

# Business Booster Pack

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

## Product & service discounts: 15% off

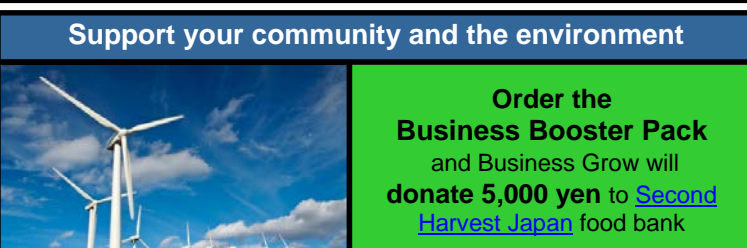
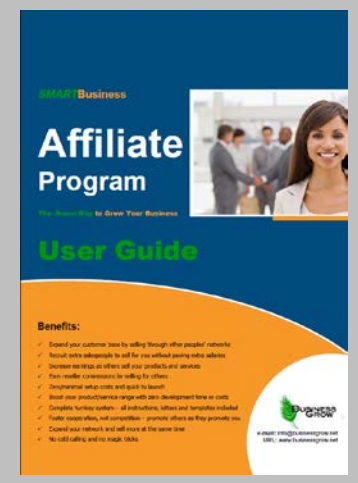
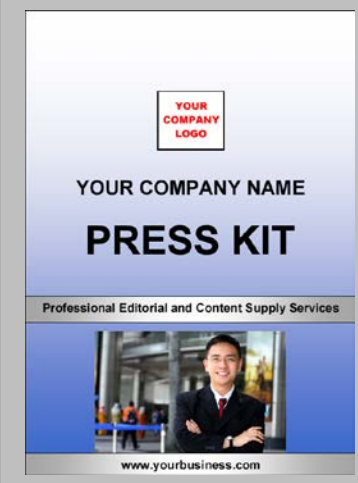
- Business Bio** – Use to promote yourself, your business, products and services to virtually any potential customer, partner, media or investor. See [here](#) & P2 for more info.
- Business Dashboard** – Present the perfect sales pitch every time to maximize your chances of making a sale. > [More info](#) and see far right image.
- Corporate newsletters** – Designed to inform, impress and sell, these customizable information-packed documents are ideally distributed to your customers and staff on a regular basis. > [More info](#)
- Customized press kit** – Use to promote your business to media organizations. > [More info](#) & see image below right.
- InfoPak** – Custom-designed 1-page newsletters that provide your free use-right-now professional advice to potential customers ...and proactively markets your company to them at the same time. > [More info](#)
- Professional writing and editing services – for 2 months, 15% discount off:** Editing and updating of existing website and documentation text, creation of new content including promotional/in-house [newsletters](#), [brochures](#), [SmartFaxes](#), [press releases](#), case studies, sales letters, and more. **Please request a quotation.**

## Promote your business

- Get Published!** – A market-proven industry insider's guide for business people who want to secure media publicity for their businesses – without spending a fortune. Written by author of 350+ published articles. > [Sample](#)
- 4 Ways to Make Money Anywhere** – Discover 4 innovative strategies to earn an income from anywhere.
- Japan Networking Secrets** – 3-page report packed with tips, links and advice from some of Tokyo's top networkers.
- Affiliate Program** – An easy-to-implement system that helps users create an affiliate network and boost revenues by selling through other peoples' networks, stimulating B2B cooperation, and expanding the product/service range users offer customers. > [More info](#) and see far right image.

## Help the community, environment

- CSR Rewards** – An easy-to-use, clip-on corporate social responsibility system that efficiently spreads financial benefits among environmental and community groups, and helps businesses like yours sell more. > [More info](#)
- Green Office Checklist** – 97 checkpoints to help you 'green' your office, reduce waste and cut costs.



Value: 256,750 yen

Special Price: 49,000 yen (Save 207,750 yen, or 81%)

# 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.

## Taylor Consulting Inc.

BUSINESS BIOGRAPHY



**David Taylor**

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

Founded in 1987, Taylor Consulting Inc. (TCI) has become the leader in I.T. 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: (03) 5462 9875 Fax: (03) 5462 9877  
E-mail: enquiries@tciglobal.co.jp  
URL: www.tciglobal.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.

#### What does your company do?

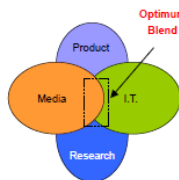
Taylor Consulting is an innovative, industry leader specializing in providing top quality I.T. consulting services that enable companies to plan, launch, monitor and improve I.T.-related marketing and branding projects.

#### 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?

I.T. 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.

### NOTE

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

## Business Bio samples

**Expert Insight**  
Revving up your Corporate Communications

Editorial content resonates with a reader's business objectives. It's not just about products or services, it's about the people, the relationships, the challenges and successes. The business of the future is not just about products and services, it's about the people, the relationships, the challenges and successes. The business of the future is not just about products and services, it's about the people, the relationships, the challenges and successes.

**EXECUTIVE IMPACT**  
Executives on the Cutting Edge of Japanese Business

**Revolutionizing Program Execution**

How did a small Tokyo-based program management company reach the stage where it now serves 80% of Japan's top 1000 companies? It was only one of the many factors that contributed to its success. The company's success was not just about products and services, it was about the people, the relationships, the challenges and successes.

## 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](#) > [Samples](#)

**TopTech Informatics**  
Leveraging Offshore Software Development

Overcoming the challenges of the offshore software development industry, TopTech Informatics has become a leading provider of offshore software development services. The company's success was not just about products and services, it was about the people, the relationships, the challenges and successes.