

Boost sales with



Professional editorial and advertising services



Special Offer

Order a MiniPak and receive:

COSTTRACKER Business Money Management System – a powerful multi-function MS Excel-based financial management system that helps you track your income and expenses, cut costs, identify key profit drivers, and much more.

BELOW: 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 in creating an effective marketing strategy. How can you identify your sales points – the factors that really make you stand out from the crowd?

Using our cost-effective process, you clearly analyze your strengths, weaknesses, and opportunities. We'll identify your sales points and help you understand how to leverage them to your advantage. We'll also provide you with a list of key questions that will help you identify them.

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 those factors that make your business stand out – the one you're "big" and very often the reason a customer will place an order with you. Sales points also highlight areas that you should consider emphasizing in your marketing and focusing on to a greater extent. Perhaps you will have already highlighted your sales points in your business plan, but if not, here are some key questions that will help you identify them.

- 1) What key points do you believe separate your business from your competitors? Consider advertising-pulling topics that come to mind about your business, its recent product launches, awards you have won, accomplishments, strategic technology, some where value are dramatically increasing, methods you have used to overcome large or overwhelming odds, but one exception, etc.
- 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 some of your competitors aren't? If so, list them.
- 4) What products or services are you selling most 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 big picture** – Based on the direction 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 list of the most important, immediate, or attention-grabbing Sales Points**
• **Ask yourself questions and map to grade your standards in terms of how successful and attention-grabbing the items are for your targeted concept.**

After completing this process, you should have a reasonable clear idea of your company's sales points. This is an important first step in 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, Professional-Business Newsletters, Executive Articles, Website & Documentation Text, Business Promotion, Multi-page Translation, and more.
e-mail: info@businessgrow.net URL: www.businessgrow.net

Having trouble getting your products and services in front of key clients? Want more exposure for your business?

Here's a smart new way to do it – create an InfoPak and give it away.

InfoPaks provide a new way to **laser focus your marketing** to put your business, products and services in front of key potential clients.

What is an InfoPak? You're reading one. InfoPaks are custom-designed newsletters that provide your free, use-right-now business advice to potential customers...and proactively markets your company to them at the same time.

How are InfoPaks created?

- 1/ **LIST** the key products or services you want to market, ie: software development services, affiliate sales programs, Web design services, education/training programs, accounting software, outsourcing solutions, etc.
- 2/ **CONSULT** with Business Grow to determine how your products, services and expertise can be authoritatively promoted in a way that will offer free advice, information and value to the companies you most want to gain business from.
- 3/ **CREATE** – Let Business Grow create custom-designed InfoPaks to proactively and positively promote your company as a valuable, reliable and trustworthy business partner.
- 4/ **SEND** – InfoPaks can be given away (recommended for MiniPaks) to your potential clients by e-mail, direct mail, fax, etc., or sold/given away as an e-book (recommended for MaxiPaks).

InfoPak samples

Discover your Sales Points: www.ea-tokyo.com/downloads/InfoPak-SalesPoints.pdf
Creating a Press Kit: www.ea-tokyo.com/downloads/InfoPak-PressKitPDF.pdf

How can InfoPaks benefit my business?

- **Strategically market your products and services** – By distributing InfoPaks free to your potential customers, you not only offer them quality advice, but you very importantly expose them to your products and services. **This alone can open the door to new business.**
- **Make contact** – InfoPaks give you a great reason to contact potential clients – a reason you may never have had before – to discuss work, arrange a meeting, etc.
- **Encourage customers to buy** – Use a highly enticing special offer, discount or incentive to encourage customers to contact and do business with you.
- **Smart marketing** – While your competition is busy (simply) explaining how they can help through traditional advertising methods, you will be clearly demonstrating and concretely proving that you are capable of doing the job.
- **Total flexibility** – InfoPaks can be used as a tool for once-only promotion of a specific product or service, or as part of an InfoPaks advertising campaign to effectively promote an entire range of products or services.

More information overleaf

PRICES: MiniPak (1 page): 50,000 yen MaxiPak (> 30 pages): please ask for a quotation.
YOU RECEIVE: Text and pdf files of your InfoPak + 25 full color printouts.

How InfoPaks work to effectively promote your business

Discover your Sales Points

Your company logo



Do you know your company's sales points?
What makes your business stand out from the competition?

Attention grabbing tag line

Encourage customers to buy



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?

Introduction of yourself and your business

Doing so is not difficult provided you clearly analyze your strengths, says **Jonathon Walsh**, director of Tokyo-based editorial and advertising service company **Business Grow**. Use the following investigative process to pinpoint key factors about your business to base your new or existing marketing strategy on.

