

BREAKTHROUGH MARKETING *Essentials*

Tools to
market your business
to virtually
any potential customer



TURN HEADS



ATTRACT CUSTOMERS



SELL MORE

SOLUTIONS DASHBOARD

Start here _

I want...

- To market my business to virtually any potential customer 4
- To present targeted sales pitches every time 4
- Top-level promotion tools for myself and my business 4
- Smart PR documents to instantly upgrade my business image 5
- To keep my customers up to date about my business and on-sell to them at the same time 5
- A professional upgrade of my website and marketing material 3
- Eye-catching handouts for seminars/meetings 3
- To learn how to get media publicity for my business 7
- To leverage my special expertise to boost sales 6
- A press kit/press releases to promote my business to media 6
- To create an affiliate network and boost revenues 7
- To contact Business Grow 10

Work with us and you'll be in **good** company



- | | |
|----------------------------|----------------------|
| ● NTT Communications | ● NTT DoCoMo |
| ● Microsoft Corporation | ● JR East |
| ● Oracle | ● Seven & i Holdings |
| ● BP p.l.c | ● Canon Inc. |
| ● SAP | ● Hitachi |
| ● Citibank | ● Sanyo |
| ● Toyota Motor Corporation | ● Epson, and more. |

Professional editorial, writing and business promotion services



SPECIAL OFFERS

Purchase any product or service over **40,000 yen** and receive any 1 product or discount worth up to 75,000 yen from Business Grow's [Business Booster Pack](#).

SUPPORT THE COMMUNITY!

5% of profits go to
[Second Harvest Japan](#) food bank

Q: What is Breakthrough Marketing Essentials?

It's the Corporate Communications department you can utilize without actually having one.

Breakthrough Marketing Essentials is a carefully constructed **package of improvements, creative initiatives and smart business promotion products and strategies** that can be quickly launched to upgrade the image you present to customers and **give them rock solid reasons to buy from you – today.**



In short, it gives you more ways to sell more – FASTER

All our products, services and strategies work in synergy to **boost our customers' sales** and enable them to **promote their businesses through a diverse range of channels**. Customers can pick and choose the products, services, packages and consulting services they require to optimize their strategy.

Review



Review your existing website, brochures and marketing materials, and current marketing strategies.

Identify your key **Sales Points** and target market(s).

**See
P3**

Renew



Edit, polish and renew existing website text and marketing materials – where necessary and based on your Sales Points (see above) – to optimize its collective impact in the eyes of your target audience.

AIM: Catch eyes, attract interest, lengthen page views, encourage sales.

**See
P3**

Create



Create new marketing and promotional products and services to promote your business to both general and specific target markets.

AIM: Develop fresh content where necessary, ie: [executive and business biographies](#), [corporate profiles](#) and [newsletters](#), case studies, blog posts, [press releases](#), [press kits](#), promotional material, and more.

**See
P4-6**

Market



Build a focused strategy to market your business through [magazines](#), newspapers, professional business websites, social media, online articles, press releases, B2B, [CSR programs](#), [affiliates](#), incentive marketing, product trials, market surveys, and more.

**See
P7**

Website and Marketing Material Review



REVIEW

As experienced media experts, Business Grow offers an **efficient, English website and document checking service**. We can provide advice regarding correct English usage in websites, reports, documents, public relations/investor relations material, e-mails, and more. We can:

- ✓ **Review** your existing website and marketing material with a view to **optimizing its impact** on your target audience and ensuring it is effectively promoting your business.
- ✓ **Present** you with a **Recommendation Report** listing key ways your website and marketing content could be improved, tweaked and tailored.

Recommendations may include:

- Creating a blog site and using it to cross-promote your business
- Producing more readable, attractive content to increase and extend page views
- Adding features to enable greater customer interaction and feedback
- Adding videos, how-to guides, shared links, and more.

Q??

Are your customers effectively promoting your business?

We have incentive tools that can encourage them.

