

# Smart Marketing Toolkit

Not for  
distribution

Marketing tools and information to help you promote your business, get published and sell more

Shared Learning for  
Faster Business Growth

**Expert Insight**

**Revving up your Corporate Communications**

Effective corporate communication 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. One business that has turned good communication into an art form is Nissan Motor Company Ltd., Japan's second largest and arguably most competitive automobile manufacturer. Under the leadership of CEO Carlos Ghosn, Nissan's philosophy has been that the sales have 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 Steven Spindel, 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 works hard to ensure that the automaker's ongoing commitment from out of a sprawling back-end of debt, poor employee morale and plummeting global market share is communicated to its stakeholders.

**10-SECOND BRIEFING**

INDUSTRY AUTOMOTIVE  
LOCATION: CHUO-KU, TOKYO  
ESTABLISHED: 1933  
NET SALES 2004: ¥4,576.2 billion  
OPERATING INCOME 2004: ¥612.2 billion  
EMPLOYEES: 18,547

"Speed, relevance and trust are at the core of all communications."

Steven Spindel

## Get noticed!

A fully customized **Business Bio** can help you do just that by promoting yourself, your business, products and services with eye-catching style.

A Business Bio reviews, highlights and underlines your credibility, achievements, skill set and experience to make you and your company more attractive to customers, partners, media, and investors. Ideal for executive portfolios, company reports, sales packs, websites, brochures and as standalone promotional documents. Set yourself apart from the competition by distributing Bios at networking events, conferences and meetings. Japanese language Business Bios also available.

Prices: DATA version (Q&A): 45,000 yen  
PRO version (article style): 90,000 yen

Info Pack: [www.businessgrow.net/documents/BBio-Profile.pdf](http://www.businessgrow.net/documents/BBio-Profile.pdf)  
Samples: [www.businessgrow.net/documents/BBioSamples.pdf](http://www.businessgrow.net/documents/BBioSamples.pdf)

Reseller commission: 13,500 yen  
Reseller commission: 26,000 yen

## Market to virtually any potential customer

This high value package contains 28 powerful marketing tools, media services, reports and turnkey business marketing strategies that are laser focused on helping you: 1/ obtain media exposure and, 2/ promote your business to virtually any potential customer. Tailor made for executives who want to get serious about promoting their businesses, enter into B2B partnerships, benefit from getting published and boost sales. Contains the following, and more:

- ✓ **Market-proven business marketing guide** to obtaining valuable media publicity.
- ✓ **Press Connect Service** – Receive customized support and a targeted business marketing strategy to promote your company to specific media related to your target market.
- ✓ **Affiliate Program** – An easy-to-implement turnkey system that quickly helps you create an affiliate network and boost revenues by selling through other peoples' networks – see over.
- ✓ **Fully customized Business Bio** – (either discounted or included - see above.)
- ✓ **Customized Press Kit** – Use to promote your business to media organizations, and more.

Prices start from 69,000 yen Reseller commissions start from 20,700 yen

MediaSMART Pack – **Standard**: [www.businessgrow.net/documents/MSP-S2.pdf](http://www.businessgrow.net/documents/MSP-S2.pdf)

MediaSMART Pack – **Premium**: [www.businessgrow.net/documents/MSP-P2.pdf](http://www.businessgrow.net/documents/MSP-P2.pdf)

**ProductTRIAL**

Market your key products and services to your dream customers

ProductTRIAL is an innovative system that can put your key products and services in front of your dream customers, enables them to experience the benefits for themselves under 'live' conditions, and that provides you with feedback to help you tweak your products and services into exactly what your customers want to buy.

**Receive real world feedback from users and potential buyers**

**How ProductTRIAL works –**

1. You provide Business Grow with information about the products/services ("TestProduct") you want to sell.
2. Business Grow equips you with a suite of five step-by-step e-mails, introduction letters, faxes, and a powerful package of incentives to enable you to successfully contact your dream customers and introduce ProductTRIAL to them.
3. You're arranged for each consenting customer for:  
a) To trial your TestProduct for a trial period, i.e. 1 month, and  
b) Fill in a feedback questionnaire containing questions prepared by your company to – for example:  
Help you find out exactly what the customer wants (does your product provide what they are looking for?)  
Provide suggestions about pricing (are you charging too much? Too little?)  
Provide you with ideas for improvement.  
Provide your honest recommendation to help you better promote TestProduct.

**ProductTRIAL gives you tools to make direct contact with your dream customers – and incentivizes them to place orders**

**Benefits –**

1. Exposure – Put your key products and/or services directly in front of the companies you most want to sell to.
2. Contact – ProductTRIAL can put you in direct contact with high value customers.
3. Incentive – Business Grow will give your customers a powerful incentive to purchase your products/services by offering them a package of special offers and discounts.
4. Contact – ProductTRIAL can put you in direct contact with potentially highly valuable customers.
5. Information – Customers will be required to provide feedback about your products and/or services.
6. Promotion – You will be able to promote your products/services into exactly what your customers want to buy.
7. Tools – Business Grow equips you with five step-by-step e-mails, introduction letters and faxes to help you contact customers.
8. Free Newsletter – Free – Containing 25,000 of powerful marketing tools, information and strategies that can help you promote your businesses to virtually any customer, gain media exposure and sell more.

