

My Best Professional



In Japan, there are 4,000,000 experts who can solve many problems.



First Brand



Web Based Personal Branding and Advertising

Platform Connects Experts and Consumers



My Best Professional



My Best Job

Our mission is revitalizing regional areas
by assisting small business owners

Problem and Solutions

Small Business Owners Problem

- There are no reliable places for small business owners to advertise their areas of expertise for a reasonable price

Consumers Problem

- They can not find trusted local experts who will solve their problems.



Create a platform that connects experts and consumers

My Best Professional assists small businesses by:

- Establishing trust with consumers
- Creating and building their own brand
- Providing them with a platform and the means to connect to customers
- Making connections with and getting support from local media



Raising Public Awareness

Expanding recognition and usage of My Best Professional through newspaper, media, and television

Newspaper / CM / radio

9million individual sessions per year

My Best Professional

Individual Pro Page

news site

Free

Web Branding

TV program · TVCM

Google YAHOO! JAPAN

First Brand

Revenue Model



My Best Professional Strengths

Multiple services and functions that can build a “Personal Brand”

Accumulation of
know-how



Exclusive “How To” Site
For Registered users



Individual Consultation
Telephone Consulting

Retention Rate of **83%**

Place of Trust



Free Advertising in
Partner Newspapers



Regular Seminars Hosted by
Newspapers / TV stations
on attracting customers

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Connecting with Media in 47 Prefectures

My Best Professional is the only business in Japan that has established connections with both print and broadcast media in all 47 Prefectures of Japan, thus giving MBP clients and people living in regional areas unique opportunities to connect and grow.



神戸新聞 <small>マイベストプロ神戸</small>	読売新聞 <small>大阪本社広告局</small> <small>マイベストプロ大阪・和歌山</small>	河北新報社 <small>マイベストプロ宮城</small>	愛媛新聞社 <small>マイベストプロ愛媛</small>	京都新聞 <small>マイベストプロ京都</small>	青森放送 <small>マイベストプロ青森</small>	MRO 北陸放送 <small>マイベストプロ石川</small>	信濃毎日新聞 <small>マイベストプロ信州</small>	山形新聞 <small>マイベストプロ山形</small>	読売新聞 <small>大阪本社広告局</small> <small>マイベストプロ奈良</small>
山陽新聞社 <small>マイベストプロ岡山</small>	朝日新聞 <small>DIGITAL</small> <small>マイベストプロ東京</small>	朝日新聞 <small>DIGITAL</small> <small>マイベストプロ神奈川</small>	山陰中央新報 <small>マイベストプロ山陰</small>	山梨日日新聞社 <small>マイベストプロ山梨</small>	三重テレビ放送 <small>マイベストプロ三重</small>	RBC Radio <small>マイベストプロ沖縄</small>	KFB 福島放送 <small>マイベストプロ福島</small>	ncc 長崎文化放送 <small>マイベストプロ長崎</small>	RKC 高知放送 <small>マイベストプロ高知</small>
北日本新聞 <small>マイベストプロ富山</small>	中国新聞社 <small>マイベストプロ広島・山口</small>	静岡新聞 <small>マイベストプロ静岡</small>	OAB 大分朝日放送 <small>マイベストプロ大分</small>	九州朝日放送 <small>マイベストプロ福岡・佐賀</small>	KYT 鹿児島読売テレビ <small>マイベストプロ鹿児島</small>	IBC 岩手放送 <small>マイベストプロ岩手</small>	福井テレビ <small>マイベストプロ福井</small>	JRT 四国放送 <small>マイベストプロ徳島</small>	テレビせとうち <small>マイベストプロ香川</small>
秋田テレビ <small>マイベストプロ秋田</small>	朝日新聞 <small>DIGITAL</small> <small>マイベストプロ埼玉</small>	朝日新聞 <small>DIGITAL</small> <small>マイベストプロ千葉</small>	熊本朝日放送 <small>マイベストプロ熊本</small>	BSN 新潟放送 <small>マイベストプロ新潟</small>	UMK テレビ宮崎 <small>マイベストプロ宮崎</small>	きふちゃん <small>マイベストプロ岐阜</small>	朝日新聞 <small>DIGITAL</small> <small>マイベストプロ茨城</small>	朝日新聞 <small>DIGITAL</small> <small>マイベストプロ群馬</small>	HTB 北海道テレビ <small>マイベストプロ北海道</small>
朝日新聞 <small>DIGITAL</small> <small>マイベストプロ愛知</small>	朝日新聞 <small>DIGITAL</small> <small>マイベストプロ栃木</small>								