RENEW

Business Grow's professional editing and writing service can help customers polish up marketing materials, or write them from scratch. We can:

- ✓ **Proofread** your website, rewrite and correct grammar, and improve style where necessary
- ✓ **For your website, brochures and other marketing materials**, we can upgrade and produce fresh content including **business articles**, **executive biographies**, sales and marketing letters, case studies, **corporate fact sheets**, **newsletters**, advertorial, blog posts, business success stories, **press releases**, **promotional material**, and more.
- ✓ **Provide high quality translation services** to translate your documents between English and Japanese. Business Grow's Tokyo-based translation partner **Comsus** has been servicing an extensive range of blue chip corporates, industry leaders and many other clients around the world for almost 25 years.

Results

Receive website text and marketing material that:

- ✓ Are carefully tuned to appeal – and sell to – your target market
- ✓ Attract, rather than turn off readers and site visitors
- ✓ Work to boost sales.

> Download [brochure](#)

Business Grow has edited websites, IR and PR materials and other documents for:

NTT Communications	Nissan
Toyota	Oracle
Microsoft	Citibank
SAP	Hitachi
Exxon Mobil	JR East
NTT DoCoMo	Hitachi
Canon Inc.	Epson
Sanyo	Mitsubishi
Komatsu	Nikon
Yamaha	and others.
Brother	

Create

Acquire customized sales tools that can market your business to **virtually any potential customer**



Business Dashboards

NAVI

Present targeted sales pitches – every time

Download:

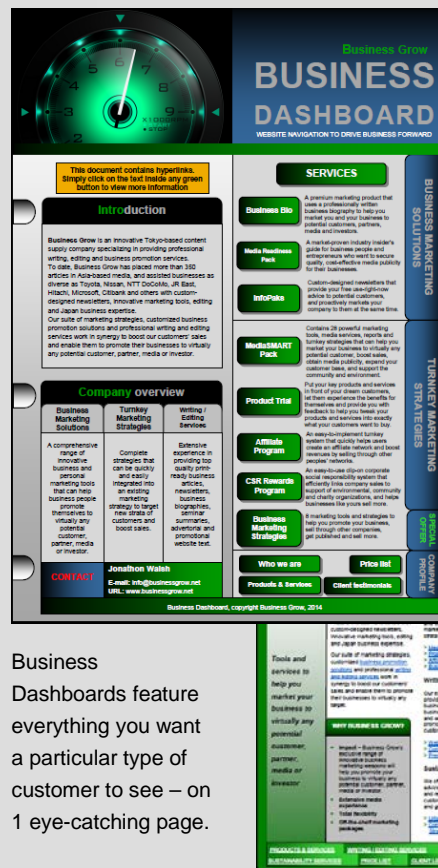
- [Sample1](#)
- [Sample2](#)
- [Brochure](#)

Looking for a simple yet effective way to present key information, facts and figures about your business to potential customers, partners, media and investors?

You just found it.

Business Dashboards provide a customized serving of all the key information your potential customers need to know about your business but may not have time to find.

The efficient dashboard format gives them complete control over what they view – based on key information you want them to see. By clicking the hyperlinks on the Business Dashboard, potential customers will be taken immediately to the webpage(s) on your and/or other websites that are relevant to them **and that will encourage them to buy**, enabling them to navigate your website faster, saving them time, and showing them you are mindful of theirs.



Different versions can be created for different users:

- Customers
- Investors
- Partners
- Media, etc.

Business Dashboards feature everything you want a particular type of customer to see – on 1 eye-catching page.

Business Bio

NAVI

Top-level executive & business promotion

Download:

- [Business Bio brochure](#)
- [Nissan](#)
- [Kudos](#)
- [WineInStyle](#)
- [Sample portfolio](#)

You've got your laptop, your presentation notes and your business cards. But when the crunch comes, will you be able to present yourself and the key sales points of your business in an effective, memorable and articulate way?

Now you can **dazzle** your customers, partners, media and investors and **forge a great first impression** with your own **Business Bio**

– a 1-2 page professionally written promotional tool combining carefully crafted text with eye-catching design work to cement your and your business's credibility and create a lasting impression wherever and whenever you need to.

Business Bio can be –

- Sent to potential clients
- Put on your website
- Used in presentation packs and newsletters
- Distributed at meetings, seminars, events and trade shows, etc.