For more information: [www.businessgrow.net/documents/PTL.pdf](http://www.businessgrow.net/documents/PTL.pdf)

**Investment**

Consulting Fee (covers all package customization, mails, meetings, etc.): 45,000 yen  
Incentive Pack Fee: 25,000 yen per customer who agrees to participate in research.

To find out more about this unique ProductTRIAL strategy, please contact Jonathan Walsh at: [info@businessgrow.net](mailto:info@businessgrow.net)

**BUSINESS GROW**  
Professional writing, marketing and business promotion services  
[www.businessgrow.net](http://www.businessgrow.net)

## Have customers road test your products

**Receive 'coalface' feedback about your products and services from potential buyers.**

ProductTRIAL is an innovative system that can put your key products and services in front of your dream customers, enables them to experience the benefits for themselves under 'live' conditions, and that provides you with feedback to help you tweak your products and services into exactly what your customers want to buy. **Benefits include:**

- **Exposure** – Put your key products and/or services directly in front of the companies you most want to sell to and allow them to trial them and provide feedback.
- **Contact** – ProductTRIAL can put you in direct contact with high value customers.
- **Incentive** – Business Grow will give your customers a powerful incentive to purchase your products/services by offering them a package of special offers and discounts.

Consulting and Incentive Pack fees apply Reseller commission: 15,000 yen  
Brochure: [www.businessgrow.net/documents/ProductTRIALbrochureV2.pdf](http://www.businessgrow.net/documents/ProductTRIALbrochureV2.pdf)

**MediaSMART Pack Standard**

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

**50% off a customized Business Bio**

1. A 2-page Business Bio (B2B) – Use to promote yourself, your business, products, services, etc. See P2 for more info.
2. **Promote your business** – A 2-page Business Bio (B2B) – Use to promote yourself, your business, products, services, etc. See P2 for more info.
3. **Business Marketing Response** – A brochure containing 12 powerful marketing tools that can boost your sales and provide your business with a steady stream of potential customers.
4. **4 Ways to Make Money Anywhere** – Discover 4 innovative strategies to earn an income from anywhere.
5. **Japan Marketing Reports** – A 1-page report packed with tips, tricks and advice from some of Tokyo's top marketers.

**CostTracker money management system**

1. A powerful financial system that helps you:  
a) Track your income/expenses by customer/client category  
b) Set goals and track progress  
c) Improve your strategy  
d) Prepare your taxes  
e) Create a budget

**Help the community, environment**

1. **C&R Rewards** – An easy-to-use, step-on Corporate Social Responsibility system that effectively spreads financial benefits among environmental, community and charitable organizations, and helps businesses like yours sell more. See [www.businessgrow.net/documents/C&R Rewards Sample.pdf](http://www.businessgrow.net/documents/C&R Rewards Sample.pdf) Green Office Checklist – 171 incentives to help you: grow your office, reduce waste and cut costs.

**SPECIAL BONUS**

To find out how to obtain the items below and on P2, see [www.businessgrow.net/documents/PTL.pdf](http://www.businessgrow.net/documents/PTL.pdf)

**Media publicity evaluation** – Business Grow can evaluate your business to determine whether you can secure media publicity for your products, services or website.

**80% off a customized press kit**

Use to promote your business to media organizations. See [www.businessgrow.net/documents/PTL.pdf](http://www.businessgrow.net/documents/PTL.pdf) for more info.

**Affiliate Program** – An easy-to-implement system that helps you create an affiliate network and boost revenues by selling through other peoples' networks, generating B2B exposure, and expanding the product/service range used after customers. See [www.businessgrow.net/documents/PTL.pdf](http://www.businessgrow.net/documents/PTL.pdf) for more info.

**YOUR COMPANY NAME PRESS KIT**

**Value: 259,000 yen Price: 69,000 yen (Save 73%)** [www.businessgrow.net](http://www.businessgrow.net) See more content online...

**Purchase any product below and receive the freebies shown on P3**



**Media Readiness Pack**

An industry insider's guide for business managers and entrepreneurs who want to secure quality media publicity for their businesses – without spending a fortune

By Jonathon Walsh, Business Grow  
Professional writing, editing and business promotion services  
info@businessgrow.net | www.businessgrow.net

## Get your business published

**Media Readiness Pack** – If you want to enjoy the benefits of having your business written up in a magazine or website, this comprehensive guide to getting published is for you. Packed with proven tips for business owners and entrepreneurs who want to secure valuable media publicity – *without spending a fortune*.

Written by a widely published business journalist and author of 350+ articles published in Japan and abroad.

