

# You never get a second chance to make a great first impression.

**Here's how to make sure the first one counts.**

Business Grow can produce a customized version of any of the e-books shown on this and the following page – promoting **your** company's products and services and featuring your logo and advertising – for you to use to open doors to new business.

**More information overleaf...**

CUSTOMIZED E-BOOKS

## SECTION 2: Proactive

One of the most effective ways to get published and subsequently increase sales is to get *proactive* and tell the world about your business.

**The bottom line is simple: if an editor doesn't know about you or your business, they will never publish an article about you!**

Your mission – should you choose to accept it – is simple – tell them about your business.

### Identify your target media

It is realistic to assume that due to the busy, deadline-packed nature of the publishing industry, most editors have little or no spare time. It is also useful to note that many newspaper, magazine and website editors will instruct their in-house staff or freelance writers to search for interesting stories and subjects to write about. One of the aims of the MRP, however, is to do exactly the opposite – *tell them about the stories and break the news to them!*

Do not assume that an editor will contact you directly. There is a very small chance of this happening unless your company is relatively well known in the marketplace or is engaged in activities that have caught a reporter's attention.

The first step to getting your business published (after determining your sales points) is to decide which media you would like you or your business to be featured in. Is it:

- A newspaper
- A magazine
- A popular industry website
- A special interest website or organization
- Members of specific industry groups

Make a list of publications, websites or industry groups that you want exposure in. Take into account that it is usually best to carefully consider media that contain the greatest number of your target customers, not just the most popular media of the day.

**Above:** Cover and sample content of Media Readiness Pack.

**Below:** Samples of advertising pages that can be customized to promote your products and services.

## MEDIA READINESS PACK (above)

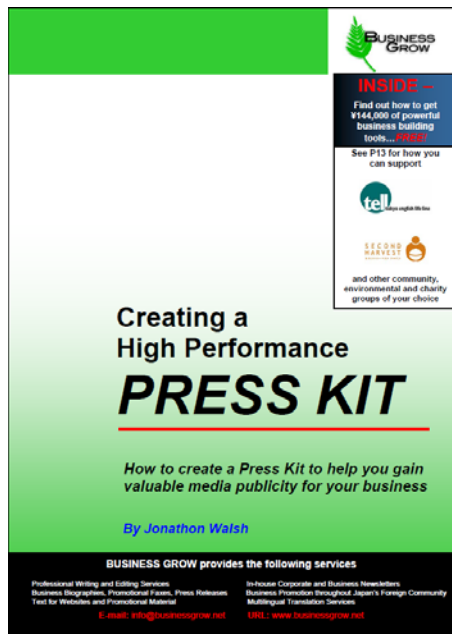
A comprehensive 35-page **industry insider's do-it-yourself guide** for business people and entrepreneurs who want to secure publicity for their businesses – without spending a fortune.

See a sample of the Media Readiness Pack: [www.businessgrow.net/documents/MRPSample.pdf](http://www.businessgrow.net/documents/MRPSample.pdf)

**Target Market:** Small and medium-sized businesses, entrepreneurs, anywhere.

**Available advertising spots:** 9-10.

# Other products in Business Grow's e-book range -



Your company logo can be positioned here. Colors and basic design elements can be changed to suit your requirements.



## Creating a High Performance PRESS KIT

A detailed 13-page **guide to creating a Press Kit**. Explains why a Press Kit is necessary, and how to create and prepare one ready to deliver to an editor/writer to gain media publicity.

**Target Market:** Small and medium-sized businesses, entrepreneurs, NGOs, SOHOs, anywhere.

**Available advertising spots:** 5

## 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.

**Target Market:** All businesses, big and small, entrepreneurs, anywhere.

**Available advertising spots:** 2-3

**Info:** [www.businessgrow.net/documents/CSR Rewards-Sample.pdf](http://www.businessgrow.net/documents/CSR Rewards-Sample.pdf)

## 4 Ways to Make Money Anywhere

Detailed business models outlining 4 smart ways business people can make money from anywhere they are located.

**Target Market:** Any company or business-minded person, home-based entrepreneurs, anywhere.

**Available advertising spots:** 6

## How to use E-books:

1. Choose the e-book most relevant to your target customers.
2. Purchase the **E-book Starter Pack** (see right bottom box).
3. Identify the companies and people you want to contact for business purposes or target as new clients.
4. Send your customized e-book and supporting sales letter.
5. Follow through with your inquiry/sales pitch, mentioning the e-book to establish a business relationship.

## BENEFITS:

- **Open doors and make contact** – Giving away e-books for free gives you a great reason to initiate contact with potential customers.
- **Create a great first impression** – Offering free practical information ensures you create a very positive first impression with key customers – and makes them more willing to work with you.
- **Sell more** – Include e-books in your sales packs to automatically create a greater incentive for customers to purchase.
- **Increase brand recognition** – Promote your brand by featuring your logo and including advertising of your products and services.
- **Strategically market your products and services** – By distributing e-books free to your potential customers, you not only provide them with useful business information, but you very importantly expose them to your products and services, and increase goodwill.

## PRICING:

**E-book Starter Pack – (see right)**

- **1-off Production Fee** (for customization of 1 e-book): **¥45,000**

## Order an E-book Starter Pack and receive:

- ✓ **Your choice of e-book** – in pdf format – branded with your company logo and containing advertising of products/services you wish to market.
- ✓ Customized fill-in-the-gaps **sales letters and e-mails**.
- ✓ **70% off a Sales Booster Pack** – containing over **¥200,000** of products and information to promote your business and boost earnings. (see *SBP Standard.doc* at [www.businessgrow.net/documents/SBPStandard-1P.pdf](http://www.businessgrow.net/documents/SBPStandard-1P.pdf) or ask for more information)