
1. WELCOME FROM THE PUBLISHER

Hello, Loyal Colleagues, Fabulous Friends and Cheering Fans,

Thank you to everyone who continues to spread the word about this e-newsletter (our sixteenth year of publishing and issue No. 178!) by talking about it, forwarding it on to colleagues or recommending it to your collaborators.

For those who just signed on, "Borderbuster" is produced by author, speaker and educator Laurel Delaney -- herself a successful small business owner with more than thirty years of experience in taking on the world with her knowledge, products and services. Every month, Laurel briefs you on the basics in all aspects of running a global business -- from finding customers to keeping them, from shipping products to getting paid, from learning about a different culture to becoming a true global "netizen."

Many of the articles featured here are marked *subscriber exclusive,* which means they do not appear on the GlobeTrade.com site or the Global Small Business Blog (<http://www.global-small-business-blog.com>) -- an added value for members only. If you are too busy to tackle everything here, reference the website or the blog to get your global dose for the month.

In our January issue, "Borderbuster" focuses on: 25 common American customs that are considered offensive in other countries; startup tips for going global; and how U-Freight spots ecommerce logistics opportunities. Our special feature this month: "Prepping for the Trans-Pacific Partnership: How to Tweak Your Website" by Laurel Delaney for the GoDaddy small business site (refer to No. 6).

Contact Laurel with questions, complaints, sound-offs, contributions and compliments concerning "Borderbuster." She'd love to hear from you, so go on and make her day! Her e-mail address is ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>).

Let's revolutionize our thinking, get started, bust a border and go global!

Get your global mojo in 2017,
The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

- The Global Small Business Forum 2017 is in the works. Save the date: Friday, October 20, 2017! Sign up for updates here: <http://globalsmallbusinessforum.com>
- Fit Small Business named The Global Small Business Blog one of the Best Small Business Blogs of 2016: <http://fitsmallbusiness.com/small-business-blogs/>
- Laurel moderated a panel and presented at the June 25, 2015, American Express Grow Global event in Chicago. View the presentation: <http://www.slideshare.net/ladelaney/american-expressdelaney62515ppt>
- Laurel's keynote talk on "Go Global in the Digital Age! Taking On the International Market," was a success. The program was held on May 28, 2015, at the Illinois SBDC International Trade Center, Southern Illinois University in Edwardsville, IL. A big thank you to Director Silvia Torres for making this program possible.
- LAUREL'S "SMALLER" BOOK IS OUT! "Exporting Essentials: Selling Products and Services to the World Successfully" (<http://tinyurl.com/mht4owq>). The book is an abridged version of "Exporting: The Definitive Guide to Selling Abroad Profitably." If you want a short, hard-hitting primer on exporting, "Exporting Essentials" is for you!
- LAUREL'S 2ND EDITION OF "EXPORTING: THE DEFINITIVE GUIDE TO SELLING ABROAD PROFITABLY" IS AVAILABLE: For more information and to sign up for a special exporting newsletter, visit: "Exporting: The Definitive Guide to Selling Abroad Profitably," by Laurel Delaney (<http://www.ExportingGuide.com>). For more straight talk on exports, visit the export blog: <http://exportingguide.com/blog/>
- Laurel is a contributor of global business articles to the Pitney Bowes E-Commerce site. Read one of Laurel's articles here: <http://mvb.me/s/e0cd00>
- Laurel is the former About.com's Import and Export Expert. Visit the site (now the Balance): <http://importexport.about.com>

- Laurel blogs for GoDaddy on issues related to taking a business global. Visit: <http://tinyurl.com/h2pwyj7>
- Catch Laurel's global small business articles for Crain's Chicago Business. Be sure to read her work:

The Internet is a Global Entrepreneur's Best Friend
<http://tinyurl.com/3jh7dkb>

Is Chicago a Role Model for Entrepreneurship?
<http://tinyurl.com/484qn9a>

A Starter Kit for Illinois Businesses Looking to Export
<http://tinyurl.com/3kk5xca>

Top 10 Going-Global Websites
<http://tinyurl.com/6bdwkvg>

How to Create - And Act On - An Export Business Plan
<http://tinyurl.com/433nywj>

Reaching Across Borders for Social Improvement
<http://tinyurl.com/3qu79yr>

- Take a break and visit Laurel's website to discover the artistic side of her enterprise:
<http://www.laureldelaney.com>
- Find Laurel on photo-sharing sites Instagram (<http://instagram.com/LaurelDelaney>) and Pinterest (<http://www.pinterest.com/LaurelDelaney>). Download the free apps for your smartphone.

