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## 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 thirteenth year of publishing!) 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 Global Small Business Blog (<http://www.globalsmallbusinessblog.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 December issue, "Borderbuster" focuses on: how small countries have outsized influence in the United Nations, why relationships are important in international business, and what the top five distinctive and creative Christmas 2014 gifts are for women. Our special feature this month is "Are You Making International Customers a Priority?" by Laurel Delaney for the Exporting Guide 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) (<mailto:ldelaney@globetrade.com>).

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

Make the world your business in 2014,  
The Team at GlobeTrade.com

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## 2. UPDATE FOR OUR READERS

- NEWS! LAUREL'S NEW BOOK IS OUT! For those who want a short, hard-hitting book on exporting, this is it: "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 are pressed for time and want to learn the fundamentals on exporting, this book is for you!
- ORDER LAUREL'S EXPORTING BOOKS NOW! 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>). And if you like the book, be sure to write a favorable review on Amazon. Thanks! For more straight talk on exports, visit the export blog: <http://exportingguide.com/blog/>
- Laurel presented her third webinar for Women Impacting Public Policy (WIPP) on "Export Mastery: Keep Building Your Business." To view, visit: <http://tinyurl.com/l3a9t7n>. To view all three webinars, visit: <http://exportingguide.com/webinars/>.
- Laurel attended the World Entrepreneurship Forum October 19-22, 2014 in Lyon, France. The theme was: Entrepreneurship 3.0: Unlimited Opportunities (<http://www.world-entrepreneurship-forum.com>).
- Laurel spoke at the Governor's Utah Global Forum on "Export Readiness," September 24, 2014. The program was a huge success. View the video: [https://www.youtube.com/watch?v=W\\_VtnkeQiVM](https://www.youtube.com/watch?v=W_VtnkeQiVM)
- Laurel spoke at Seton Hill University (PA) September 26, 2013, on "Go Global!:" <http://tinyurl.com/n23gvdx>
- Laurel is a contributor of global business articles to the Pitney Bowes E-Commerce site. Read one of Laurel's articles here: <http://mvp.me/s/e0cd00>
- Laurel is a contributor of global business articles to the MasterCard Business Network Blog, which delivers essential news, insights and inspiration to help you grow your business. Read Laurel's latest article here: <http://mvp.me/s/dc6b6d>

- Laurel is About.com's Import and Export Expert. Visit the site and sign up for Laurel's newsletter and forum:  
<http://importexport.about.com/>

- Catch Laurel's global small business articles for Crain's Chicago Business. Be sure to read her latest 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

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### 3. SMALL COUNTRIES HAVE OUTSIZED INFLUENCE IN THE UNITED NATIONS SECRETARIAT

According to a recent analysis, the nationalities of senior officials in the UN Secretariat tell us much about which countries call the

administrative shots in world affairs. And they are not who you think they are.

Read the article at HBS Working Knowledge:  
<http://hbswk.hbs.edu/item/7663.html>

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#### 4. BUSINESS AND CULTURAL TIPS -- HAVE SOME FUN!

\*Subscriber Exclusive\*

Enjoy. And remember, there is no such thing as a universal attitude. These are guidelines, so if in doubt while visiting a foreign country or city, ask.

This month's focus: Los Angeles (California, USA)

**Social Etiquette:** Business and personal interactions in Los Angeles are usually marked by a cheerful, breezy courtesy and lack of confrontation.

**Dress:** "California casual is about looking trendy. This doesn't mean a T-shirt and jeans or shorts and flip-flops; dressing to go out or eat out in L.A. is all about dressing up your jeans with great accessories, like a hip handbag or shoes. The look may be 'casual,' but there's nothing easy, or inexpensive about it."—Mari Florence, publisher, Hungry? Los Angeles. Given the temperate weather and casual vibe, most anything goes, fashion- (and modesty-) wise: You'll see short skirts, stiletto heels, bare dresses, even bikini tops.

**Road Etiquette:** Because no one really gets anywhere without a car in Los Angeles, road manners are essential. Be as polite on the road as you would in person. Do not rely excessively on your horn, cut off other cars, tailgate, or—for your own protection—express road rage.

**Parking Etiquette:** Don't steal parking spots. If you use valet parking (usually \$5 and up), remember to tip the valet (\$1 to \$2), unless there is a "no tip" rule in effect.

**Celebrities:** Celebrity-spotting is very much alive and well in L.A. Angelenos freely use the words "somebody" and "nobody" to denote notables versus non-notables. If you see a crowd of gawkers, media, or both, it's a good bet "somebody" is there.

