



How to inform, impress, and sell more with Executive Insight articles

Looking for a smart new way to put your business, products and services in front of potential customers? You just found it.

What's an Executive Insight article?

[Executive Insight articles](#) are custom-designed marketing products featuring **bite-size pieces of expertise** – and more – to impress, inform, and market your business to potential customers.

The power of free advice

Each article presents the featured executive's answer to (only) one question that will make their business attractive to potential customers. This information is presented to showcase the executive's credibility, knowledge, and experience, and – most importantly – share advice that will help and inform readers while **positioning the executive as an expert** that people should contact when they need assistance. Articles can also feature news, latest products and services, achievements, and more.

This mix can demonstrate the capabilities you want to sell, while marketing your products & services to customers at the same time.

Why provide free advice? It shows customers you care, and enables them to 'taste test' what you are promoting to **increase the chances they will buy**. → You won't simply be describing what you can do but **demonstrating it, a very powerful sales technique**.

Stay in the spotlight for weeks

Order a series of Executive Insight articles (see [here](#)) and you will be able to promote yourself and your business and **stay in the spotlight for weeks or even months**. > Check out [Memes](#)

Go deeper

To provide **more comprehensive insight and expertise** into your business to your target market, we can also create [InfoPaks](#), [press releases](#), [Industry Insight articles](#), and other [business articles](#).

MEDIA PUBLICITY

Executive INSIGHT

Expert advice to help business professionals grow their companies faster

Jon Walsh

Jon is a professional writer, editor, entrepreneur, director of Tokyo-based business marketing agency Business Grow, and author of more than 500 business and sustainability articles.

About Business Grow

Business Grow is a Tokyo-based corporate communications consultancy specializing in providing innovative professional writing, editing, and business promotion services that help people do more, sell more, and spread their message – in style.

NEWS

Nissan corporate communication executive interview

Business Grow director Jon Walsh recently interviewed a top Nissan executive to discover how the carmaker markets itself to global customers. > Read article

Business Bio

It's who you are and what you do. Grab a Business Bio and make your first impression count when it matters. > Brochure

Q: How can business professionals discover their sales points?

There's magic in getting great publicity about your business but it's usually not an easy ride to get there. How can you identify your sales points – the facts and factors about your business that make you stand out from the crowd – and leverage them to attract publicity and more business?

Use the following process to pinpoint key factors about your business to integrate into your marketing strategy.

Identifying your sales points

To help your business stand out, it's important to know and promote your sales points. Sales points are your 'edge' and are very often the reason a customer contacts you and requests more information.

Here's 5 questions that will help you identify them.

1. What key points do you believe separate your business from your competition? Consider attention-grabbing topics such as recent product launches, awards you have won, new/unique technology, areas where your sales are increasing, etc.
2. Are you doing well in a niche market? If so, why do you believe you are succeeding?
3. What products or services are you selling most of, and why?
4. In what specific areas of your business have you seen the greatest growth?
5. Have any of your products or services been copied by other companies? If so, list reasons.

Now, prioritize your list focusing on your customers' perspective, and get advertising.

SOLUTIONS TOOLBOX

Memes Articles Press releases
Industry Insight articles InfoPaks
Business Dashboard Business articles

Created by Jon Walsh, Business Grow

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Sell more with Executive Insight articles

- **Smart marketing** – By distributing articles to potential customers, you won't simply be sharing your news and promoting your products & services – you will also be offering them quality advice, **underlining your expertise**, and showing that you have what it takes to do the job.
- **Keep in touch** – Lack of contact can kill business, especially if your competition stays in closer contact with your customers than you do. **Offering Executive Insight articles containing free relevant advice will give you a great reason to keep in touch with customers, introduce new products and services, propose solutions, arrange meetings, and more.**
- **Encourage customers to buy** – Executive Insight articles can feature an enticing special offer, discounts, or incentives to give readers even more reasons to buy.
- **Total flexibility** – Executive Insight articles can be designed in your corporate colors and used on a one-time or regular basis to promote your latest news, new products and services, special offers, sales campaigns, and much more.

GET MORE!

