

The following is a selection of pages from the

CSR Rewards Setup Guide



Corporate Social Responsibility Rewards

SETUP GUIDE





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Introduction to CSR Rewards

Corporate Social Responsibility, or CSR, has been defined as the *“continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.”*

Increasing numbers of consumers are becoming more conscious about the impact they are having on the environment and in their communities and subsequently are preferring to do business with companies that are actively involving themselves in supporting the environment, communities and charities.

The CSR Rewards strategy has been designed specifically to target this growing customer base.

Through the CSR Rewards strategy, Business Grow is making it easy for companies to play their part in creating a better, healthier environment and communities for ourselves, our customers and our children.

The CSR Rewards strategy is an easy-to-use “clip-on” system that efficiently spreads financial benefits among environmental, community and charitable organizations in Japan and worldwide.

The prime objectives of the CSR Rewards strategy are to:

- 1/ Improve revenues for the above organizations, and**
- 2/ Boost your sales** by enabling you to promote to your potential customers that a portion of your revenues from the sales of your products and/or services will be donated to an organization(s) of their choosing.

Business Grow’s CSR Rewards strategy will not only help you easily carry out valuable CSR activities, but will also add value and attractiveness to your products and services **and help you sell more.**

What does the CSR Rewards strategy contain?

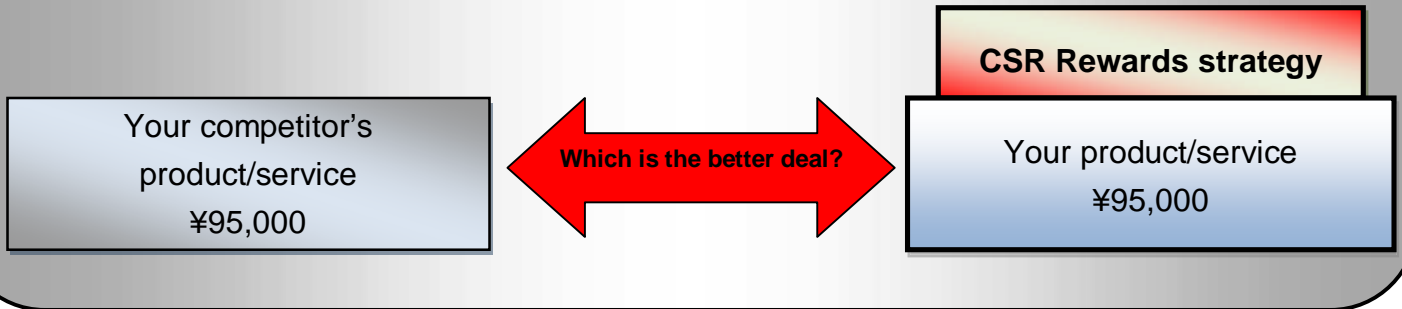
- CSR Rewards Setup Guide (this document)
- A Partner Organizations list (separate MS Word document)
- A fill-in-the-gaps Partner Introduction Letter (separate MS Word document)
- Example CSR Sales text (page 9 of this document)
- A Donation Tracker Table (separate MS Excel file)

Business Grow is an innovative and rapidly growing Tokyo-based content supply company specializing in providing top quality business writing, editing and business promotion services.

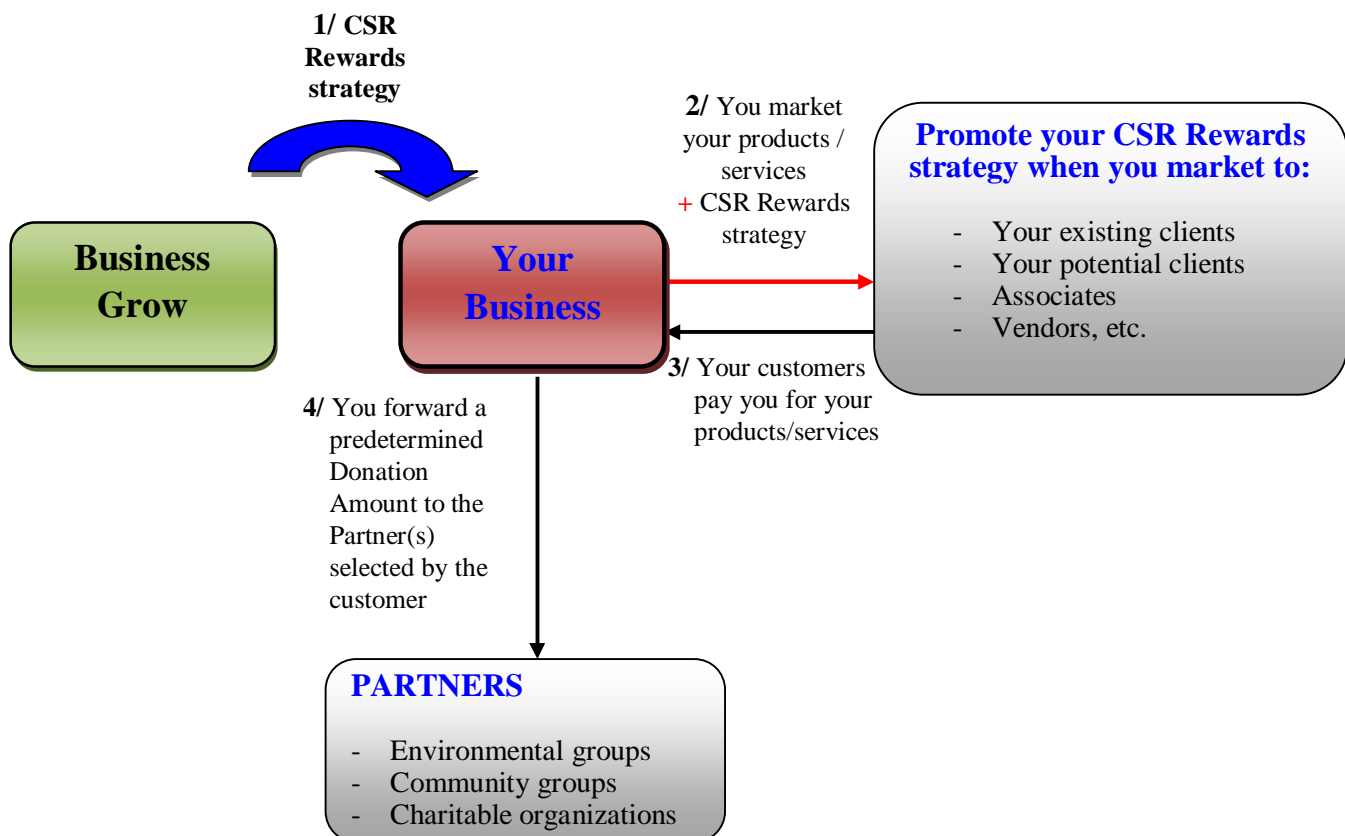
To date, Business Grow has successfully promoted more than 300 businesses and individuals through more than 350 articles, business newsletters, seminar summaries, books and letters published in 17 media in 4 countries.

