

Press Kit Production Package

**YOUR
COMPANY
LOGO**

YOUR COMPANY NAME

PRESS KIT

Professional Editorial and Content Supply Services



www.yourbusiness.com

Business Grow can work with you to produce a ready-to-go Press Kit and equip you with a range of powerful marketing tools and information products (see right) to help you promote your business to virtually any potential customer.

Business Grow can

- ☑ Provide a Press Kit template and work with you to create a customized Press Kit – an important tool for promoting your company to media organizations.
- ☑ Help you identify your sales points and write attention-grabbing business summaries and sound bites about your company.
- ☑ Discuss and create a business promotion strategy to promote your company to your target market.
- ☑ Give you tips for how to store and use your Press Kit.

PRICES: ¥25,000 or ¥89,000 with MediaSMART Pack (see right)

RESALE

MediaSMART Pack

Contains ¥259,000 of powerful business tools and information that can help you promote your business to virtually any potential customer.

MediaSMART Pack Standard

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

- 50% off Business Bio**
 1. A fully customizable digital Business Bio (B2B) to help you attract investors, start business contacts and generate new leads. It's a great way to get your B2B name identified.
- Promote your business**
 2. **Media Readiness Pack** – A comprehensive 30-page media strategy guide for business leaders and entrepreneurs who want to secure quality media publicity for their organizations – general business & financial press releases, press releases, and more.
 3. **Business Readiness Pack** – A comprehensive 30-page marketing strategy guide that can boost your sales and generate your business to new customers.
 4. **Steps to Make Money Anytime** – Discover a 10-step process to make money from home.
 5. **Media Readiness Pack** – A comprehensive 30-page media strategy guide for business leaders and entrepreneurs who want to secure quality media publicity for their organizations – general business & financial press releases, press releases, and more.
- Helps the community, environment**
 6. **CSR Research** – An extensive, open-source Social Responsibility system that effectively connects business benefits among environmental, community and charitable organizations, and helps businesses and their employees, customers and suppliers to make a difference.
- SPECIAL BONUSES**
 7. **Business Bio** – A fully customizable digital Business Bio (B2B) to help you attract investors, start business contacts and generate new leads. It's a great way to get your B2B name identified.
 8. **Media publicity evaluation** – Business owners can evaluate their business to determine whether or not they are ready to get published in the media.
 9. **50% off customized press kit** – Use to promote your business to media organizations.
 10. **Affiliate Program** – An extensive, open-source system that helps you create an affiliate network and local network to bring through their network, including B2B cooperation, and marketing to increase target sales and the customer base.

Value: 259,000 yen Price: 89,000 yen (Sales 10%) P.T.O.

More information:
www.businessgrow.net/documents/MSP-S.pdf

+ Business Grow will donate ¥5,000 to the charity, community or environmental organization of your choosing.

See sample press kit pages overleaf

SAMPLE



350+ articles,
business newsletters,
seminar summaries
and books
published in
17 media
throughout Asia

PRESS KIT



Business Grow

Professional writing, editing
and business promotion services

info@businessgrow.net | www.businessgrow.net

Business Grow

Key company information	
Industry:	Media and advertising
URL:	www.businessgrow.net
Establishment date:	March 2002
Offices located in:	Tokyo, Japan
Number of staff [FT/PT]:	10 F/t, 10 P/t
Revenues [last year]:	¥145,000,000
Key contacts	
CEO/Manager: Contact number(s) - Office: - Mobile: - E-mail:	Jonathon Walsh (Director) 03-1234-5678 080-1234-5678 info@businessgrow.net
Media contact: Phone Numbers: - Office: - Mobile: - E-mail:	Robert Stanford (Marketing Coordinator) 03-1234-5678 080-1234-5678 Robert.S@businessgrow.net
Core business description and functions	
Business summary: <i>(3-4 sentences maximum describing specifically what your business does. Include the markets/countries your business operates in)</i>	<p>Business Grow is a niche content supply company that provides professional writing, editing and innovative business promotion services. This is achieved primarily through the supply of professional editing services, articles, business newsletters and biographies, seminar summaries, advertising, customized promotional material, etc. to foreign and Japanese companies, and professional organizations.</p> <p>Business Grow has to date successfully helped promote more than 350 companies and individuals through a wide variety of printed and digital media in Japan and abroad.</p>
Products / services	
Core products / services: <i>(If possible, emphasize the key benefits your business can provide to clients)</i>	<ol style="list-style-type: none"> 1. Corporate and publicity writing/editing. 2. Article and business newsletter supply to Japanese and English language magazines and websites of professional organizations (ie: chambers of commerce). 3. Corporate and business newsletter production for businesses. 4. Business promotion throughout Japan's foreign community via business biographies, seminar summaries, promotional faxes, press releases, etc. 5. Customized business promotion packages and turnkey marketing strategies. 6. Multilingual translation services.
Link to products / services information	www.businessgrow.net/Services.htm

