

# MediaSMART Pack Premium

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

## 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](http://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](http://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.

## Customized press kit

Use to promote your business to media organizations.

**Info:** [www.businessgrow.net/documents/PressKitPackSample.pdf](http://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](http://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  
Are You Ready To Be Published?

**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

**business biography**  
**Steven Davis**  
Entrepreneurial Flair Fueling Tokyo SEO Boom

In the increasingly crowded field of web design, marketing and sales, it's no secret to get caught up in every latest technology and get lost in the sea of red ink.

What do you specialize in?  
Steven is an innovative industry leader specializing in providing top quality SEO consulting services. He advises companies to plan, launch, monitor and constantly improve SEO-related marketing initiatives.

What benefits can you offer employers?  
• aggressive related technology - to increase the sales of companies that develop new services in creative markets.  
• SEO, SEM, SMO - Steven offers a holistic and creative solution that can be applied to any business, allowing for the realization of a business vision and increased growth.  
• CUSTOMER SEO PROJECT MANAGEMENT SOFTWARE - for time management and business resulting in order order SEO expansion.

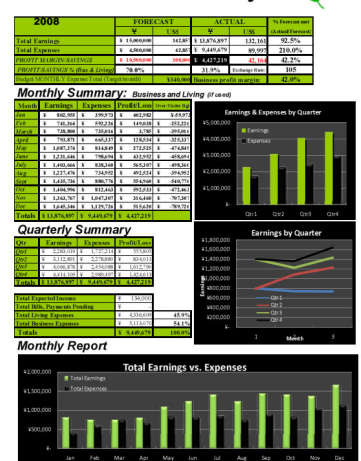
**NOTE**  
This is a SAMPLE only. All text, graphics, images, etc. can be tailored to meet your requirements.

**CSR REWARDS**

**Corporate Social Responsibility Rewards**

**SETUP GUIDE**

## CostTracker: Summary



**YOUR COMPANY LOGO**

**YOUR COMPANY NAME**

**PRESS KIT**

Professional Editorial and Content Supply Services

**Affiliate Program**

**User Guide**

**Benefits:**

- ✓ Expand your customer base by selling through other peoples' networks
- ✓ Receive extra commissions by selling for others
- ✓ Increase earnings as others sell your products and services
- ✓ Earn ready commissions by selling for others
- ✓ Implement other costs and add to benefits
- ✓ Boost your product/service range with zero development time or costs
- ✓ Complete turnkey system - all instructions, letters and templates included
- ✓ Foster cooperation, not competition - promote others as they promote you
- ✓ Expand your network and sell more at the same time
- ✓ No cold calling and no repeat sales

Value: 289,000 yen

Price: 99,000 yen (Save 66%) **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 **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:**  
**¥99,000.**



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 base 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 reasons a customer will place an order with you.

1. What key points do you believe separate your business from your competitors? Consider attributes relating to your products or services, your location, your pricing, your customer service, your reputation, your history, your awards, etc.
2. Are you doing well in a niche market? If so, why do you believe you are succeeding?
3. Are you engaged in any business activities that exceed your competitors' efforts? If so, list them.
4. What products or services are you selling most 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/or services will you need to sell more of to get you there? List them.
- Make a timeline of the important, immediate, or advertising-grabbing Sales Points.
- Ask around customers and staff to gauge your reputation in terms of how stand-out and memorable your business is from the rest of the market.

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 & House Newsletters, Executive Articles, Speeches & Documentaries, Text, Business Translations, Multilingual Translations, and more.  
e-mail: [info@businessgrow.net](mailto:info@businessgrow.net) URL: [www.businessgrow.net](http://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](http://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**

## EASY PAYMENT OPTION: Now it's even easier to move your business ahead –

Pay just 65,000 yen when you order, then 34,000 yen on delivery of your **Business Bio** and **Press Kit**.

**Note:** Most items in the MediaSMART Pack can be purchased individually.





