

Entrepreneur Pack

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

50% off a customized Business Bio

1. **A 2-page Business Bio-DATA** – Use to promote yourself, your business, products and services. See P3 for more info.

Promote your business

2. **Media Readiness Pack** – A market-proven industry insider's guide for business people/entrepreneurs who want to secure media publicity for their businesses – without spending a fortune. Written by author of 350+ published articles.
Sample: www.businessgrow.net/documents/MRPSample.pdf
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 anywhere.
5. **Japan Networking Secrets** – 3-page report packed with tips, links and advice from some of Tokyo's top networkers.

CostTracker money management system

6. A powerful multi-function system that helps you:
 - ✓ Track your income/expenses by customer/sales category
 - ✓ Cut costs and boost profits
 - ✓ Prepare your taxes
 - ✓ Improve sales strategy
 - ✓ Create a budget
 - ✓ Produce regular detailed financial reports, and much more.

Help the community, environment

7. **CSR Rewards** – An easy-to-use, clip-on Corporate Social Responsibility system that efficiently spreads financial benefits among environmental, community and charitable organizations, and helps businesses like yours sell more.
Info: www.businessgrow.net/documents/CSR Rewards-Sample.pdf
8. **Green Office Checklist** – 97 checkpoints to help you 'green' your office, reduce waste and cut costs.

SPECIAL BONUS

To find out how to obtain the items below and on P2 for free, please contact Business Grow.

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 a customized press kit

Use to promote your business to media organizations.

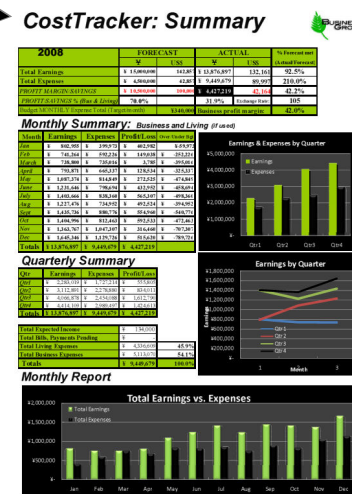
Info: www.businessgrow.net/documents/PressKitPackSample.pdf

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. **Info:** www.businessgrow.net/documents/APSample.pdf

Support your community and the environment



Order the Entrepreneur Pack and Business Grow will donate 5,000 yen to the charity, environmental or community group of your choice.



Value: 259,000 yen

Price: 69,000 yen (Save 73%) Conditions apply

See more content overleaf....

Get published **FASTER** with Business Grow's **Press Connect Service**

Want to significantly boost your chances of getting published in Japan?

Here's how – Purchase the **Entrepreneur Pack**, and for an additional fee of only **¥40,000**, Business Grow can give you access to our **proven Press Connect Service**. We can –

- ✓ Create a **business promotion strategy** to promote your company to specific media related to your target market.
- ✓ Using our extensive media connections and the **Business Bio** and **Press Kit** we can create for you, Business Grow can personally recommend your business to editors of selected publications, professional business organizations and websites, significantly increasing your chances of getting an article about your business published.
- ✓ **No Print–No Publishing Fee** – Should we succeed at getting you published, there will be an additional publishing fee of **¥40,000** charged per article published. However, if for any reason we cannot get you published, this fee will not be charged.

Notes: Purchasing the Press Connect Service does not guarantee you will receive press publicity.

We will provide you with an honest assessment regarding whether or not we can get you published beforehand.

Simple charging

- **Entrepreneur Pack:**
¥69,000.



Business Grow creates a **Business Bio** and **Press Kit** for you (subject to purchase).

- **Press Connect Service:**
¥40,000 (non-refundable).
- **Publishing Fee of ¥40,000** for **each** article about your business that we arrange to be published.
- **No Print – No Publishing Fee**

10% off an InfoPak



Discover your Sales Points

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 Jonathan 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 have 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 figures that make your business stand out – they are your edge and are very often the reason a customer will place an order with you.

- 1) What key points do you believe separate your business from your competitors? Consider attributes going beyond those that come to mind about your business, or recent product launches, such as your size, location, timing, edge technology, sales volume, sales are dramatically increasing, methods you have used to overcome large or overwhelming odds, list 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 new business activities that make you stand out from the crowd?
- 4) What products or services are you selling most of, and why?
- 5) In which area 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 your answers to the above questions, you will need to sort them into order. Consider:

- **Think long-term** – Based on data decisions 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 timeline** of the important, relevant, or advertising-grabbing Sales Points.
- **Ask internal customers and staff** to grade your objectives in terms of how stand-out and attention-grabbing the items are from their desktop 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.

