

Happy New Year, Loyal Colleagues, Fabulous Friends and Cheering Fans,

Thank you to everyone who continues to spread the word about this e-newsletter (our twelfth 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 twenty-five 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://borderbuster.blogspot.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: tips for expanding your business internationally and how to find an overseas distributor. Our special feature this month is "How to Comply With Import Regulations," by Laurel Delaney (refer to No. 6).

Contact Laurel with questions, complaints, sound-offs, contributions or 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!

Make the world your business in 2013,
The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

- NEW! Laurel has secured a book contract with Apress Publishing (<http://www.apress.com/business>) to write the best little export book

on the planet in 2013. Deadline to complete the book is December 2013. Watch for more news on this over the coming months. Meanwhile, if you have topic suggestions, email Laurel at: ldelaney@globetrade.com.

- Laurel will speak at Columbia Community Business Program, The Eugene Lang Entrepreneurship Center at Columbia Business School (NY) Tuesday, February 19th from 12:30 p.m. – 4:30 p.m. Her topic is “Transform Your Business From Local to Global.”
<<http://www8.gsb.columbia.edu/entrepreneurship/home>>

- Laurel was nominated for Small Business 2012 Influencer Champions. Thank you to everyone who voted!
<<http://tinyurl.com/cxbjnrl>>

- The Women Business Owners Conference in California March 23rd at the Anaheim Marriott was a huge success. Laurel delivered a keynote presentation on “Using Social Media to GROW Your Business Globally.” For those who missed the event, learn more here:
<<http://www.wboconference.com/program.asp>>

- Catch Laurel’s global small business columns for Crain’s Chicago Business. Visit the site and 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>>

- Laurel is About.com’s Import and Export Expert Guide. Visit the site and sign up for Laurel’s newsletter and forum:

<<http://importexport.about.com/>>

- Take a break and visit Laurel's NEW website to discover the human side of her enterprise:

<<http://www.laureldelaney.com>>

- Find Laurel on photo-sharing Instagram (<http://instagr.am/>). Download the free app for your iPhone.

- Listen to Laurel's radio interview with Dr. Amy Vanderbilt on "A World of Difference: Trends Affecting the Global Economy and Business Environment in 2010 and Beyond:"

<<http://www.trendpov.com/node/1242>>

- Read "Everything You Need to Know About Cloud Computing" – a hot topic for SMBs:

<<http://tinyurl.com/2v1bk3t>>

- Read Laurel's article, powered by Verio, on how SMBs can grow their business and capitalize on the rebounding economy:

<<http://tinyurl.com/yb52z9p>>

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

3. TIPS FOR EXPANDING YOUR BUSINESS INTERNATIONALLY

Subscriber Exclusive

Many entrepreneurs are looking to take their businesses global to increase their customer base and decrease their dependence on a local market.

Read the article at Fox Small Business Center:

<<http://tinyurl.com/6n2c3vf>>

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: Ireland (Dublin)

Pub Life: The pub is the center of Irish social life. But don't assume this means the Irish are a nation of excessive drinkers. Plenty of people in the neighborhood pub are just having a soft drink, or a lime and soda—a mixture of sweetened lime juice and sparkling water. But most are having a pint—a large glass of flat, fizz-free ale. Either way, they're there to chat with friends and catch up on the local news. In small towns, the pub will also be a shop or even a post office.

Conversation: Irish society is considered friendly and chatty. So you can talk to people you don't know and they won't likely mind, but they might not talk to you first.

Personal Space: The Republic of Ireland is generally a tactile nation; people often touch each other's arms while chatting, and there's lots of hugging.

Dining Solo: It's OK to dine alone, though women in Ireland are rarely seen dining solo in the evening in a restaurant. You may feel on display if you eat dinner alone, so if that bothers you, bring a book or magazine.

Black Stuff: Guinness; the de facto national drink.

Source: "National Geographic: Cultural Tips"
<<http://tinyurl.com/89wckxt>>

BUSINESS TIP(S) OF THE MONTH ... TRADE WIZARDS

Trade Wizards is a cloud-based portal for global trade. The free tool helps companies import and export goods more quickly and affordably, while staying compliant with country specific trade regulations.

Check Trade Wizards out here:
<http://www.tradewizards.com/>

--*-*-* 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.

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

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5. TOP 10 TIPS FOR INTERNATIONAL EXPANSION

Subscriber Exclusive

The decision to embark on an international expansion can be both exciting and frightening: seemingly endless growth opportunities exist, but significant risks can be involved.

Read the article at High Street Partners:

<<http://tinyurl.com/b36wg5a>>

6. HOW I WENT GLOBAL: ONGOING SERIES -- As featured on the About.com Import and Export Guide site: Laurel Delaney details how to comply with both state and federal government import regulations. Forward this resource to anyone who might benefit from it.