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

3. 25 COMMON AMERICAN CUSTOMS THAT ARE CONSIDERED OFFENSIVE IN OTHER COUNTRIES

Subscriber Exclusive

Is blowing your nose in public in certain countries ever offensive?

Read the article at eNewsBreak:

<http://tinyurl.com/z8tvf6s>

4. FASCINATING TRIP OF THE MONTH -- HAVE SOME FUN!

Subscriber Exclusive

This month's focus: Stargazing

Top Ancient Sites for Stargazing

1. Chaco Canyon, New Mexico

All of Chaco Culture National Historical Park in New Mexico is an International Dark-Sky Park, a natural darkness zone with no permanent outdoor lighting. It features a public observatory, astronomy festival, and stargazing programs in connection with native Pueblo culture and the night sky. Certain alignments on Casa Rinconada kiva, a round ceremonial place, may be related to the calendar. The park is also home to the famous hand-moon-star pictograph that could represent the configuration of the crescent moon and the year 1054 supernova.

2. Almendres Cromlech, Portugal

One of the largest stone circles in Europe, dating from the sixth millennium B.C., is near the World Heritage town of Evora, as well as the Alqueva Dark Sky Reserve area. The cromlech, or circle of monoliths, has almost a hundred granite menhirs, some with carved drawings and small indentations. A four-meter-tall single monolith is isolated almost a mile to the northeast and may be aligned with the cromlech for a solstice sunrise or sunset. The cromlech of Xerez in Monsaraz is also nearby.

Read more at National Geographic:

<http://tinyurl.com/hx5uj3t>

--*-*-* This Issue Is Brought to You By WEGG *-*-*-*-*

Pay a visit to Women Entrepreneurs GROW Global (WEGG), a 501(c)(3) nonprofit organization where women are learning how to expand their business internationally. Sign up for the next webinar, taking place February 1, 2017, at 11:00 a.m. Central, on "How to Leverage Social Media to Grow Global," presented by Melisa Hinojosa,

countries - Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam - account for 40 percent of global GDP and are a mix of developed and emerging nations. It is the largest and most comprehensive trade agreement ever negotiated," says Karen Kerrigan, president and CEO of the Small Business & Entrepreneurship Council. And the United States will be the largest beneficiary of TPP in absolute terms (Source: The Economic Effects of the Trans-Pacific Partnership: New Estimates; https://piie.com/system/files/documents/wp16-2_0.pdf).

Now, the even bigger elephant on the table: How do you access customers from these 11 countries? Simple. It starts with implementing six steps on your website to demonstrate you know how to communicate with people effectively regardless of geography, culture or language, and that you are open to doing business with a few of the TPP countries.

Read the rest of the article at the Go Daddy small business site: <http://tinyurl.com/h2pwyj7>

7. A READER ASKS: Q&A
Subscriber Exclusive

Q: To Ask The Expert,

What's going to happen to global trade if President-elect Trump closes off all our borders?

A: From Laurel,

I have no idea because I am not so sure I fully understand your question. Even if I did, it's still a wait and see economic environment under the new American President-elect Trump. The worst thing global business owners can do is nothing. Keep moving ahead, diversify, be optimistic but not so much that you are unrealistic.

By the way, this just in from the NY Times:
<http://tinyurl.com/j2gvaqv>

-> Got a question or a comment? Good. Send it here:
info@globetrade.com (<mailto:info@globetrade.com>).

8. EVERYBODY LOVES A FREEBIE: FREE E-BOOK

Download Laurel's free e-book: "Entrepreneurial Obsession: 13 ways to create a brighter future for your business." Discover why more than 10,000 people have already read it.

Go for it here:

<http://tinyurl.com/28zofoh>

9. U-FREIGHT SPOTS ECOMMERCE LOGISTICS OPPORTUNITIES"

Subscriber Exclusive

The growth potential of global ecommerce is far from exhausted, according to the head of Hong Kong-headquartered international logistics provider the U-Freight Group (UFL).

