

MediaSMART Pack Consult

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

Customized Business Bio

1. A 2-page Business Bio-DATA – Use to promote yourself, your business, products & 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/CSRRewards-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.

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

MRP
Media Readiness Pack
Get Published
An industry insider's guide for business executives and entrepreneurs who want to secure quality publicity for their businesses - without spending a fortune
By Jonathon Walsh, Business Grow

Business Biography
Steven Davis
Entrepreneurial Flair Fueling Tokyo SEO Boom
What does your company do?
What are your top selling products/services?
What is your marketing strategy?
What is your business plan and strategy?
What is your financial situation?
What is your revenue?
What is your profit?
What is your growth?
What is your future?
NOTE: This is a SAMPLE only. All text, photos, images, etc. are replaced by the user's information.

CSR REWARDS
Corporate Social Responsibility
Rewards
SETUP GUIDE

CostTracker: Summary
2008
Monthly Summary: Business and Marketing Growth
Quarterly Summary
Monthly Report
Total Earnings vs. Expenses

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
- Increase sales volume by selling for other people's networks
- Increase revenue by selling for other people's networks
- Earn passive commissions by selling for others
- Increase your sales volume and profit by selling for others
- Expand your product/service range with zero development time or cost
- Complete turnkey system - all instructions, letters and templates included
- Flexible cooperation and commission - increase about as you promote you
- Expand your network and sell more at the same time
- No cold calling and no major fees

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

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 **MediaSMART 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

- **MediaSMART Pack: ¥125,000.**
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- 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**

1-page 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.

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.

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.

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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?

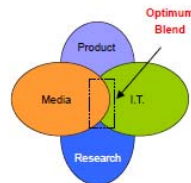
Taylor Consulting is an innovative, industry leader specializing in providing top quality I.T. consulting services that enable companies to plan, launch, monitor and improve I.T.-related marketing and branding projects.

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

December 2005

Shared Learning for Faster Business Growth

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

PM-Global
Revolutionizing Program Execution

February 2006

TopTech Informatics
Leveraging Offshore Software Development

January 2006

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 target 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

