



# How To Turn Good Service Into Great PR (possibly for free)

## The Plan

Get an article written about the positive impact a vendor's service has had on your business, and have both companies promote it through your respective networks to generate

- business-boosting publicity.

## The Small Print

If you have recently purchased superior products or received great service, tell the vendor that you would be happy to supply them with glowing praise about their services, staff and company (that's great PR) if they arrange for an [article](#) and/or [press release](#) to be produced about your experience.

→ [Why an article?](#)

To get things moving faster, suggest they hire professional writing experts [Business Grow](#) to interview you and produce a positive yet balanced article about how their services helped you overcome a particular challenge, improve your operations, sell more, etc. [→ [Why Business Grow?](#)]

In fact, Business Grow can give you a letter template you can easily fill in for this purpose. Alternatively, you could commission Business Grow yourself to write the article (see [What could an article look like?](#))

**Choosing a design is fun.** Any one of the 10 different article designs in Business Grow's [Business Articles Portfolio](#) could be used to tell the business community about your unique services, how the vendor's products/services are benefitting your company, why you selected them over their competition, why you would be happy to recommend them to others, and more.

## Spread the good news

Once the article featuring you and the vendor's business is done, **arrange to share it.** When you receive it, you'll have valuable new content you will be able to promote – possibly for years – in multiple areas (see [6 ways to promote your article](#)) – with the added prestige of being featured in an industry article – and through all your networks to highlight how you are improving your business operations (while promoting the vendor). And the vendor can promote it via all their networks to showcase yet another satisfied customer, while generating free publicity for your business. → **That means everyone wins.**

Better still, if the article has sufficient interest value, Business Grow may even be able to promote it to the press (see [Media Publicity Package](#)) to generate potentially game-changing publicity, like [this](#).



# The power of an article

## 6 ways to promote your article –

1. Put it on your website
2. Distribute at meetings, seminars, events and trade shows
3. Send to magazine, newspaper and website editors (lead story, anyone?) → Make it easy with the [Media Publicity Package](#)
4. Use in your communications, blogs, and social media
5. Insert into presentation packs, newsletters, sales pitches, press kits, etc.
6. Send to potential clients, media and investors.

## Why an article?

### An article about you can –

- Convince and make it easy for editors to decide to publish an article about you that could help you secure valuable media publicity
- Showcase yourself, your company, as well as any relevant product, service, initiative, program, team or program
- Make a powerful and lasting first impression on potential customers
- Underline your skills, achievements, credibility and experience
- Reinforce your credibility and help you seal that next business deal, and
- Present and leverage the human side of your company to attract more business.

## Why Business Grow?

[Business Grow](#) is an innovative Tokyo-based corporate communications agency specializing in providing ready-to-roll [professional writing](#), [editing](#) and [business promotion services](#).

Over the last 20 years, director Jon Walsh has written and had more than [500 business and other articles published](#) in Asia-based media, and assisted entrepreneurs, startups, industry leaders and Fortune 500 corporations with custom-designed [newsletters](#), [articles](#), [innovative marketing tools](#), editing, and Japan business expertise.

→ We know how to write.

### Check out our

- [Business Dashboard](#)
- [Breakthrough Marketing Essentials product/service portfolio](#).

[Writing samples](#)

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