Branding Success Case ①

Single parents great breakthrough! Music Instructor Eri Yoshii (Okayama Prefecture)

- Ms. Yoshii became a single parent when her husband unexpectedly passed away. At this time her income was very limited. She started to think about increasing her income and stabilizing it.
- The number of students increased from 100 to 400. Requests for her lessons increased dramatically throughout Okayama prefecture. By telling her story in her own personal column she has more than enough work now.



Branding Success Case ②

Working nationwide as a senior entrepreneur from a local area! Etiquette Lecturer Mr. Mikio Hiramatsu (Okayama Prefecture)

- Mr. Hiramatsu found himself in the situation where he had to retire after 30 years of working in the hotel industry due to his parents failing health. To make full use of his experience in the hotel industry he decide to start up as a etiquette lecturer.
- He was inundated with inquiries from people across the country that sympathized with his values. Inquiries also came from newspapers and TV stations (TBS, NHK), PTA sponsored lectures, and new employees corporate training
- While remaining in a local area, he has taken full advantage of his own strengths and values to become a popular lecturer.



Future Prospects

Japan Expo Exhibition in Paris – July 2017

Experience of producing and exhibiting cultural event in Paris, we took 3 MBP to do workshops and presentations at the exhibition, and we made sure that these events were attractive and appealing to the people in Paris; Tea Ceremony, Traditional Maritime Flag Maker, and Organizing and Decluttering Consultant. We want to revive Japan's economy by exporting these unique and special Japanese services.



My Best Professional Global- New York Event

There are many Japanese Americans in New York; 80,000- twice a year there is the Nikkei Fes, a cultural event that goes for two weeks to help people reconnect with Japan and Japanese culture.

In New York I connected with the New York Lions Club, and selected 5 Japanese professionals who be able to provide solutions for some of the problems Japanese living in New York may have. We joined the Nikkei Fes.

Tax Accountant
Judicial Scrivener
Mental Health Consultants
Career Consultants

My Best Professional Global- New York Event



First Brand

My Best Professional Global- New York Event

The MBP Global Events were well covered by two major Japanese Business publications in New York

SHUKAN NEW YORK SEIKATSU ENGLISH PAGE THE JAPAN VOICE PAGE12
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**永住権取得に
所得制限発表**

平和の鐘響く

9月からリニューアルしました!!!
www.SakuraRadio.com
ラジオ
www.SakuraRadio.com
ラジオ
www.SakuraRadio.com
ラジオ

週刊NY生活 SHUKAN NEW YORK SEIKATSU 2018年11月16日 土曜日 (12)

宮城県が団体優勝
ほくほく会ホーリング大会

グローバル人材育成
共設学術国際大学から研修生4人

「ライオンズ大学」大人の教養講座
日本の高齢化社会の現状紹介

5人の専門家NYで講演
約100人が熱心に聴講

JAANY年次展覧会を開催
杉本さんと松村さん受賞

本紙編集部も視察

SHOGAKU KENDO AND JUDO DOJO

Starchild

名古屋国際大学

世界と日本の未来を担う国際人になるために

NY日系ライオンズクラブ企画
日本から多彩な講師陣迎え教養講座
「楽しくて、勉強に」と大盛況

ニューヨーク日系ライオンズクラブ企画の「ライオンズ大学」大人の教養講座シリーズ（「マイベストUS」が主催）が9月23日、人生をサポートする専門家5人を日本から迎え、開講された。同講座は、ニューヨーク日系人会「秋のヘルス・フェア」の一環として行われる人気シリーズで、今回は朝10時から午後6時半までの5時間と長丁場な講座にも関わらず、多くのニューヨーク在住日本人から大勢の聴衆が参加した。