Order an Executive Insight article and receive 10% off any products and services in the Breakthrough Marketing Essentials package that can promote your business to virtually any target – for 12 months.



Q: How can Executive Insight articles promote your business? See over to find out.

How Executive Insight articles can promote your business

The screenshot shows the 'Executive INSIGHT' newsletter. At the top left is the 'MEDIA PUBLICITY' header. The main title 'Executive INSIGHT' is in large blue letters. Below it is the tagline 'Expert advice to help business professionals grow their companies faster'. On the right is the 'BUSINESS GROW' logo with 'Business Promotion' underneath. Below the logo are 'Writing' and 'Editing' buttons. A large photo of Jon Walsh and a woman in a meeting is on the right. On the left is a profile of Jon Walsh. Below the profile is a 'NEWS' section with an article about Nissan. At the bottom is a 'SOLUTIONS TOOLBOX' section with links for 'Memos', 'Articles', 'Press releases', 'Industry insight articles', 'InfoPaks', and 'Business articles'.

← Your company logo

← Eye-catching lead photo

→ Your profile

→ Your company profile

→ Your latest business news

→ Promote your latest products or services

← Your advice, information, and practical tips that can educate, inform, and help your customers grow their businesses

← Promote yourself, your business, and your products and services

Other newsletter designs [here](#) and [here](#)

This newsletter design features a large photo of people in a greenhouse. The header reads 'Business Grow NEWS' and 'April | May 2022, Issue 258'. The main content includes sections for 'School Urban Farming Projects Booming', 'New "Fantastic Farming" Events', and 'New Urban Farming Projects'. A 'Company Info | Next Moves' section is at the bottom right.

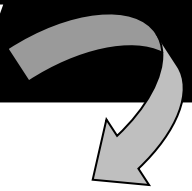
This newsletter design features the Nissan logo and a photo of a man. The header reads 'Shared Learning for Faster Business Growth' and 'Expert Insight'. The main article is titled 'Revving up your Corporate Communications'. A '10-SECOND BRIEFING' section is at the bottom.

This newsletter design features a photo of a man in a suit. The header reads 'FOCUS ON MARKETING' and 'Tokyo, Japan'. The main article is titled 'MAKING A PROFIT IN THE COVID-19 ERA'. The content is organized into several columns with sub-headers like 'Department Data', 'Top selling products?', 'What is your most successful marketing strategy?', 'Marketing plans for next year?', and 'What drives you in your work?'.

SMART business promotion for **SMART** business professionals



How to quickly create an Executive Insight Marketing Strategy



1/ Work with Business Grow to create a stunning Executive Insight template

Stand out! Collaborate with us to create eye-catching designs, fantastic articles, and valuable publicity.

2/ Write and answer questions that showcase your expertise

We'll work together to create a series of stunning Executive Insight articles, each one featuring your answer to one question, and **crafted to present you as an obvious expert in your field.** Rapid production will make it easy for you to promote your articles quickly, easily, and effectively.

✓ **Want to add more pages?** > See [here](#)

3/ Promote your articles

- ✓ **To quickly create broader marketing campaigns,** why not combine your Executive Insight articles with customized [memes](#) incorporating your words, design ideas, and corporate colors to promote messages that attract customers?
- ✓ **Distribute** at meetings, events, conferences, trade shows, industry expos, etc.
- ✓ **Include portions in** social media posts, company reports, advertising, press releases, brochures, website, etc.

4/ Expand your marketing strategy

Executive Insight articles can be integrated into a broader marketing strategy featuring:

- [Business articles](#)
- [Business Dashboards](#)
- [Industry Insight articles](#)
- [ChangeMaker articles](#)
- [Business Bio](#)
- [Tell Your Story articles](#)
- [Experts Profiles](#)
- Blogs, and more.

> [Breakthrough Marketing Essentials portfolio](#)

Executive Insight articles promotion strategy.doc

Business Grow provides professional corporate [writing](#), [editing](#) and [business promotion](#) services including [business/personal Bios](#), [Business Dashboards](#), [articles](#), [newsletters](#), [website](#) & [documentation](#) text and more.

Find out more: Jon Walsh, Business Grow

e: info@businessgrow.net

[Business Dashboard](#)