

MediaSMART Pack Consult

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

Business Bio

1. A fully customized 2-page Business Bio-DATA to help you promote yourself, your business, products and services. (See image at right and page 3 for more information).

Promote your business

2. **Media Readiness Pack** – A market-proven 28-page industry insider's DIY guide for business people and entrepreneurs who want to secure quality 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 6 powerful marketing tools that can boost your sales and promote your business to any potential customers.
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. **Reving up your Corporate Communications** – Valuable corporate communications advice from Nissan Corporation.

CostTracker money management system

7. 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

8. **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/CSRRewards-Sample.pdf
9. **Green Office Checklist** – 97 checkpoints to help you 'green' your office and cut costs.

Support your community and the environment



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




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



Steven Davis
Entrepreneurial Hair Fueling
Toyo SEO Boom

What does your company do?
What benefits can SEO Advantages offer clients?
What benefits can SEO Advantages offer clients?
What are your top selling products/services?
NOTE: This is a SAMPLE only. All text, photos, logos, etc. will be replaced with your own.



CSR Rewards
Corporate Social Responsibility
Rewards
SETUP GUIDE

CostTracker: Summary

2008	FORECAST	ACTUAL	% Variance
Total Earnings	\$ 1,450,000	\$ 1,347,897	-7.0%
Total Expenses	\$ 450,000	\$ 448,379	-0.4%
NET PROFIT (LOSS)	\$ 1,000,000	\$ 899,518	-10.0%
PROFIT MARGIN (LOSS)	69.0%	66.2%	-2.8%

Monthly Summary: Earnings & Expenses (YTD)


Month	Earnings	Expenses	Profit
Jan	\$ 120,000	\$ 35,000	\$ 85,000
Feb	\$ 110,000	\$ 32,000	\$ 78,000
Mar	\$ 130,000	\$ 38,000	\$ 92,000
Apr	\$ 140,000	\$ 40,000	\$ 100,000
May	\$ 150,000	\$ 42,000	\$ 108,000
Jun	\$ 160,000	\$ 45,000	\$ 115,000
Jul	\$ 170,000	\$ 48,000	\$ 122,000
Aug	\$ 180,000	\$ 50,000	\$ 130,000
Sep	\$ 190,000	\$ 52,000	\$ 138,000
Oct	\$ 200,000	\$ 55,000	\$ 145,000
Nov	\$ 210,000	\$ 58,000	\$ 152,000
Dec	\$ 220,000	\$ 60,000	\$ 160,000

Quarterly Summary

Quarter	Earnings	Expenses	Profit
Q1	\$ 360,000	\$ 105,000	\$ 255,000
Q2	\$ 370,000	\$ 110,000	\$ 260,000
Q3	\$ 380,000	\$ 115,000	\$ 265,000
Q4	\$ 390,000	\$ 120,000	\$ 270,000

Monthly Report

Total Earnings vs. Expenses



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.

Customized press kit
Use to promote your business to media organizations.

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, stimulating B2B cooperation, and expanding the product/service range users offer to customers. See image far right.



YOUR COMPANY LOGO

YOUR COMPANY NAME

PRESS KIT

Professional Editorial and Content Supply Services

www.yourbusiness.com



SMART Business

Affiliate Program

User Guide

Benefits:

- Expand your customer base by selling through other people's networks
- Benefit with salespeople to sell for you without paying extra salaries
- Generate earnings on internet and your products and services
- Easy member connections by selling for others
- Dimensional web, cash and back to branch
- Boost your production range with new developments from our users
- Complete turnkey system - all instructions, letters and templates included
- Fuller cooperation, full cooperation - provide others to be partner you
- Expand your network and sell more at the same time
- No cold calling and no huge fee

Value: 334,000 yen Price: 125,000 yen (Save 63%) Includes consulting services PTO....

Purchase the MediaSMART Pack and take advantage of –

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 full **MediaSMART Pack**, and for an additional fee of only **¥40,000**, Business Grow can give you access to our **proven, highly successful 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 MediaSMART Pack 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

- **MediaSMART Pack: ¥125,000.**



Business Grow creates a **Business Bio** and **Press Kit** for you

- **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**

1 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, your strengths with a focus of Tokyo-based editorial and advertising service company Business Grow. To the following investigation process to prepare for 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 the factors that make your business stand out – they are your edge and are very often the reasons 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 don't miss our key questions that will help you identify them.

1. What key points do you believe separate your business from your competitors? Consider attributes: gathering together that come to mind about your business, its current product benefits, awards you have won, unique aspects, cutting-edge technology, areas where others are dramatically increasing, methods you have used to overcome large or overwhelming odds, but are not widely used.
2. Are you doing well in a niche market? If so, why do you believe you are successful?
3. Are you engaged in a business sector that is one of your competitors' weaknesses? List them.
4. What products or services are you selling more 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 services will stand the test of time?
 • **Make a shortlist of the most important, innovative, or otherwise gripping Sales Points**
 • **At all times, reassess and re-evaluate your shortlist in terms of how well you are achieving your goals or how they are being perceived by your target audience.**

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, International House Newsletters, Special Reports, Website & Documentation Text, Business Proposals, Marketing Translations, and more.
 e-mail: info@businessgrow.net URL: www.businessgrow.net

What is an InfoPak?

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.

An information pack can be sent on request.

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
- Entrepreneur 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, edit 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 hottest new ways available today to promote yourself, your business, products and services.

A Business Bio reviews, highlights and underlines 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?

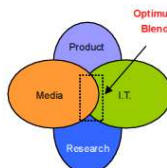
Taylor Consulting is an innovative, industry leader specializing in providing top quality I.T. consulting services that enable companies to plan, launch, monitor and improve I.T.-related marketing and branding projects.