講師陣は、大阪に本社を構える「株式会社ファーストブランド」（代表・河本扶美子氏）が組織する「マイベストプロ」(mbp-japan.com)のメンバーから選ばれた5人のベテラン。1時限は司法書士の山口里美さん、2時限は心理カウンセラーの津田剛さん、3時限は植物バズル療法士の松戸圭子さん、4時限は税理士の高岡和人さんは5時限はキャリアカウンセラーの小野由樹子さん、と多彩な顔ぶれで、バラエティーに飛んだジャンルの話に受講者は聞き入った。

日本では経験豊富な講師陣も、ニューヨークでのセミナーは初体験。講演前は緊張の面持ちだったが、百戦錬磨のベテランだけに、あっという間に会場の場を盛り上げていった。受講者は「これをスタートとして第2弾、第3弾と続けて日米の懸け橋となるプロジェクトに育てていきたい」と将来を見据えた次の展望を語った。

講演後、河本代表は「これをスタートとして第2弾、第3弾と続けて日米の懸け橋となるプロジェクトに育てていきたい」と将来を見据えた次の展望を語った。

からは「楽しくて、勉強になった」との声が上がった。「日本の文化やサ・ビスなどの程度、米国の在住の方たちに伝わるのだからか」という講師陣の心配は杞憂（きうう）に終わり、大成功に終わったと安堵（あんぷ）していた。

My Best Professional Global Connecting Japanese Professionals with the World

We are going to connect Japanese and non Japanese people via the internet by creating a Global My Best Professional Website.

This newest platform provides information in English for tourists who wish to discover more about Japan.



MBP Global



My Best Professional > Category > Business

Business



BUSINESS TOKYO



BUSINESS TOKYO



BUSINESS TOKYO



LIFE KYOTO

Shijo Karasuma Horitsu Jimusho

Full Legal Support for Foreign Nationals in Kyoto Our office fully utilizes the legal system and various administrative services to help solve your problems and to make your dreams come true.

#LEGAL #VISA



CULTURE TOKYO

Antwerp bridal inc.

Have you considered putting on an authentic kimono for your wedding photos? Make your dream to become a breathtaking bride come true in an authentic Japanese-style bridal gown.

#DRESSING #BRIDAL #WEDDING #WOMOND



BUSINESS TOKYO

Good Proposals, Inc.

If you are considering making a proposal in Japan to a Japanese company, please keep reading as I am sure we can be of great assistance to you or your company. We can offer

#PROPOSAL #SEMINARS #BID MANAGEMENT

Be More

Rieko Chiba is an Organizational Development Consultant. She mainly works for mid to small companies that have less than 300 employees, and her aim is to strengthen their organizational

#CONSULTING #TRAINING #WORKSHOPS

Exselli Co., Ltd.

Two-way Radio Rental Service: Specializing in handheld portable communication devices Exselli is a rental service that specializes in wireless audio transceivers and intercoms that can be

#TWO-WAY RADIO #INTERCOMS

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#PROPOSAL #SEMINARS #BID MANAGEMENT



BUSINESS OSAKA



BUSINESS MIY



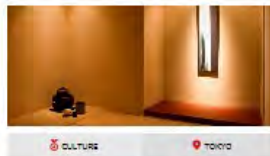
BUSINESS FUKUOKA



BUSINESS MIY

Miyata Research Institute Co., Ltd.

I am a professional consultant supporting the smooth



CULTURE TOKYO

Nihon Mono-Koto Studio Ltd.

Japanese Style Interior Design I love Western style



HOUSING TOKYO

Chuo Property co., Ltd.

Real Estate Consulting Service Purchasing Property

IMSolutions Co.,Ltd

Management Consulting Services I am an experienced and nationally qualified management and training consultant who specializes in employee education and management for small to medium sized

#CONSULTING #TRAINING #WORKSHOPS

Miyata Research Institute Co., Ltd.