Read more at Global Trade Magazine:

<http://tinyurl.com/hrs3wyr>

10. 3 WAYS TO RIDE THE WAVE OF E-COMMERCE

Subscriber Exclusive

In surfing, a point break is a wave that results when the tide hits a rock, creating a long-lasting and extremely rideable wave -- one of the best and most sought after in the surfing world. For investors, retail is that rock, and e-commerce is the point break. E-commerce is one of the biggest trends in the world, and it shows no signs of slowing.

Read more at Madison.com:

<http://tinyurl.com/gt5vz22>

11. APP WORLD: EACH MONTH WE FEATURE A COOL APP THAT MAKES RUNNING A BUSINESS MUCH EASIER

Subscriber Exclusive

We recommend a look at Texture; it's like a Netflix for magazines. There are hundreds of magazines available, and you pick the ones you want to read and auto-download them.

Texture

<https://www.texture.com/butler/>

12. BLOG WORLD: PRACTICAL ECOMMERCE

A blog that specializes in retail ecommerce marketing and business strategies to help you succeed online. Conversion, SEO, social media, platforms, marketing, much more. Independent and practical advice since 2005.

Learn more: <http://www.practicalecommerce.com>

13. 2ND EDITION TO LAUREL'S BOOK IS NOW AVAILABLE:
"EXPORTING: THE DEFINITIVE GUIDE TO SELLING ABROAD
PROFITABLY"

"Exporting: The Definitive Guide to Selling Abroad Profitably" is for entrepreneurs and small business owners—the makers, movers and shakers in our world—interested in taking their businesses to the next level of growth through exports.

"Exporting" ...

- Lays out simple steps to conduct market research, find customers, open new markets, get paid, and ship goods and services.
- Takes you through the exporting process via the Internet and other means.
- Shows you how to use social media to expand your international presence.
- Provides insider tips and strategies to export efficiently and profitably.
- Explains how the U.S. government helps exporters.
- Walks you through the export business plan.

Here's what's new in the 2nd edition, and available for purchase now (<http://tinyurl.com/hxarecr>):

- Data and citation updates.
- Updates on actual and prospective trade agreements (especially TPP, TTIP, and Brexit developments), new CFR and EAR rules, and export controls.
- Updates and two new contributions from specialist interviewees in Chapter 30.
- Substantive enhancements adapted from articles that Laurel has written in the past several years.
- Updated and augmented hyperlinks to new sites that have appeared since the book's initial publication.

Best news of all? "Good to Great" author Jim Collins has endorsed Laurel's book! She is thrilled and can't wait for everyone to read this 2nd edition.

Sign-up for updates on exporting:
<http://www.exportingguide.com>.

Special request: If you like Laurel's book, please write a favorable review on Amazon. Thanks so much in advance!

Need a shortcut to the fundamentals on exporting? Check out Laurel's other exporting book (223 pages): "Exporting Essentials: Selling Products and Services to the World Successfully" (<http://tinyurl.com/mht4owq>).

14. TAKE A WALK ON THE WILD SIDE (TAWOTWS)

Subscriber Exclusive

After a long winter in their den, a polar bear mother and her cubs emerge at the first signs of spring. It's a magical moment (like bringing in the new year) when the youngins experience the world for the first time--and photographers are there to capture it.

The Smithsonian Channel

<https://www.youtube.com/watch?v=vgxKnXdHi68>

(Remember, inaction is the worst kind of failure.)

We welcome suggestions for Take a Walk On The Wild Side. Early responses have the best chance of being published. Please include your title, company affiliation, location, and email address. We reserve the right to solicit and edit suggestions.

