Media SMART

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
- 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
 ✓ Improve sales strategy
 - ✓ Prepare your taxes
- ✓ Create a budget
- ✓ Produce regular detailed financial reports, and much more.

Help the community, environment

- 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.

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

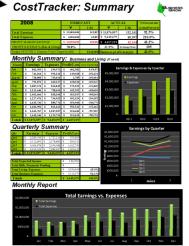
Affiliate Program – An easy-to-implement system that helps users create an affiliate network and boost revenues by selling through other peoples' networks, stimulating B2B cooperation, and expanding the product/service range users offer customers. Info: www.businessgrow.net/documents/APSample.pdf













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 <u>each</u> article about your business that we arrange to be published.
- No Print No Publishing Fee

10% off an InfoPak



- 10 What ker point do you believe separates your tousiene from your competition?
 Consider attention pathout project and come to mind about your bostness, in recent product launches, awards you laws wen, amountementer, cutting-edge technology, areas where sakes are disantially increasing, methods you have used to overcome large or conventedning odds, but me used to overcome large or conventedning odds, but me used to overcome large procured them to other and the convented of the convent
- N. Are you engaged in any business activities that some of your competitors are? If so, list to What products or derivies are you selling most of, and why?
 In which areas are you seeing the general growth?
 In which areas are you seeing the general growth?
 If so, list reason

The Final Analysis

- Think long-term Based on the direction you want to take your bosiness in, what productable services will you need to sell times of to pet you share? List them, the last product and the sell-respective, insurerive, or attention-grabbing Selen Points.
 Adde transfer cassassers and sell-gib greatly your solventhis in terms of how stand-out and attention-grabbing the items are from their detached viewpoint.
- After completing than 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, Exec Articles, Website & Documentation Text, Business Promotion, Multilingual Translation, and m 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 MainstreamCooking 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.*

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 Media*SMART* Pack can be purchased individually.

Business Grow | e-mail: info@businessgrow.net

PTO...

¥35,000/up 25 Web/print

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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.





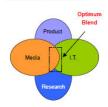
Business Innovator Fueling Asian I.T. Consulting Sector Growth

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.

BIOGRAPH

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.



Taylor Consulting is an inn

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 does your company do?

What are your top selling

IT. organizations are increasingly being asked to provide improved levels of service to clients. TCT's enhanced IT. 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.

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 MANTENANCE SOLUTIONS - to address the needs of industries such as banking, financial services, insurance, telecom, retail, transportation.
- 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.

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

and research in Japan, TCI utilizes proven strategies to produce innovative ing and marketing solutions for a wide range of Fortune 400 companies worldwide.

nded in 1987, Taylor Consulting Inc. (TCI) as become the leader in I.T. consulting

David Taylor

CEO, Taylor Consulting Inc.

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) 5482 9875 Fax: (03) 5482 9877 E-mail: enquiries@tciglobal.co.jp URL: www.tciglobal.co.jp

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

Business Bio samples







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PMI service provider.



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Why are PAG-fobula's services important for businessed "It's farly common knowled-street street, and the street street, and the street, and the street, and the street, and accounting to make effectively and successfully conducting projects or any sort in accountance with requirements, scope, budget, and time frame," Couch stys. "So, our service is to provide the opportunity of the street, and t





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TopTech Informatics, a Tokyo has IT company specializing in consort and offshore software development is superbly positioned to help chest roug the beautist of harring software developed overseas.

Chief Executive Officer Biju Paul

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Paul, CEO
TopTech in 2003.

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Where is growth being generated from?
"Approximately 50% of overness are a result of repeat bostness while 15% comes from referrals from existing contourers," Bigs says.

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