

MediaSMART Pack Standard

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

50% off 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. **Revvig 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/CSR Rewards-Sample.pdf
9. **Green Office Checklist** – 97 checkpoints to help you 'green' your office and cut costs.

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.

50% off customized press kit

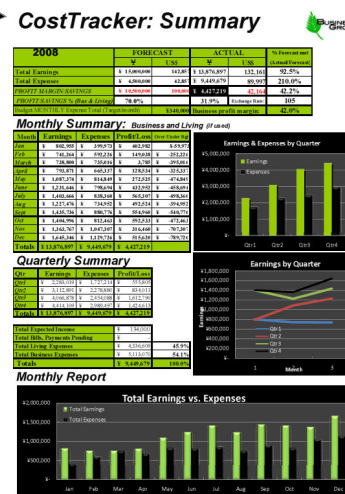
Use to promote your business to media organizations.

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.

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.



Value: 259,000 yen

Price: 69,000 yen (Save 73%)

PTO...

Purchase the MediaSMART Pack within 30 days 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:**
¥69,000.



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**

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?

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. Sales Points also highlight areas that you should consider expanding 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 fear as some key questions that will help you identify them:

- 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, research you have run, management, cutting edge technology, awards, sales, and so on.
- 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 none of your competitors are? If so, 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 your answers to the above questions, you will need to sort them into order. Consider:

- Think long-term – Based on data, decide which 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 long-term, medium-term, or short-term goals for your business.
- Ask yourself customers and staff to grade your efforts in terms of how stand-out and identify the areas that you need to focus on.

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

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?

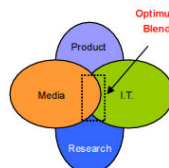
Taylor Consulting is an innovative, industry leader specializing in providing top quality I.T. consulting services that enable companies to plan, launch, monitor and improve I.T.-related marketing and branding projects.

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

DECEMBER 2005

Simon Spradley
"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 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 Spradley**, 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 businesses and communicate with customers.

Providing 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.

Simon's *Forbes* 2004 two-vehicle convertible with power-operated soft top.

The mission of Spradley'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 at 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 shows, product launches, publications, websites, broadcast media services and event management.

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

10-SECOND BRIEFING
INDUSTRY: Automobile
LOCATION: Chikama, Tokyo
ESTABLISHED: 1933
NET SALES 2004: ¥6,576.3 billion
OPERATING INCOME 2004: ¥662.2 billion
EMPLOYEES: 16,607

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

Creating Project Success

FEBRUARY 2006

Jim Cochrane

Revolutionizing Program Execution

PM-Global "There was more publishing going on among the three entities than project management. With proper project management using defined international guidelines, those kinds of problems do not occur."

Enabling companies to experience project success

With more than 25 years in the I.T. industry in many countries and a 4-star rating (1997-2005) from Senior Project Managers for IT consulting company in Tokyo, Cochrane co-founded PMP Japan with two other partners in June 2001. The company name was changed to PM Global in 2003 to reflect its status as a rapidly growing global PM service provider.

Why are PM-Global's services important for businesses? "No fairly common knowledge in Japan and around the world that people in organizations have trouble effectively and successfully conducting projects of any sort in accordance with requirements, scope, budget, and time frame," Cochrane says. "So, our service is to provide the opportunity for significant cost savings available from offshore outsourcing."

For Japanese clients, TopTech offers the additional advantage of being able to provide access to native Japanese speakers and successfully conducting projects of any sort in accordance with requirements, scope, budget, and time frame," Cochrane says. "So, our service is to provide the opportunity for significant cost savings available from offshore outsourcing."

80% of revenues from repeat business

How was TopTech founded?

The company was originally founded in India as a software house before Biju Paul and his family 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 100 employees, largely retained as IT divisions of a separate company called Global Family.

In February 2006, TopTech spun 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 business solutions to clients, and had achieved year-on-year revenue growth of 50% + between 2004 and 2006.

Where is growth being generated from?

"Approximately 80% of revenues are a result of repeat business while 15% comes from referrals from existing customers," Biju says.

FACT SHEET
TopTech Informatics
Biju Paul, CEO
Launched TopTech in 2003.
Languages: English, Japanese.
20 years industry experience in software development and IT project management.

Leveraging Offshore Software Development

Biju Paul
Chief Executive Officer
TopTech Informatics

Outsourcing is on the increase and the benefits of this cost saving practice are being realized by a growing number of business managers worldwide.

What outsourcing – in particular of computer software development – can produce for your business?

How can business managers in Japan take advantage of offshore software development and get ahead of the competition?

TopTech Informatics, a Tokyo-based IT company specializing in outsourcing and offshore software development, is uniquely positioned to help clients reap the benefits of having software developed overseas.

Chief Executive Officer Biju Paul says TopTech's year focus is to provide a full range of IT services to companies effectively, intelligently and securely.

TopTech's year services include IT off-shore operations, 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 meet the commercial requirements of companies, and enable clients to take advantage of the

Founded in Japan in 2003 with a vision to provide companies with elegant information technology services based on Management Consultancy and Document Management Solutions also known as Digitalization Services, TopTech Informatics has served many government and private organizations.

Information is the key to success in the 21st century. TopTech's year focus is to provide a full range of IT services to companies effectively, intelligently and securely.

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