

How to Turn Your Success into Stories and Sales

Your business is moving from strength to strength and achieving significant success – well done!

Q: How can you leverage positive news to attract business and publicity for yourself and your organisation?

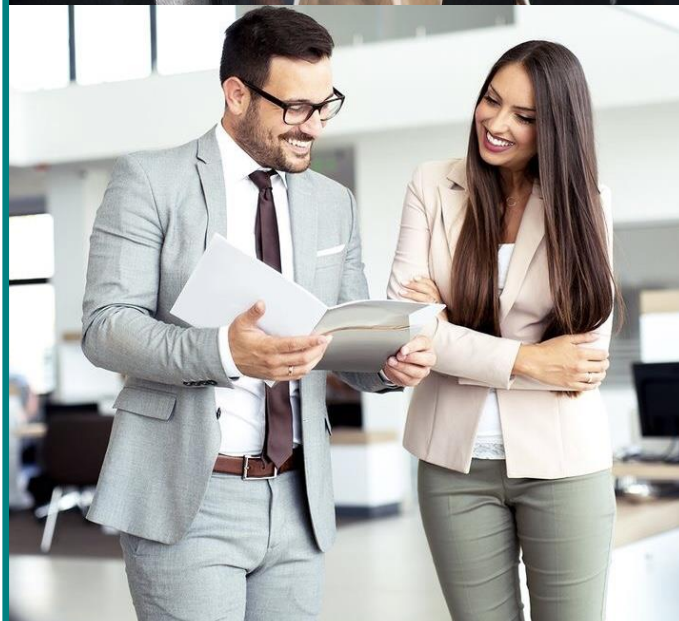
Imagine.... your success story being split into 3-5 different “angles of interest”, all of which are amplified and broadcast on multiple platforms using a range of promotional tools (see p2) to promote you and your activities as being innovative and impacting and keep you in the news for weeks?

Imagine.... News of your effort, strategy, results and impact being promoted to thousands of people as early as next week?

Hi, I'm **Jon Walsh**, director of Tokyo-based corporate communications agency [Business Grow](#). I've got 20 years' experience of successfully marketing over 500 [Fortune 500 executives](#), [businesses](#), [entrepreneurs](#), [NPOs](#) and [individuals](#) to thousands of potential customers through social media, traditional media, and B2B channels. > [More](#).

Read on to learn 5 ways your good news can be effectively packaged into a **marketing strategy** that can:

- ✓ Boost your sales and business faster
- ✓ Create additional exposure for your activities
- ✓ Generate potentially valuable [media publicity](#)
- ✓ Make you stand out from your competitors
- ✓ Get more eyes on your products and services, and
- ✓ Keep you in the news for weeks.



For more smart personal and business marketing tools > [Breakthrough Marketing Essentials](#)
For more information, contact **Jon Walsh**, [Business Grow](#) e: info@businessgrow.net



5 tools to share your success

To promote your successes, **Business Grow** can produce the following 5 tools:

1. **Press releases** promoting different angles of interest
2. **Memes** (See [more](#))
3. **Blog text** for any social media platform
4. **Success Updates** – A compact, eye-catching and information-packed **mini press release/meme** that can get your news out quickly. Success Updates can feature news, quotes, brief Bios, links to other information, and more. They can also function as **case studies** to promote your key news.
5. **Articles** – Show you mean business. **Tell Your Story**, **ChangeMaker**, **Entrepreneur**, and **Industry Insight** articles can respectively **promote** your success to date, **highlight** how you and your company are changing the world for the better, **show** how your entrepreneurial skills (if relevant) are creating an impact, and **showcase** your unique industry insight to attract attention and sell more.

SEE MORE

- See more articles: [Articles portfolio](#)
- [How To Discover Your News and Transform It Into Sales.](#)



TIPS

Share specific portions of text or entire articles in press/media kits, presentation packs, press releases, and on social media to keep people engaged with your business.

Send articles to media editors to attract valuable media publicity (> [Media Publicity Package](#)).

Share articles via your personal and professional networks. > [Why an article?](#)



Marketing plan

We can also create a **Marketing Plan** to make it easy for you to promote the above tools over a multi-week timeframe via:

- Social media, and
- Your professional and personal networks.

If your news is particularly newsworthy, ask us how to promote it to:

- Local media (> See [Media Publicity Package](#))
- Chambers of Commerce, and
- Your country's Embassy, as some or all of the above may want to promote your success.