Source: "National Geographic: Cultural Tips"  
<http://tinyurl.com/mwacsonp>

BUSINESS TIP(S) OF THE MONTH ... How do you create online and paper stationery for your business?

Paperless Post helps you create online and paper stationery that reflects your individual or business aesthetic. Visit their blog for creative ideas: <http://blog.paperlesspost.com> and then move on to the site.

Solution: <https://www.paperlesspost.com>

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

Pay a visit to Women Entrepreneurs GROW Global (WEGG), a social enterprise where you can learn how to expand your business internationally.

Watch this space for exciting news about WEGG coming soon!

Explore here: <http://www.womenentrepreneursGROWglobal.org>

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## 5. THE RECOMMENDER: HOLIDAY EDITION

\*Subscriber Exclusive\*

Find out what Fast Company staffers from all over the world are recommending this month.

Read the article at Fast Company:

<http://tinyurl.com/lqad8z6>

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6. HOW I WENT GLOBAL: ONGOING SERIES – by Laurel Delaney and originally featured on the Exporting Guide site.

Are You Making International Customers a Priority?

When local (domestic) business picks up, do you ignore overseas calls or emails requesting quotes, asking for assistance or wanting to place an order? How are you attending to existing international customers? Do you respond promptly to their inquiries or initiate a point of contact on your own to check in on how they are doing? If you are baffled as

to how you are responding to these questions, read on to find out why it is important to make international customers a priority.

It boils down to what you want to do to foster, deepen and enrich relationships with your customers worldwide. You want to keep them coming back for more business! How do you get beyond merely selling products and services to customers that want to do more, if they can, outside of the normal buy/sell arrangement, to cultivate a stronger, lifetime customer relationship?

I've created ten ways to develop great global customer relations. These suggestions are based on my own experience working with customers all over the world. I also ask myself: "How would I wish to be treated if I were in this customer's situation?" The answer helps determine my subsequent actions. Many of the points I cover on the list, including "Making Customers Your No. 1 Priority" and ...

Read the rest of the article at Exporting Guide site:  
<http://tinyurl.com/mgru2zj>

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## 7. A READER ASKS: Q&A

\*Subscriber Exclusive\*

Q: To Ask The Expert,

OK, alright, already. I've read your newsletter over the years and now I am determined to take my business global. For the world though, I still don't know why. It just seems too complicated and not worth the trouble. What am I missing here on the benefits?

A: From Laurel,

Do you not want to increase your revenue and profits? Enter new markets? Create jobs? These are just a few of the reasons to take your business global. For more compelling benefits, visit: Ten Reasons To Go Global (<http://tinyurl.com/pgll8ql>).

For a big surprise (have some fun!), visit: 7 Unexpected Reasons To Take Your Business Global in 2015 (<http://tinyurl.com/lwx6ewt>).

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

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## 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 read it.

Go for it here:

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

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#### 9. RELATIONSHIPS IMPORTANT IN INTERNATIONAL BUSINESS "EVEN KARAOKE IS MORE IMPORTANT THAN YOU THINK"\*

Think your human resource people know what to tell your people doing business in Kuwait or South Korea? Think again.

Read more at AL.com:

<http://tinyurl.com/k4k3nu2>

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#### 10. TOP 5 DISTINCTIVE AND CREATIVE CHRISTMAS 2014 GIFTS FOR WOMEN

\*Subscriber Exclusive\*

December has started and Christmas 2014 is fast approaching. As we all know, Christmas is the time for giving and sharing.

Read more at International Business Times:

<http://tinyurl.com/q9eoc3>

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#### 11. TWITTER WORLD: EACH MONTH WE FEATURE SOMEONE WE FOLLOW ON TWITTER

\*Subscriber Exclusive\*

We follow OMG Facts. It ranks 202 on Twitaholic.com and boasts 6,440,779 followers. Find out more here:

@OMGFacts

And don't forget to follow Laurel independently of the above:

<http://twitter.com/laureldelaney> or just @LaurelDelaney

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#### 12. BLOG WORLD: PLANTE MORAN INTERNATIONAL TRADE SERVICES BLOG

Plante Moran, a certified public accounting and business advisory firm, launched a blog that serves as an additional tool to engage Plante



Moran clients and others involved in international business. It covers timely topics about audit, tax and business consulting challenges, among other issues.

Learn more:

<http://international-blog.plantemoran.com>

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### 13. LAUREL'S BOOK IS AVAILABLE FOR PURCHASE: "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 readers through the export business plan.