Why the CSR Rewards strategy is good for business

The **CSR Rewards strategy** makes your products and/or services **more attractive** than similar products and/or services offered by your competitors. For example, if your competitor offers Web design services at a similar price point than you do, simply advertise the CSR Rewards strategy in your sales letters and advertising campaigns to significantly improve the chances you will secure a sale.



How the CSR Rewards strategy works



How to promote your CSR Rewards strategy

There are a number of ways you can promote your CSR Rewards strategy to your target customers.

CSR Sales Text

The easiest way is simply to insert **CSR Sales Text** (see examples overleaf) promoting your CSR Rewards strategy into your sales letters and marketing material to alert potential customers to the benefits of your CSR strategy.

Promotion Tags

Another way to promote your CSR Rewards strategy is to attach **promotion tags** – like the ones shown below – into your promotional material.

NOTE: Business Grow can produce ready-to-go promotion tags for you for a small charge should you require them.

Please contact us (info@businessgrow.net) for more information.



Examples of promotion tags

BUSINESS GROW
Professional Editorial and Advertising Services
Executive Interviews / Corporate Writing, Editing
English Media Advertising Solutions
Business Bios, Corporate Newsletters
Multilingual Translation Services

Hello, how is your day going? I hope your week is going well.

Marketing a business can be a difficult, time-consuming and onerous task. *Business Grow just made it easier.*

Business Grow, an innovative and rapidly growing company specializing in providing top quality editorial content and advertising services, has recently launched a hot new product aimed specifically at helping companies like yours better promote themselves, sell more, and increase their credibility and standing in the marketplace. It's called –

Business Bio

What is a Business Bio? It's all about you.

In a nutshell, a Business Bio is an eye-catching, A4-sized promotional tool that carefully blends head-turning graphics and design work with a professionally written business biography about you and/or your business. Business Bios are all about promoting you and your company in a way that clearly impacts key information – and earns results.

You can learn more about how Business Bio can help you sell more products and services overall, but before you read on, please note that we have two Special Offers for purchasers of this unique product:

1/ FREE Sales Booster Pack
Containing more than ¥100,000 worth of products, Special Reports, valuable business information, marketing tips, a powerful MS Excel-based financial management system, and a whole lot more, aimed specifically at helping you promote your business and boost revenues – (see P12 of this file) – yours FREE if you purchase a Business Bio-PRO.

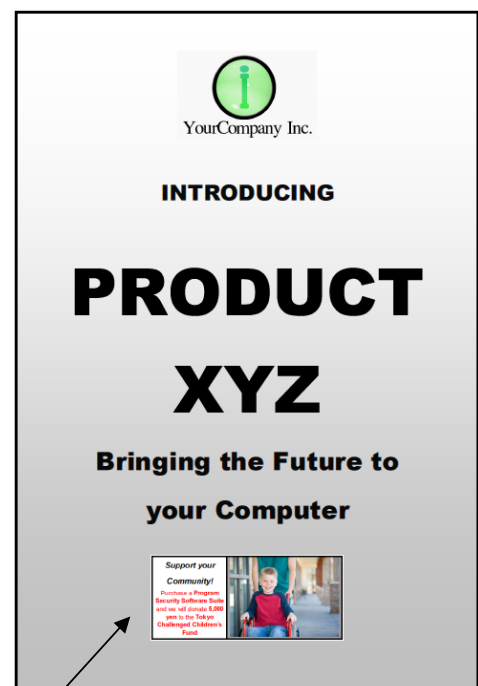
2/ Support the Environment and your Community!
Business Grow is committed not only to producing great content but also to helping the environment and community. Purchase a Business Bio-PRO and Business Grow will donate 5,000 yen to the charity, environmental or community group of your choice.

We have 2 special Business Bio packages available:

1/ PRO PACKAGE: Any Business Bio-PRO + Sales Booster Pack (value: ¥100,000-) for only ¥90,000!
2/ DATA PACKAGE: A Business Bio-DATA (Q&A format) ¥45,000.

Please feel free to contact Business Grow either directly or through your contact if you were introduced by e-mail to discuss any questions you may have about this proposal, and don't forget to check out the Sales Booster Pack on P12 to view the free business tools and information you will receive if you purchase.

Sales letter



Promotional material