I am a professional consultant supporting the smooth management of small & medium enterprises and venture capitals through improvement of business development and cost

#SUPPORT FOR ENTREPRENEUR

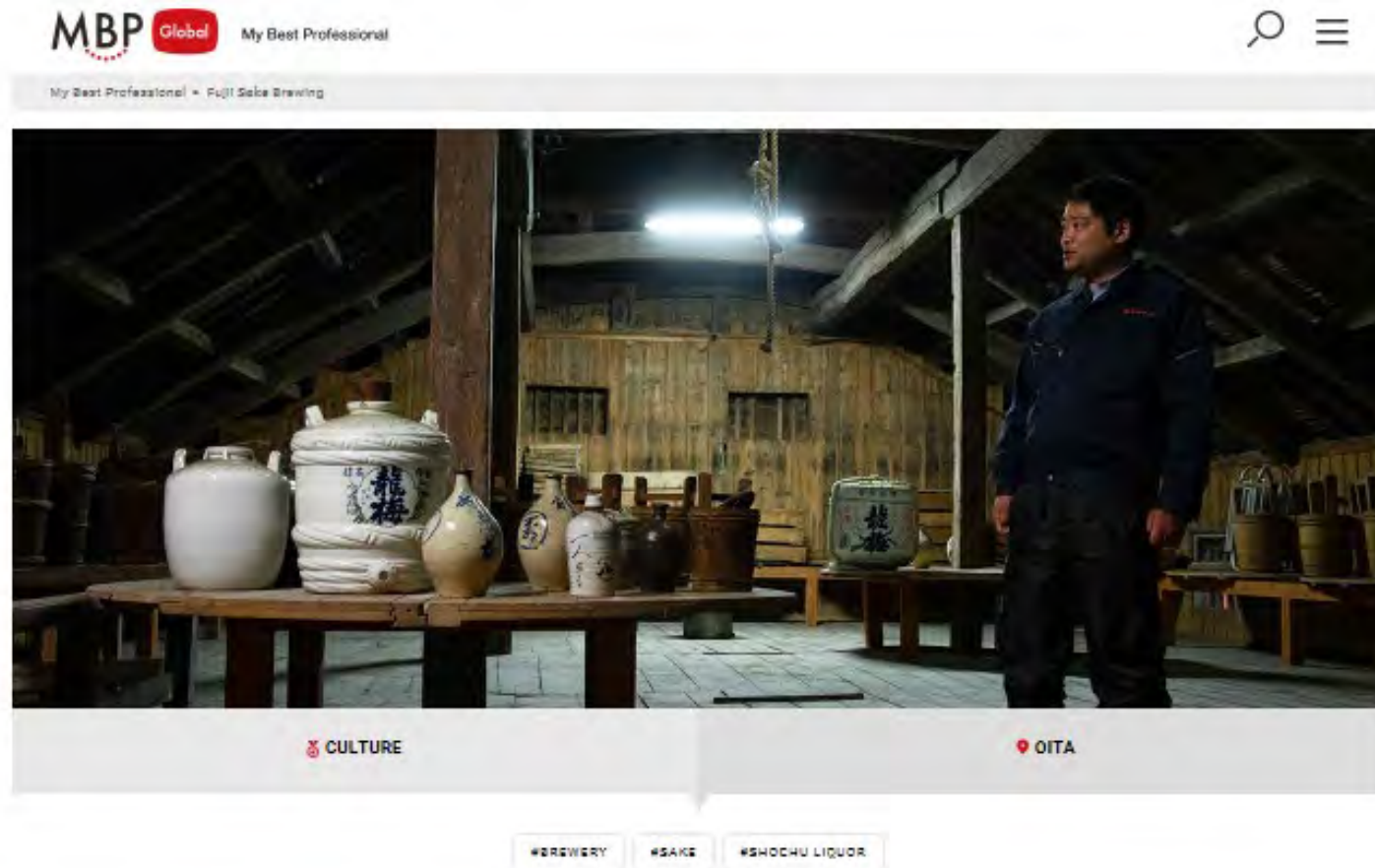
Psychology Seminars

Professional help to solve communication problems I began offering communication skills services in 2007, and in the 8 years since then more than 800 Japanese people have visited for

#CONSULTING #TRAINING #COACHING

First Brand

MBP Global



Fujii Sake Brewing

Ryubai Daiginjo is an award winning sake produced by the Fujii Shuzou Co. Ltd sake brewery in Oita Prefecture. Ryumai Daiginjo has received the Gold medal award 7

First Brand

Launch MBP NY



The MBP NY platforms goal is to build stronger brands for all individuals, who wish to promote their goods and services both in Japan and to those around the globe