15. WIND BEHIND YOUR SAIL

Subscriber Exclusive

"New Year's Day. A fresh start. A new chapter in life waiting to be written. New questions to be asked, embraced, and loved. Answers to be discovered and then lived in this transformative year of delight and self-discovery. Today carve out a quiet interlude for yourself in which to dream, pen in hand. Only dreams give birth to change." – Sarah Ban Breathnach

16. MISCELLANY

----->>>>>>>>> GLOBETRADE IN THE NEWS <<<<<<<<<<-----

- Small Biz Daily (9/25/15): As quoted by Jane Applegate in "Entrepreneurial Artists:"
<http://www.smallbizdaily.com/22791/artisanal-economy-flourishing-around-world/>
- Dun & Bradstreet Credibility Corp. (5/4/15) named Laurel one of the top small business influencers on Twitter. You can access the full list here: <http://blog.dandb.com/2015/05/04/small-business-twitter-experts/>
- Chicago Sun-Times (1/4/15): Read the article and watch the video at "The Sitdown: Laurel Delaney sees plenty of sparkle for Chicago exports:"
<http://chicago.suntimes.com/business/7/71/250447/sitdown-laurel-delaney>

^^^^^^^^^^ OUR MEDIA PLATFORMS ^^^^^^^^^^^

A. PLACES TO VISIT, CONNECT AND GET IDEAS:

- NEW! <http://www.ExportingGuide.com> -- Exporting: The Definitive Guide to Selling Abroad Profitably, 2nd edition (Apress 2016)
- <http://www.globetrade.com> -- the official GlobeTrade.com site
- <http://www.global-small-business-blog.com> -- The Global Small Business Blog
- <http://www.womenentrepreneursGROWglobal.org/> -- Women Entrepreneurs GROW Global
- <http://www.laureldelaney.com> -- check it out and let us know what you think!
- <http://www.EscapeFromCorporateAmerica.com> -- to find out why women are leaving Corporate America for entrepreneurship.
- <http://www.ebookmall.com/ebook/65325-ebook.htm> -- to order Laurel's first e-book, "Insanely Global!"
- <http://tinyurl.com/yyuufgr> -- to order Laurel's second e-book, "GODZILLA Global Marketing."
- <http://tinyurl.com/ycexhs3> -- The Global Small Business Depot. Visit our store and buy yourself something cool that inspires you to take your business global. Purchase in volume (receive a discount) for a whole group of folks who plan to attend any global small business event. See our latest creations – from stamps to shirts!
- And don't forget to follow Laurel on Twitter, <http://twitter.com/laureldelaney> or just @LaurelDelaney

B. COMPLIMENTARY RESOURCES:

- Listen to an archived broadcast of Laurel Delaney talking about what it takes to go global:

<http://smbtrendwire.com/index.php?p=8>

- Download a voter-supported FREE manifesto authored by Laurel Delaney for learning how to go global:

<http://tinyurl.com/y5vr474>

- Explore Scribd and see why more than 260,000 people read our work. Learn something new about going global:

<http://www.scribd.com/Laurel%20Delaney>

- Listen to Laurel's podcast: Ten Ways To Go Global -- produced by Small Business Trends Radio, hosted by Anita Campbell and Executive Producer Steve Rucinski. Link to the show post:

<http://tinyurl.com/6jfsal>

Link to audio file: <http://tinyurl.com/6y94lq>

Recap here in the Comment area: <http://tinyurl.com/6xb7qb>

- Small Business Trends (<http://www.smallbiztrends.com/>) founder Anita Campbell invited Laurel to be a regular global small business contributor to the OPEN Forum by American Express OPEN blog (<http://blogs.openforum.com/>). Anita serves as its Chief Editor.

Check out Laurel's latest entries here:

<https://www.openforum.com/keywords/laurel-delaney/>

- Download our complimentary report, "An American Trader in Japan:"

<http://www.globetrade.com> -- look for the Resources/Articles section,

or access it here: <http://tinyurl.com/27ywo9h>

- Watch Laurel's "live" online forum (<http://tinyurl.com/m7oxq3>) at the Small Business Online Community, powered by Bank of America. She discussed how to stay fit for fast business growth even during tough economic times (and yes, globalization came into play, too!).

That's it for January! May 2017 be transformative for you. A special thanks to Bob Marovich, author, grant writer and gospel music historian, for his editing assistance. He can be reached at bobm@journalofgospelmusic.com

(<mailto:bobm@journalofgospelmusic.com>) or visit his platform, the Journal of Gospel Music, at: <http://www.journalofgospelmusic.com>.

His book is out: <http://tinyurl.com/lyqw7no>. We hope you will buy a copy for yourself and for anyone else who might enjoy a wonderful telling of the history of gospel music in Chicago, where it found its

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