Business Bio can promote –

- An individual
- Company/team
- Products/services
- Training programs
- Projects, etc.

Expert Insight

Revving up your Corporate Communications

In today's high-growth, highly competitive environment, corporate communications is vital for a business regardless of whether it is a small or medium-sized enterprise or a large multinational corporation. The goal is to provide key stakeholders with timely information about the company and its products, services, and initiatives. This information is crucial for building trust, enhancing credibility, and driving business growth.

Any department responsible for corporate communications must have a clear understanding of the company's mission, vision, and values. This understanding is essential for developing a consistent and effective communication strategy. The strategy should be tailored to the company's specific needs and goals, and it should be implemented consistently across all communication channels. This includes internal communications, external communications, and digital communications. By following these principles, a company can ensure that its corporate communications are effective and impactful.

Corporate Newsletters

NAVI

Bold. Impacting. Designed to impress

Download:

- [Brochure](#)
- [Sample 1](#)
- [Sample 2](#)

Send to:

- Staff
- Customers
- Partners
- Investors
- Media

Please request a quotation.

Designed to inform, impress and sell, corporate newsletters are customizable information-packed documents that are ideally distributed to your customers and staff on a regular basis.

These eye-catching documents are designed to provide key, relevant and useful information such as:

Latest news New products
Core products Services
Special offers Sales campaigns
Departmental news and more.

Not only that, they also let you **advertise and on sell at the same time.**

Two types are available:

Premium – For regular publication.

[Sample](#)

Regular – For 1-off or irregular news.

Can easily be converted into press releases. [Sample](#)



Corporate Profiles

NAVI

Smart IR documents to instantly upgrade your business image

Download:

- [Sample](#)

To boost marketing efficiency, insert [Business Bios](#) and a [Business Dashboard](#) into your Corporate Profile.

Please request a quotation.

Corporate profiles present a complete picture of your business: what it does, how and why it does it, who runs it, and where it is heading.

In fact, these smart documents encapsulate everything potential customers may need to know about your business. Whether short and compact, or long and detailed, **corporate profiles instantly upgrade your business image.**

Ideal for use as introductory documents and in IR/PR packs, corporate profiles can include:

Company summary Key achievements
Points of difference Product/service data
Case studies Success stories
Articles, staff interviews Executive biographies
Company history CSR/IR information, and more.



InfoPaks

NAVI

Give away your expertise to boost sales

Download:

- [Brochure](#)
- [Launching a CSR strategy](#)
- [Sales Points](#)
- [Creating a Press Kit](#)

Send to:

- Staff
- Customers
- Partners
- Media

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

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

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.

InfoPaks:

- **Strategically market your products and services**
- **Give you a great reason to contact potential clients**
- **Utilize an enticing special offer**, discount or incentive to encourage customers to contact you and purchase
- **Smart marketing** – While your competition is busy (simply) explaining how they can help through traditional advertising methods, you will be clearly demonstrating and concretely proving that you are capable of doing the job.
- **Total flexibility** – InfoPaks can be used as a tool for once-only promotion of a specific product or service, **or** as part of an advertising campaign to effectively promote an entire range of products or services.



Press Kits

NAVI

Get ready to get published

If an editor contacted you and asked to write an article about your business with a 2-day deadline, would you be ready to provide the basic information they need?

You will be with a **press kit – an important media tool** packed with information about the featured business, including objectives, products and services, key contact information, and more, that can all be used to efficiently promote the company to media organizations.

Ask about our customized press kit service.

> [More information](#)



YOUR COMPANY NAME PRESS KIT

Professional Editorial and Content Supply Services



www.yourbusiness.com

Press Releases

Tokyo, Japan

XYZ Corporation

MOST PRESS RELEASES ARE JUST PLAIN BORING

We don't like them either, and that's why Business Grow sits down with customers to discuss the **aim** of a press release, **who** it is targeted at, and **how** it can be best written to produce an end result that is worth reading: from start to finish.

We then produce press releases that are – actually – **interesting**. Our documents are specifically created to engage readers by offering useful information, images, links to additional resources, graphics, and offers that encourage readers to contact your business to find out – and buy – more. > **Press release sample, [here](#).**

TIP

To optimize advertising opportunities, convert [press releases](#) into Smartfaxes.