Of course, the aim of the above strategy is to **maximise exposure for your business and your news** and create a strong association in peoples' minds between you and success so that if anyone in your orbit needs your company's services, they will instantly think of – and contact – you.

This strategy of blanketing the airwaves with your news using multiple images and channels will help ensure the people you want to read your news will see it as early as possible to create the results you want, **faster**.

Putting your best foot forward

There's more. To present yourself professionally and proactively, Business Grow can create:

- A stunning personal or [Business Bio](#) to showcase yourself and your organisation clearly and concisely
- A [Business Dashboard](#) (below) – perfect for when you need to introduce your business succinctly and in style. These compact, customised business profiles promote your business, vision, strategy, and more on 1 page.

➔ See [more products](#).

DME
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WHO WE ARE

WHAT WE DO

MISSION & VALUES

Get in touch
info@digitalmarketingexperts.com

Business Bio
Angela Mason
Market Reform Specialist
City Legal Experts

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Bio

Professional Highlights

Scott Taylor
Millennium Corporation
Building & Retail Team

Bio | Business

Context

Business

Business Bio
Business Grow News

Learn more about our award-winning business growth services. We are a leading business growth expert in London and the British territory market over the last 10 years.

NEWS

Latest developments

What we do

- Business consulting services
- Business transformation
- Business development

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City Legal Experts
Business Dashboard

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THE RIGHT RESULTS**

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Cutting edge insight from leading thinkers

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Working with you to align and transform your business

Key services include

- Business consulting programs
- Strategic business planning
- Business transformation

TRAINING

RESOURCES

Business Dashboard designed by Jim Walsh, Business Grow
Professional global 20150. Business practices 2014 sustainability services. info@businessgrow.com

Are you ready for **more?**

SPECIAL OFFERS

Order any of the above products within 30 days of receiving this brochure and you will receive:

- ✓ A free 'How to Generate Media Publicity' report
- ✓ **10% off** any of the 20+ business marketing products and services in Business Grow's [Breakthrough Marketing Essentials](#) package that can help you **promote your organisation to virtually any potential customer, partner, media, sponsor, or investor**
- ✓ **50% off** a [DataCard](#) about you and your business
- ✓ **15% off** a [Business Bio](#) and [Business Dashboard](#)

Note: The above discounts are valid for 12 months from the date your order is received.



**ENTREPRENEUR
DATACARD**

Jason Taylor
MATRIX CLIMATE SERVICES

SERVICES
Eco-business Marketing Solutions
Our [comprehensive range](#) of innovative business and [personal marketing tools](#) can help eco-focused professionals promote themselves and their businesses to virtually any potential [customer](#) or [media](#).

Business Consulting
Our [Green Business Blueprints](#) can be quickly integrated into existing marketing strategies to help you [target new clients](#), [boost sales](#), and [promote your business](#). Creating an eco-business model has never been easier!

PRODUCTS
CatchClimate Building Services
We can help you get noticed – Matrix Climate Services' [exclusive range of innovative business eco-tools](#) can help you green your business faster, and profitably. Our experienced consultants make implementation, progress tracking, and fulfillment easy, fast, and budget-friendly.

PROFILE
Working in the social impact space, I mobilize industry start-ups to create scalable growth models that benefit the environment and inspire sustainable synergies.

Why partner with us?
✓ 16,000 satisfied clients
✓ 25 industry awards
✓ EcoBiz of the Year Award 2022
✓ Industry-leading eco-tools
✓ Top rated client services
✓ EcoBiz Asia Expo Host 2022

Let's talk
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u: www.matrixclimate.com

DataCard produced by Business Grow

Are you ready

*to turn your **success** into
sales and move up to the
next level?*

If so, contact us soon and let's work **magic** together!



**Business Consulting
DATACARD**

ANGELA MASON
MASON CONSULTING SERVICES

SERVICES
Business Consulting Solutions
Our [comprehensive range](#) of innovative business and [personal marketing tools](#) can help eco-focused professionals promote themselves and their businesses to virtually any potential [customer](#) or [media](#).

Business Management
Our [Green Business Blueprints](#) can be quickly integrated into existing marketing strategies to help you [target new clients](#), [boost sales](#), and [promote your business](#). Creating an eco-business model has never been easier!

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