

Business Intelligence



High Quality Editorial
and Advertising Services
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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 publicized to 1,000s of potential customers. Find out how to prepare to be published in this FREE newsletter from Business Grow.

Receiving quality media coverage is just about the best exposure a business can get, says **Jonathon Walsh**, director of rapidly growing editorial and advertising service company **Business Grow**, and author of more than 350 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 instantly fire off all the relevant facts about themselves, their business, products and services to an Editor, significantly increasing their chances of getting published.

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

Information:

- **Key information 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?
- **Sound bites** – 2-3 quotable statements that describe the core activities of your business.
- **Testimonials** – include positive and specific quotes or testimonials from satisfied customers.
- **Other information** – Key services, Client list, no. staff, latest sales revenue figures, etc.
- **Contact details** of a person within your company who is able to effectively field press inquiries.

Images:

- **Approximately 7-8 high quality photos and/or images.** These should be large and in the correct format. As a standard rule of thumb, photos/images should be JPEGs of at least 300 dpi (dots per inch) for magazines and 75 dpi for websites. **Images should include:**
 - Photos of staff team and at least one high quality photo of the manager/director/CEO.
 - Photos taken around the office – inside and outside.
 - High quality photos of key products or services.
- Provide clear and succinct **captions** for all photos you supply (type these into a document).

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

Business Grow provides Corporate Editing & Writing, Promotional/In-house Newsletters, Business Biographies, Website & Documentation Text, Business Promotion, Multilingual Translation, and more.

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Want to find out more about getting your business published?

For a no-obligation consultation to learn how *Business Grow's* tailored advertising solutions can secure valuable and targeted promotion for your business through magazines, websites, and professional associations, please contact: **Jonathon Walsh**
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SPECIAL OFFER

Contact Business Grow about a consultation and 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 methods and advice to secure valuable publicity for your business.