businesses are not, and subsequently miss out on being published by 1,000s of potential customers. Find out how to prepare to be published in this FREE newsletter from Business Grow.

Securing quality media coverage is just about the best exposure a business can get, says Jonathon Walsh, director of rapidly growing editorial and advertising service company Business Grow, and author of more than 300 published articles in Japan.

Q: How can you overcome this barrier to publicity and get a step ahead of the competition? A: Create a PRESS KIT.

Why does having a press kit make good business sense? An article about your business printed in a magazine or posted on a website can provide high sales for little or no cost! With a press kit, a business owner will be able to instantly list off all the relevant facts about themselves, their business, products and services to an Editor. [Click here to see what's included.](#)

What should be inside your press kit? Here's an essential checklist:

Information:

- Key information or summary about your company's activities – key points in bullet format.
- A list of company achievements and milestones.
- Points of difference – what makes your company stand out from the competition?
- Sound bites – 2-3 quotable statements that describe the core activities of your business.
- Testimonials – include positive and specific quotes or testimonials from satisfied customers.
- Other information – Key services, Client list, ISO, staff, latest sales revenue figures, etc.
- Contact details of a person within your company who is able to effectively field press enquiries.

Images:

- Approximately 7-8 high quality photos and/or images. These should be large and in the correct format. As a standard rule of thumb, photos/images should be JPEGs of at least 300x300 pixels and suitable for maximum and 75 dpi for printing. Images should include:
 - Photos of staff (heads and at least one high quality photo of the manager/director/CEO).
 - Photos taken around the office – inside and outside.
 - High quality photos of key products or services.
- Provide clear and succinct captions for all photos you supply type these into a document.

For assistance with preparing a Press Kit, please contact Business Grow.

Business Grow provides Corporate Editing & Writing, Promotional/In-house Newsletters, Executive Biographies, Websites & Documentation Text, Business Promotion, Multilingual Translation, and more. e-mail: info@businessgrow.net URL: www.businessgrow.net

Hints for use

- ✓ Distribute your InfoPaks by e-mail and/or fax, use as direct mail inserts, hand out at seminars and presentations, etc.
- ✓ Offer InfoPaks to prospective customers to showcase your expertise and make contact.
- ✓ Potential target audience: Customers, clients, vendors, suppliers, staff, partners, affiliates, etc.

Sample InfoPak