Business Grow provides Corporate Editing & Writing, Promotional/in-house Newsletters, Executive Articles, Website & Documentation Text, Business Proposals, Multilingual Translation, and more.
e-mail: info@businessgrow.net URL: www.businessgrow.net

InfoPaks are the **smart** new way to attract new business. InfoPaks are **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.**

Why are InfoPaks good for your business?

- ✓ **Smart marketing** – By offering practical advice, you demonstrate your experience and competence.
- ✓ **Strategically market your products and services** – When you distribute advice-packed InfoPaks free to your potential customers, you also very importantly expose them to your products and services.

Info: www.businessgrow.net/documents/BMWPt4.pdf

13 business reports

13-pack of foreign business success stories, and more.

- Running a Green Office
- 10 Ways to Grow Your Business
- Building Your Business Without Burning Yourself Out
- Marketing Secrets that Get Results
- Business Process Outsourcing
- Optimizing Your Website Sizzle
- Revolutionizing Program Management
- Internet Giant Brewed Over Beers
- Entrepreneur Drinks To Success
- Taking on The Big Boys In Japan
- Taking Fair Trade Mainstream
- Cooking Up a Storm
- Today Decides Tomorrow

10% off Business Grow's professional writing, editing and business promotion services – for 6 months

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



Website and Marketing Content Review

As professional media consultants, Business Grow can –


- ✓ Review your existing website and marketing material with a view to optimizing its impact on your target audience.
- ✓ Give you a **Recommendation Report** listing key ways your website and marketing content could be improved.
- ✓ Proofread your website, rewrite and correct grammar, and improve style where necessary. (**¥1,800/200 words**)
- ✓ Write fresh content for you where necessary, ie: case studies, business success stories, executive biographies, promotional material, and more. **Please ask for a quotation.**

¥35,000/up to 25 Web/print pages


More about Business Bio....

Business Bios are one of the most flexible tools available today to promote yourself, your business, products and services to customers, partners, media and investors.


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



Taylor Consulting Inc.



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.

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?

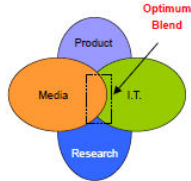
Taylor Consulting Inc. (TCI) CEO David Taylor explains.

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.



Optimum Blend

NOTE

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

Contact Taylor Consulting Inc.
Tel: (03) 5462 9875 Fax: (03) 5462 9877
E-mail: enquiries@tciglobal.co.jp
URL: www.tciglobal.co.jp

Business Bio samples



Entrepreneur Association of Tokyo
1000+ members
100+ companies

DECEMBER 2005



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

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, sell with the press, or communicate with stakeholders and customers. The business that has turned good communication into an art form second nature and regularly invests competitive advantage. Under the leadership of CEO Carlos Giron, Nissan's philosophy is that the value has expanded not only to the car, but also to the brand of Nissan, which is now a household name in Japan.

Business reporter Jonathan Walsh spoke with Nissan's Vice President of Global Communications, Carlos Giron, to discover some of the company's corporate communication secrets that, with a touch of creativity, can improve corporate communications and ensure that business and customer communications are effective.

Providing stakeholders with timely information

Nissan's marketing strategy is the result of a growing need to deliver solutions that meet time and budgetary requirements.

10-SECOND BRIEFING

INDUSTRY ACHIEVEMENTS
LOCATIONS: 100+
REVENUE: \$1.5 billion
EMPLOYEES: 10,000+



Entrepreneur Association of Tokyo
1000+ members
100+ companies

FEBRUARY 2006



John Gifford
"We are a team of professionals who are committed to providing the highest quality of service to our clients."

Revolutionizing Program Execution

How did a small Tokyo-based program management company reach the stage where they are now one of the most successful in the Japanese market?

It was only in the last decade when many companies in Japan began to realize the value of program management. PM-Global is a company that has been at the forefront of this movement. The company's success is a result of its commitment to providing the highest quality of service to its clients.

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100+ companies

DECEMBER 2005



Bijou Paul
"We are a team of professionals who are committed to providing the highest quality of service to our clients."

Leveraging Offshore Software Development

Outsourcing is on the rise and the benefits of offshore software development are being realized by a growing number of companies worldwide.

Why outsourcing? - In particular, it provides significant benefits for companies. It can reduce costs, improve quality, and speed up time to market.

10-SECOND BRIEFING

INDUSTRY ACHIEVEMENTS
LOCATIONS: 100+
REVENUE: \$1.5 billion
EMPLOYEES: 10,000+

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: www.businessgrow.net/documents/BBio-Profile.pdf
Samples: www.businessgrow.net/documents/BBioSamples.pdf