Target customers

<p>Main target customers: <i>(Be as specific as possible)</i></p>	<p>For article writing / advertising – Foreign and Japanese companies wishing to receive high quality exposure through articles and business newsletters in English language magazines, websites of professional organizations in Japan and abroad.</p> <p>For business promotion – Foreign and Japanese companies wanting fresh and targeted marketing strategies.</p> <p>For corporate editing – Foreign and Japanese companies wishing to take advantage of high quality editing and copywriting services for their businesses.</p>
<p>Key benefits we offer to customers:</p>	<ol style="list-style-type: none"> 1. Able to get articles about foreign and Japanese companies published in a wide range of English-language media in Japan and abroad. 2. Can provide niche and customized business promotion tools to create unique and targeted exposure for businesses in Japan. 3. Provide superior corporate editing skills.
<p>Client list (up to 30):</p>	<p>Toyota Motor Corporation, Nissan Corporation, Microsoft Corporation, Oracle, NTT DoCoMo, Canon Inc., Hitachi, Sanyo, Komatsu, Tokyo University, and others.</p> <p>For a full client list, please see: www.businessgrow.net/Clients.htm</p>
<p>Key points that differentiate us from our competition: <i>(In order from most important. Insert relevant sales points here)</i></p>	<ol style="list-style-type: none"> 1. 8 years experience supplying quality content to English and Japanese language magazines, websites and professional business organizations. 2. Solid credibility: More than 350 articles, business newsletters, seminar summaries, books and letters published in 17 media in 4 countries. 3. Extensive contacts among English language media in Japan. 4. Our experienced team are well-published professionals in their respective fields. 5. Business Grow director Jonathon Walsh has been described by one magazine Editor as “probably the second most prolific English language writer in Japan today.” 6. Broad Writing Experience – International business, entrepreneurs, Japanese in business, Japanese culture and society, feature articles, technology, ambassadors/notable dignitaries, social issues, outdoor sports businesses, performing arts, environmental issues, etc.
<p>Our company's key achievements (up to 5):</p>	<ol style="list-style-type: none"> 1. More than 350 articles and newsletters printed in 17 media. 2. Created a variety of business promotion packages and strategies to enable users to promote their businesses to virtually any potential customers. Packages include: MediaSMART Pack, Sales Booster Pack, Affiliate Program, CSR Rewards, customized e-books, etc. 3. Created a Corporate Social Responsibility 'clip-on' package to help companies become more socially responsible. 4. Created an innovative Business Promotion Toolkit comprising Business Bio, InfoPaks, and other business marketing tools. 5. Arranged article supply arrangements for 7 magazines, 8 websites, etc.
<p>Our most popular product/service (and why, if appropriate)</p>	<p>Articles – constant demand from a variety of magazines and business organizations for high quality business articles.</p> <p>Corporate Editing – constant demand from a variety of magazines and business organizations for professional editing services.</p>
<p>English-speaking staff Japanese-speaking staff</p>	<p>Mitchell Taylor xxxxxxx@businessgrow.net Tel: 03-1234-5678</p> <p>Ryoko Yamanashi xxxxxxx@businessgrow.net Tel: 03-1234-5678</p>

NOT FOR RESALE