PRESS RELEASE

For immediate release (August 18, 2013)

TOKYO INTERNATIONAL SCHOOL DONATES FOOD TO TOKYO FOOD BANK

TOKYO, JAPAN
Tokyo International School (TIS), located in Minato-ward, Tokyo, made its first donation of fresh, home-grown vegetables to food bank (Photo: TIS/ABC)

The path to these donations began when TIS took on urban farming consultant Jon Walsh of [Business Grow](#) to create edible gardens, grow produce, and donate food to the local community. To enable TIS to give a portion of the food grown to the community.

With the support of Head of School Otsu Masumi and Founding Director Chieko Nishida, TIS raised funds and planted seedlings in the rooftop garden in early April and worked with Grade 1 students to create edible gardens in front of the main building. In early June, students carried out the first major harvest of the season from the rooftop garden, filling 15 bags with fresh, healthy vegetables including tomatoes, baby leaf, parsley, lettuce, radish, cucumber, and more – all of it grown without artificial chemicals. (Photo: TIS)

"Collaborating with Jon on the TIS garden was an amazing experience for all," Patrick said. "Using his help, children do not have much opportunity to connect with nature and nature's connection to life. Jon was amazing with the children. The TIS community is looking forward to continuing this with Jon at our new campus in September."

Sara Palmer, Advocacy & Development Coordinator at TIS, says: "These home-grown vegetables are donated out via the growing pack program. This program distributes packages of food directly to individual households in need who can use the food to cook healthy meals. The food provided by Business Grow in conjunction with schools like Tokyo International School helps us to not only help people in need, but also build strong bodies. In 2013, Second Harvest Japan is working to improve the balance in the food we provide to those in need, which means we are increasing the amount of fresh vegetables, etc. that we provide to individuals. The vegetables harvested from rooftop gardens play a role in this."

Jon Walsh, Business Grow, is a professional writer and editor who has helped many organizations to become more self-sufficient and support the community. Participants learn how to grow food on the farm and use the produce to encourage a portion to charities, food banks and community support organizations, potentially as part of events or new CSR activities. For a brochure, visit [BGR](#).

RESOURCES | CONTACTS

- TIS Progress Report to [BGR](#)
- Jon Walsh, Business Grow
E-mail: info@businessgrow.net
E-mail: jon@businessgrow.net
E-mail: jon@businessgrow.net
- TIS Contact: info@businessgrow.net

Urban farming consultant Jon Walsh delivering vegetables grown at TIS to Tokyo Food Bank.

Participants learn how to grow food on the farm and use the produce to encourage a portion to charities, food banks and community support organizations, potentially as part of events or new CSR activities. For a brochure, visit [BGR](#).

Market

Build a focused strategy to market your business through multiple channels and **SELL MORE**



Business Booster Pack

Smart business marketing just got smarter

Laser focus your marketing with the **Business Booster Pack** – a powerful package of customizable marketing products, comprehensive turnkey marketing strategies and informative business growth-focused reports that can help you –

- ✓ **Promote** your business and any product, service, person or program to virtually any potential customer, partner, media or investor
- ✓ **Present the perfect sales pitch every time**
- ✓ **Maximize** your chances of obtaining valuable media publicity
- ✓ **Sign up** other businesses to sell your products/services
- ✓ **Expand** your network, cement your eco credentials, and
- ✓ **Support** community, charity and environmental groups.

> Download [brochure](#)



Get Published!

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.

Two sections cover:

1. **PREPARE:** – How to prepare your business to be published if an editor calls.
2. **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.

> Download [brochure](#)



Affiliate Program

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.

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.

> Download [sample](#)



Business Grow

At a glance



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

PROFESSIONAL WRITING

Director **Jonathon Walsh** has written 7 books and interviewed CEOs, Ambassadors, entrepreneurs, top sports people, entertainers and others for articles that have successfully promoted more than 350 companies and individuals through 17 printed and digital media in four countries.