### Two sections cover:

**PREPARE** – How to prepare your business to be published should an editor call.

**PROACTIVE** – How to proactively promote your business to an editor.

**Includes** guide to creating a press kit, sample media introduction letters, how to send an article pitch to an editor, and more.

**Special Price: 15,000 yen** **Reseller commission: 7,500 yen**  
**Sample content:** [www.businessgrow.net/documents/MRPSample3.pdf](http://www.businessgrow.net/documents/MRPSample3.pdf)

## Support the community and environment

**CSR Rewards strategy** – An easy-to-use, clip-on corporate social responsibility system that supports environmental, community and charity organizations, and helps businesses like yours sell more. CSR Rewards provides a great way to cement your CSR/environmental credentials while simultaneously tapping into the fast-growing eco market. Includes setup guide, list of charities and environmental organizations, introduction letter, and more.

### The prime objectives of the CSR Rewards strategy are to:

- 1/ **Improve revenues for environmental, community and charitable organizations, and**
- 2/ **Boost your sales** by enabling you to advertise to your potential customers that a portion of your revenues from the sales of products/services will be donated to an organization(s) of their choosing.

**Special Price: 49,000 yen** **Reseller commission: 15,000 yen**  
**Sample content:** [www.businessgrow.net/documents/CSRRewardsBrochure2.pdf](http://www.businessgrow.net/documents/CSRRewardsBrochure2.pdf)



**CSR Rewards**

Corporate Social Responsibility  
**Rewards**  
SETUP GUIDE



**SMART Business**

**Affiliate Program**

The Smart Way to Grow Your Business

**User Guide**

**Benefits:**

- ✓ Expand your customer base by selling through other peoples' networks
- ✓ Recruit extra salespeople to sell for you without paying extra salaries
- ✓ Increase earnings as others sell your products and services
- ✓ Earn reseller commissions by selling for others
- ✓ Zero/minimal setup costs and quick to launch
- ✓ 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 magic tricks

e-mail: [info@businessgrow.net](mailto:info@businessgrow.net)  
URL: [www.businessgrow.net](http://www.businessgrow.net)

## Supercharge your customer base

Use this easy-to-implement turnkey system to quickly create an affiliate network and boost revenues by selling through other peoples' networks, earning reseller commissions, stimulating B2B cooperation, and expanding the product/service range you offer to customers – without associated R&D costs.

### The Affiliate Program can help you:

- ✓ Expand your customer base by selling through other peoples' networks.
- ✓ Recruit extra salespeople to sell for you without paying extra salaries.
- ✓ Increase earnings as others sell your products and services.
- ✓ Earn reseller commissions by selling for others.
- ✓ Boost your product/service range with zero development time or costs.

**Includes:** User Guide, fill-in-the-gaps introduction e-mail and letter, affiliate analysis check sheet, and more.

**Special Price: 49,000 yen** **Reseller commission: 15,000 yen**  
**Sample content:** [www.businessgrow.net/documents/APSample.pdf](http://www.businessgrow.net/documents/APSample.pdf)

**Purchase any product shown on P2 and receive everything shown below**

### 10% off professional writing, editing and business promotion services – for 6 months

- ✓ Professional editing and writing
- ✓ Promotional / In-house newsletters
- ✓ Business biographies
- ✓ Creation of website & documentation text
- ✓ Business promotion, and more.

### Business Marketing Weapons

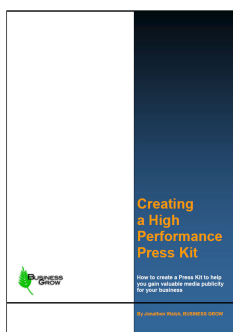
Brochure showcasing 12 powerful marketing tools that can boost your sales and promote your business to virtually any potential customers.

- ✓ Business newsletters
- ✓ Corporate newsletters
- ✓ Customizable e-books
- ✓ InfoPaks
- ✓ Business Bio
- ✓ Promotion Pack, & more.



### Press Kit Guide

Learn how to create a press kit, what to include, and how to be prepared to send your press kit to writers/editors to help you gain valuable media publicity for your business.



### Support charities, community and the environment

- ✓ **Place an order for more than 50,000 yen and Business Grow will donate 5,000 yen to the charity, community or environmental group of your choice.**
- ✓ **Also receive a Green Office Checklist** – 97 checkpoints to help you 'green' your office, reduce waste and boost profits.

### How to order

1. Select the product(s) you want to order.
2. Contact Jonathon Walsh at **info@businessgrow.net** and place your order.
3. To receive a 10% discount, be sure to mention the name of the Authorized Reseller who introduced you to this brochure (if applicable).

**Prices subject to change without notice. Offers expire December 31, 2011.**

### Business Grow provides

- ✓ Professional editing and writing services
- ✓ Customized business promotion strategies
- ✓ Promotional and in-house newsletters
- ✓ Business biographies
- ✓ Business promotion throughout Japan's foreign community
- ✓ Multilingual translation, and more.

**Contact: Jonathon Walsh**

**E-mail:** info@businessgrow.net

**URL:** www.businessgrow.net