Order it now (552 pages) and sign-up for updates:

<http://www.exportingguide.com>. Thus far, all reviews have been 5 stars!

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

Don't forget to check out her brand new book now available:

"Exporting Essentials: Selling Products and Services to the World Successfully" (<http://tinyurl.com/mht4owq>). Take a shortcut to the fundamentals on exporting!

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

\*Subscriber Exclusive\*

Some of you may already know that I head up the Chicago market for the Women Presidents' Organization (<http://www.womenpresidentsorg.com>) by serving as the Chapter Chair for three chapters comprised of multimillion dollar women business owners. Someday, I hope to run a chapter meeting like this video (kidding of course). It would be a great way to keep people engaged and at the same time have an awful lot of fun. Never take yourself too seriously. That's what I get out of this video.

Walk Off the Earth's music video:  
<https://www.youtube.com/watch?v=mqrWJCsiknA>

(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.\*\*\*

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## 15. WIND BEHIND YOUR SAIL

\*Subscriber Exclusive\*

"And know that I am with you always; yes, to the end of time." – Jesus

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## 16. MISCELLANY

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

- For all recent media press on Laurel's "Exporting" book, including a NEW video (<http://tinyurl.com/m69pjzf>) visit: <http://www.globalsmallbusinessblog.com> (right sidebar under "Praise for Exporting") or visit: <http://exportingguide.com/press/>. For upcoming speaking engagements, visit: <http://exportingguide.com/speaking/> or contact Megan Suckut at [msuckut@exportingguide.com](mailto:msuckut@exportingguide.com)
- Bloomberg (8/12/14): As mentioned in Jeff Kearns's "Wine-Infused Ice Cream Boosts U.S. Small Business Company Exports:" <http://tinyurl.com/mnr948d>
- Crain's Chicago Business (5/28/14): As interviewed by Laura Bianchi, "Where Laurel Delaney Dines For Business:" <http://tinyurl.com/k7r2f38>

- Inc. Magazine (4/8/14): As interviewed by Kimberly Weisul, "How to Always Get Paid – Even When Your Customer Is In Another Country:"  
<http://tinyurl.com/lspqnx7>
- China Law Blog (1/4/14): As featured in Dan Harris's "THE Definitive Guide to Exporting. To China too:"  
<http://tinyurl.com/lwl4hxl>
- Bloomberg Businessweek (12/3/13): As interviewed in John Tozzi's "What U.S. Entrepreneurs Should Know About Exporting Now:"  
<http://tinyurl.com/mrxbwss>
- The New York Enterprise Report (1/2/13): As interviewed in Michelle Court's "All Business, All the Time – All Over the World:"  
<http://tinyurl.com/a3sctkd>

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

A. PLACES TO VISIT, CONNECT AND GET IDEAS:

- NEW! <http://www.ExportingGuide.com> -- Exporting: The Definitive Guide to Selling Abroad Profitably
- <http://www.globetrade.com> -- the official GlobeTrade.com site
- <http://www.globalsmallbusinessblog.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/yyufgr> -- 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 a global small business conference! See our latest creations – from stamps to shirts!

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 has 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!).

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That's it for December – Have a holly, jolly holiday! Back with you in 2015 with new global avenues to explore, lots of energy to channel and new successes to reach. Happy New Year! 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)

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

<http://www.journalofgospelmusic.com>. Watch for his new book coming out March 2015: <http://tinyurl.com/lyqw7no>

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call GlobeTrade.com Customer Service at (773) 381-1700 or e-mail info@globetrade.com (mailto:info@globetrade.com) for answers to specific questions and issues concerning "Borderbuster." This information is subject to change without notice.

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If you know of individuals who would be interested in this FREE information, advise them to send an e-mail to ldelaney@globetrade.com (mailto:ldelaney@globetrade.com) with SUBSCRIBE BORDERBUSTER in the subject line, or direct them to the "Sign Up!" area: <http://www.globetrade.com/borderbuster.htm>

Could your company benefit from reaching our loyal subscriber base of more than 3,000 global business enthusiasts? Please contact Laurel Delaney at ldelaney@globetrade.com (mailto:ldelaney@globetrade.com) for details.

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- Reporters looking for a quick authoritative quote, background source or expert comment for a story, article, radio, Internet program or television show? We'll be glad to help. Run out of story ideas? We can pitch in there too. Email ldelaney@globetrade.com (mailto:ldelaney@globetrade.com) or call (773) 381-1700.

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