

Smart Marketing Toolkit

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 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 auto 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 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-haul of data, your employee morale and planning global market share.

10-SECOND BRIEFING

INDUSTRY: Automotive
LOCATION: Chicago, Tokyo
ESTABLISHED: 1933
NET SALES 2004: \$4.576 billion
CURRENTLY INCOME 2004: \$1.2 billion
EMPLOYEES: 15,500

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

Steven Spindel

Nissan's February 2, 2005, 10-second briefing with power-operated lift top.

The mission of Spindel's department is global communication, sustainability and investor relations. "Our goal is to provide key stakeholders with timely information about Nissan and to ensure that they have the most informed decisions concerning our company and its products. Speed, relevance and trust are at the core of all communications at Nissan."

Key responsibilities and responsibilities include: media, analyst, and shareholder relations, crisis and employee communications, corporate citizenship, media services, investor shows, product launches, publications, website, broadcast media services and event management.

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

PTOL

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, websites, sales packs, 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
Samples: www.businessgrow.net/documents/BBioSamples.pdf

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.
- ✓ **CSR Rewards** – A complete, easy-to-use, clip-on CSR system, and more.

MediaSMART Pack – Standard: www.businessgrow.net/documents/MSP-S2.pdf

MediaSMART Pack – Premium: www.businessgrow.net/documents/MSP-P2.pdf

MediaSMART Pack Standard

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

Support your community and the environment

50% off a customized Business Bio

1. A 2-page Business Bio-Data – Use to promote yourself, your business, products, services, etc. See P2 for more info.

Promote your business

2. **Media Resumes Pack** – A market-proven industry insider's guide for business professionals who want to secure media publicity for their businesses – without spending a fortune. Written by author of 100+ published articles. Sample: www.businessgrow.net/documents/MRPPsample.pdf

3. **Business Marketing Response** – Electronic marketing 12 powerful marketing tools that can boost your sales and promote your business virtually any potential customer.

4. **4 Ways to Make Money Anywhere** – Discover 4 innovative strategies to earn income from anywhere.

5. **Japan Marketing Reports** – 10-page report on Japan's top 1000 and advice from some of Tokyo's top executives.

CostTracker money management system

6. A powerful money management system that helps you:

- ✓ Track your income/expenses by categories/category
- ✓ Get alerts and budget profiles
- ✓ Improve your money
- ✓ Prepare your taxes
- ✓ Create a budget
- ✓ Produce rapid detailed financial reports, and much more.

Help the community, environment

7. **CSR Rewards** – An easy-to-use, clip-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/CSRsample.pdf Green Office Checklist. 17 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

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

80% off a customized press kit

Use to promote your business to media organizations. See www.businessgrow.net/documents/PressKitSample.pdf

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 opportunities, and expanding the product/service range used after customers. See www.businessgrow.net/documents/Affiliate.pdf

Value: 250,000 yen Price: 69,000 yen (save 73%) **See more content online!**

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. Note: it is critical that these TestProducts are actually able to be tested by the customer.
2. Business Grow equips you with a suite of free-to-use e-mails, invitation letters, faxes, and a powerful package of incentives to enable you to successfully contact your dream customers and introduce ProductTRIAL to them.
3. You set targets for each contacting customer to:

If Trial your TestProduct for a fixed period, i.e. 1 month, and

If Trial is a feedback questionnaire prepared by your company – for example:

Help you find out quickly 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 an 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 and allow them to trial them and provide feedback.
2. **Contact** – ProductTRIAL can put you in direct contact with potentially 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 into exactly what your customers want to buy.
6. **Tools** – Business Grow equips you with free-to-use e-mails, invitation letters and faxes to help you contact customers.
7. **FREE MediaSMART Pack** – Containing 28,000 of powerful marketing tools, information and strategies that can help you promote your business to virtually any customer, get media exposure and sell more. For more information: www.businessgrow.net/documents/MSP-S2.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

BUSINESS GROW
Professional advice, writing and business promotion services
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 potentially 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.

Brochure: www.businessgrow.net/documents/ProductTRIALbrochureV2.pdf

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

Sample content: 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

Sample content: 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

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

Sample content: 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

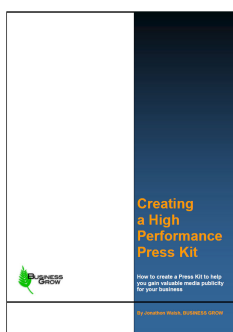
Brochure showcasing 12 powerful marketing tools that can boost your sales and promote your business to virtually any potential customers.

- ✓ 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 31st, 2012.**

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



Additional Information

Business Grow provides

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

Editing experience

- ✓ Currently assisting professional translators (by phone and Internet) with editing, proofreading and rewriting a wide variety of non-native translations.
- ✓ Editing non-native translations and producing high quality English without straying too far from original meaning.
- ✓ Proofing/editing experience with pre-print hardcopy, using attention to detail to ensure that expensive print runs are error free.

Published work

- ✓ **Over 350 articles published in magazines and websites between 2002-2008.**
- ✓ **Six self-published books.**
- ✓ **Articles published online:**

- 1/ www.ea-tokyo.com/downloads/EI_Nissan.pdf – Nissan Motor Corporation
- 2/ www.ea-tokyo.com/downloads/EI-EA-Tokyo-Sozon-Final.pdf – Sozon SEO
- 3/ www.ea-tokyo.com/seminars/seminarsummaries/20050906.php – Dyson Japan
- 4/ www.ea-tokyo.com/seminars/seminarsummaries/20040511.php – eigoTown
- 5/ www.anzccj.jp/news/001vol25/vol25_issue01.pdf?PHPSESSID=b2f2226edeb68525f1b2451efe117979
– 'Nothing Like A Taste of Home' (Foreign Buyer's Club, P5)

Client List

Jonathon Walsh has either directly edited or carried out work for the below companies on behalf of an intermediary.

- Microsoft Corporation
- Oracle Corporation
- BP p.l.c
- Exxon Mobil Corporation
- Toyota Motor Corporation
- Nissan Motor Corporation
- Lexus
- NTT DoCoMo
- JR East
- The University of Tokyo
- Canon Inc.
- Hitachi
- Sanyo
- Epson
- SAP
- Komatsu
- Brother
- Yamaha
- Kyocera
- Mitsubishi Chemical Corp.
- Japan Oil, Gas and Metals National Corporation (JOGMEC)
- NYK Shipping Line
- Kao Corporation
- Konica Minolta
- Fuji Xerox
- Kawasaki Motors
- ANA Hotel
- Hosei University (Tokyo)
- Roppongi Hills Club
- Hiragana Times
- Serumi Medical Instruments
- Tokyo Motor Show 2003
- Makino J Machinery
- Global House-Aichi Expo 2005