Use a highly enticing special offer, discount or incentive to encourage customers to do business with you and/or to contact you for more information about specific products or services

- Identify your Sales Points

Your use-right-now informative advice

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 factors that make your business stand out - they are your 'edge' and are very often the reason a customer will place an order with you. Sales Points also highlight areas that you should consider emphasizing in your marketing and focusing on to a greater extent. Perhaps you will have already highlighted your Sales Points in your business plan, but if not, here are some key questions that will help you identify them.

This is the core of an InfoPak and will ideally be made up of practical tips and advice that will directly benefit your potential customers who receive your InfoPaks

- 1/ What key points do you believe separates your business from your competition? Consider attention-grabbing topics that come to mind about your business, i.e. recent product launches, awards you have won, announcements, cutting-edge technology, areas where sales are dramatically increasing, methods you have used to overcome large or overwhelming odds, hot new strategies, etc.
- 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 most 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

Your key products and services

Once you have listed some answers to the above questions, you will need to sort them into order. Consider:

- **Think long-term** - Based on the direction 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 shortlist of the most important, innovative, or attention-grabbing Sales Points.**
- **List trusted customers and staff to grade your shortlist** in terms of how stand-out and attention-grabbing the items are from their detached viewpoint.

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**.

Want to learn more about creating Sales Points?

For a FREE Sales Points Work Sheet, send an e-mail to **Jonathon Walsh** at info@businessgrow.net

SPECIAL OFFER

Receive a **20% discount** off Business Grow's laser-focused 30+ page 'Media Readiness Pack' report - written by an experienced media industry insider and packed full of proven, ready-to-use strategies and advice to secure valuable publicity for your business.



To view sample pages, contact **Jonathon Walsh** at info@businessgrow.net

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Hints for use

Distribute your InfoPaks by e-mail, fax and direct mail inserts to clients, customers, vendors, suppliers, potential customers, etc.

Business Intelligence

Creating a Press Kit

If an Editor called you today wanting to write a story about your business with a 2-day deadline, would you be ready?

Many businesses are not, and subsequently miss out on being published in 1,000s of potential customers. Find out how to prepare to be published in **BA FREE** newsletter from **Business Grow**.

Resolving quality media coverage is just about the best resource a business can get. Use **Jonathon Walsh**, director of quality growing editorial and advertising service company **Business Grow** and author of more than 200 published articles in Japan.

Q: How can you overcome this barrier to publicity and get a step ahead of the competition? A: **Create a PRESS KIT.**

Why does having a press kit make good business sense?
An article about your business printed in a magazine or posted on a website can provide high returns for little or no cost. With a press kit, a business owner will be able to provide it off all the relevant facts about themselves, their business, products and services to an Editor. **QUALITY BUSINESS**, their articles of value published.

What should be inside your press kit? Here's an essential checklist:

Information:

- A key statement or summary about your company's activities - key points in bullet format.
- A list of company achievements and milestones.
- Points of difference - what makes your company stand out from the competition?
- Short bio - 2-3 paragraph statements that describe the core activities of your business.
- Subsequent details include product and specific services or businesses from related customers.
- Other information - Key services, Client list, no. staff, listed sales revenue figures, etc.
- Contact details of a person within your company who is able to effectively field press enquiries.

Images:

- Approximately 7-8 high quality photos and/or images. These should be large and in the correct format. As a standard size of photo, photographs should be JPEGs of at least 200x200 pixels.
- Photos of staff teams and at least one high quality photo of the manager/owner/CEO.
- Photos taken around the office - inside and outside.
- High quality photos of key products or services.
- Provide clear and correct captions for all photos and supply type these into a document.

For assistance with preparing a Press Kit, please contact **Business Grow**.

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e-mail: info@businessgrow.net URL: www.businessgrow.net

Want to find out more about getting your business published?

For more information about how Business Grow's tailored advertising solutions can secure valuable and targeted promotion for your business through

- Magazines
- Websites
- Professional associations
- B2B

please contact: **Jonathon Walsh**
e-mail: info@businessgrow.net

FREE e-book 'Creating a High Performance Press Kit'

This comprehensive 13-page guide explains how to create a Press Kit, what to include, and how to be prepared to supply your Press Kit to writers/editors to help you gain valuable media publicity for your business.

To claim your **FREE** copy, simply mail info@businessgrow.net and request one.

Business Grow

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Find out how to get 1000s of potential customers publishing your business!

See P13 for how you can support!

FREE!

Creating a High Performance PRESS KIT

How to create a Press Kit to help you gain valuable media publicity for your business

By **Jonathon Walsh**

BUSINESS GROW provides the following services:

- Professional Editing and Writing Services
- Executive Articles, Website & Documentation Text
- Business Promotion, Multilingual Translation, and more.
- In-house Corporate and Business Newsletters
- Articles, Executive Speeches, Awards, Press Kits, Community Multilingual Translation Services