BUSINESS MARKETING & MEDIA SPECIALISTS

Utilizing Business Grow's extensive media experience and working with media when necessary, we create custom-designed marketing strategies using carefully selected tools, resources and information – including [corporate newsletters](#), [Business Bios](#), PR materials, [press releases](#), [articles](#), [innovative marketing tools](#), [turnkey business promotion packages](#) – to help customers achieve their marketing and business promotion goals.

EDITING

Business Grow has more than 13 years experience editing websites, IR and PR materials and other documents for some of the world's largest companies and market leaders including NTT Communications, Toyota, [Nissan](#), Microsoft, Oracle, SAP, Citibank, BP, Exxon Mobil, NTT DoCoMo, JR East, Hitachi, Seven & i Holdings, Canon Inc., Hitachi, Sanyo, Epson, Komatsu, The University of Tokyo, and others.

> [Client list](#)

KEY ACHIEVEMENTS

- Interviewed 15 foreign executives and wrote articles about their award-winning project experience for NTT Communication's intranet
- Over 350 [articles published](#), including 14 cover stories through 17 printed and digital media throughout Asia
- Director Jonathon Walsh has written 7 books and interviewed CEOs, Ambassadors, entrepreneurs, top sports people, NPO executives, entertainers and others
- Interviewed Kouta Matsuda, founder of Tulleys Coffee, and former Japan rugby coach [Eddie Jones](#)
- Edited 5,000+ files – including PR, IR and other documents – for some of the [world's largest companies](#)
- We have an extensive [track record](#) of working for market leading [Japanese and global companies](#)
- Launched a successful [urban farming/sustainability business](#).

KEY POINTS OF DIFFERENCE

- **IMPACT** – Business Grow's exclusive range of innovative business marketing weapons will help you promote your business to virtually any potential customer, partner, media or investor from multiple angles, using incentive marketing, traditional and social media, and both passive and assertive marketing methods.
- **COMPREHENSIVE MEDIA EXPERIENCE** – Business Grow has an [extensive track record](#) of success in getting articles published (350+ to date) in a wide range of online and printed media. We know how to find what editors want and how to provide it.
- **TOTAL FLEXIBILITY** – Customers can select any or many products and services in any combination, at any time, with or without consulting services.
- **OFF-THE-SHELF MARKETING PACKAGES** – Tailored to your specific marketing challenges to maximize their impact.

[Corporate Profile](#)

[Why Business Grow](#)

[Services](#)

[Client list](#)

Publishing Record & Client list



Business Grow has successfully promoted more than 350 companies and individuals through 17 printed and digital media throughout Asia.

Magazines, newspapers (Japan, 14 cover stories)

- The Japan Times
- J@pan Inc.
- Hiragana Times
- J Select
- Eye-Ai
- Weekender
- Million Dollar English Program for Entrepreneurs
- [Sustainability in the City](#)

Professional organizations (Japan)

- Australia New Zealand Chamber of Commerce
- International Computer Association
- Forum for Corporate Communications
- Entrepreneur Association of Tokyo
- Digital Eve Japan
- Japan Project Management Forum.

Business Grow has either directly or carried out work for the below companies on behalf of an intermediary.

- NTT Communications
- Microsoft Corporation
- Oracle
- BP p.l.c
- Exxon Mobil Corporation
- SAP
- Citibank
- Toyota Motor Corporation
- Lexus
- NTT DoCoMo
- JR East
- Seven & i Holdings
- Canon Inc.
- Hitachi
- Sanyo
- Epson
- Komatsu
- Mitsubishi Chemical Corporation
- NYK Shipping Line, and more.

Published articles, writing samples

Business

- [Nissan Business Bio](#)
- [Wallabies/Japan rugby coach Eddie Jones interview](#)
- Corporate rewards business: [Kudos](#)
- Wine importer: [WineInStyle](#)
- Food donation: [Press release](#)
- E-commerce: [ValueCommerce](#)
- Outsourcing: [Strataworks](#)

Environment

- [How to get what you want without paying for it](#)
- [Making every city sustainable](#)
- United we stand, divided we die [Pt I](#), [Pt II](#)
- [Feeding the future](#)





For more information / To order

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> [Business Bio](#)