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.

How can a Business Bio benefit me?

- ✓ **Strengthen your credibility** in the market with a stunningly presented biography underlining your skills, achievements and experience.
- ✓ **Use in marketing campaigns** to market specific products/services.
- ✓ **Use as direct mail enclosures**, to enhance press releases, tenders, etc.
- ✓ **Use a Business Bio 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.**

View Business Bio Profile Pack and samples –

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

Business Bio samples

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 strategies, talk with the press, or communicate with stakeholders and customers. The business that has turned good communication into an art form is Nissan Motor Company Ltd., Japan's second largest and arguably most competitive automobile enterprise. Under the stewardship of CEO Carlos Ghosn, Nissan's phoenix-like rise from the ashes 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 Walsh** spoke with **Simon Sparrow**, 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 business and communicate with customers and thousands of stakeholders with timely information.

Nissan needs little introduction. The automaker's stunning turnaround from one of a spiraling black hole of debt, poor employee morale and plummeting global market share into a high-growth, highly profitable efficient car-making machine has captured headlines the world over.

Nissan's Fueling 2 motorized two-seater convertible with power-operated soft top.

The mission of Sparrow's department is global communications, sustainability and investor relations. "Our goal is to provide key stakeholders with timely information about Nissan and its brands that allow them to make informed decisions concerning our company and its products. Speed, relevance and trust are the core of all communications at Nissan."

Key departmental responsibilities include media, analyst, and shareholder relations; crisis and employee communication; corporate citizenship, media activities, investor, product launches, publications, websites, broadcast media services and event management.

"On the global communications side, our principle work are the website, press releases, media presentations, media, analyst & shareholder events, speeches, conference presentations, and other activities."

PTO...

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

PM-Global

Creating Project Success

Entrepreneur Association of Tokyo
Tel: 03-5520-0276
E-mail: info@pm-global.com
URL: www.pm-global.com

FEBRUARY 2006

10-SECOND BRIEFING

INDUSTRY: Project Management Services
LOCATION: Tokyo, Japan
ESTABLISHED: June 2001
MANAGEMENT: Jim Conroy Hunter, CEO
INDUSTRY: 56 full time plus 150 contract employees

CODE SERVICES:
On-site Project Management
Advanced Project Management Consulting
Innovative Project Certification Training
Business Training Solutions
Business Process Management
P. Programs, Project, Profitability, Organizational Maturity

Revolutionizing Program Execution

How did a small Tokyo-based project management company reach the stage where they now enjoy 50% repeat business with some of the biggest names in the Japanese business arena?

It was only late in the last decade when many companies in Japan saw little if any need for outsourced project management (PM) services. But that attitude was rocked to the core when Y2K – the so-called "Millennium Bug" – drove thousands of companies the other way to purchase outsourced PM services to guarantee their Y2K projects were seen up right before midnight 2000.

Then, only two short years later, serious business reporter **Jonathan Walsh** in this report about a growing Tokyo-based project management company, the successful PM Global, shared its way into the consciousness of the business community again.

As it fits, the issue that surfaced in early 2002 resulting from the merging of three Japanese business sites (Mitsui Holdings underlined the critical importance of PM. The prime cause of the dilemma that plagued the branch of Mitsui was inadequate project management, says **Jim Conroy Hunter**, Senior

PM-Global management team.

Partner of Tokyo-based PM company PM-Global. "There was more potential going on among the three entities than project management. With proper project management using defined, standardized guidelines, those kinds of problems do not occur."

Enabling companies to experience project success. "On the business side, 25 years from the I.T. industry in many countries and a year since 1997-2000, Senior Project Manager for an IT consulting company in Tokyo, Coach co-founded PM-Global with two other partners in June 2001. The company name was changed to PM-Global in 2005 to reflect its status as a rapidly growing global PM service provider.

Why are PM-Global's services important for businesses? "It's fairly common knowledge in Japan and around the world that people in organizations have trouble effective and successfully conducting projects of any sort in accordance with requirements, scope, budget, and schedule." Coach says. "So, our service is to provide the opportunity

PTO...

TopTech Informatics

Leveraging Offshore Software Development

Biju Paul
Chief Executive Officer
TopTech Informatics

Founded in Japan in 2003 with a vision to provide companies with integrated innovation technology services backed up by Management Consultancy and Document Management Solutions also known as Digitalized Services, TopTech Informatics has served many government and private organizations.

Chief Executive Officer Biju Paul says TopTech's prime focus is to provide a full range of IT services to companies effectively, timely, profitably and securely. TopTech's vast services include IT asset management, on-site engineering support, network management and office relocation. With offices in Tokyo and an Offshore Development Center in India, TopTech is able to scale rapidly to serve the commercial requirements of companies, and enable clients to take advantage of the

80% of revenues from repeat business

How was TopTech founded? The company was originally founded as India in a software house before Biju Paul and his partner launched the company in Japan in mid-2003 by marketing it under the brand name "TopTech Informatics". Six months later, TopTech had grown into a team of 15 but the business rapidly expanded as IT divisions of a Japanese company called Global Family Inc. in February 2006. TopTech was off and became a fully independent and legal Japanese entity. By the end of 2007 the company had a team of 20 working hard to provide tailored software solutions to clients, and had achieved year-on-year revenue growth of 50% + between 2004 and 2007.

Where is growth being generated from? "Approximately 80% of revenues are a result of repeat business while 15% comes from referrals from growing customers," Biju says.

PTO...

FACT SHEET

TopTech Informatics

Industry: Information Technology
Established: 2003
Location: Japan, India
CEO: Biju Paul
Employees: 20

Biju Paul, CEO

Launched TopTech in 2003.
Language: English, Japanese.
20 years industry experience in software development and IT project management.

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