How to Comply With Import Regulations
by Laurel Delaney

Importing goods that violate quota restrictions or are unsafe could end up costing you money in fines and penalties, and that will erode your profits. Are you complying with both state and federal government import regulations? Here's how to find out.

The Internet makes it very easy to source and buy products worldwide. But regardless of whether you buy a product on the Internet or somewhere else and import it into the United States, you must clear the shipment with the Customs Border Patrol (CBP) people. During the process, you may be subject to the payment of duty as well as to whatever rules and regulations govern the importation of that particular product into the United States.

To comply with the CBP rules and regulations, you must fill out the first item in the list below and ask your supplier for the following items (2-8):

1. Fill out a U.S. Customs and Border Protection Declaration (you can get this document from a logistics company or a foreign post office). This document is in addition to—not in lieu of—your regularly required commercial invoice. If your item is accompanied by a license or certificate, enter the license and/or certificate number on the form.

2. Complete name and address of seller (supplier) in English.

3. Provide a description, in English, of the product to be imported. The more detail the better to match up against the actual imported product. You want to ...

Read the rest of the article on the About.com Import and Export Guide site:

<<http://tinyurl.com/bezku5h>>

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7. A READER ASKS: Q&A

Subscriber Exclusive

Q: To Ask The Expert,

What does the future hold for small business owners who elect to stay local?

A: From Laurel,

I address that question below, but it's more prediction than fact on what's in store for small businesses over the next decade, should they choose to ignore going global.

Read it here:

<<http://tinyurl.com/a3sctkd>>

-> 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 latest free e-book: "Entrepreneurial Obsession: 13 ways to create a brighter future for your business."

Go for it here:

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

9. HOW TO FIND AN OVERSEAS DISTRIBUTOR

Subscriber Exclusive

So, you've decided to become an exporter. Now what?

Read more here:

<<http://tinyurl.com/ajcaren>>

<<http://tinyurl.com/6m7uv8g>>

10. EXPORTING 101: THE FIVE STEPS TO EXPAND YOUR SMALL BUSINESS INTERNATIONALLY

Subscriber Exclusive

The seesawing U.S. economy, coupled with President Obama's National Export Initiative (NEI), makes this an ideal time for small business owners to consider international expansion.

Read more at the Washington Post, On Small Business:

<<http://tinyurl.com/axm6cgh>>

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

Subscriber Exclusive

We follow A Googler (Google). It ranks 101st on Twitaholic.com, boasts 5,488,276 followers. Find out more here:

<<https://twitter.com/google>>

A Googler (Google) website:

<<http://support.google.com/?hl=en>>

Follow The Most Influential Small Business Twitter List (happily, we're on it!) with the click of a button:

<<http://tinyurl.com/y96qprz>>

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

<<http://twitter.com/laureldelaney>>

12. BLOG WORLD: The Global Small Business Blog (ranked No. 1 in the world for small businesses)

Entrepreneurs and small business owners who are interested in going global will want to read this blog. Established in 2004, the Global Small Business Blog has more than a half-million page views to date.

Learn more here:

<<http://www.globalsmallbusinessblog.com>>

13. LAUREL'S e-BOOK: "GODZILLA GLOBAL MARKETING!"

"GODZILLA Global Marketing! – The Essentials To Building A Successful Global Business" will help you:

- > Build a living global brand.
- > Understand the importance of local and global strategic alliances.
- > Develop a high global business IQ.
- > Create an export dream team.
- > Implement a seven-degree global action plan.
- > Consider global marketing as a career ... and more!

"GODZILLA Global Marketing!" -- a whopping 43 single-spaced pages -
- is U.S. \$8.95. You can buy a copy quickly and securely through PayPal, which accepts all major credit cards (and you don't even need a PayPal account). Once payment is received, your book is on the way! Enjoy.

Click here for more information:

<<http://www.globetrade.com/books.htm>>

Click here to buy it now:

<<http://tinyurl.com/yyufgr>>

[Laurel here ... thanks to so many of you who have already purchased a copy!]

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

Subscriber Exclusive

If you are going to take a walk on the wild side, you better have a look at China. Why? China's brands are becoming stronger and more important to the Chinese consumer and the world at large. How many of the top Chinese brands do you know?

Go here to check out the third annual BrandZ™ Top 50 Most Valuable Chinese Brands study, commissioned by WPP and undertaken by Millward Brown:

<<http://www.wpp.com/wpp/marketing/brandz/china-50-2013>>

(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

"Always bear in mind that your own resolution to succeed is more important than any other." ~ Abraham Lincoln

16. MISCELLANY

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

- 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>
- Today's Chicago Woman (10/1/12): As quoted in Hedy Ratner's "Pearls of Wisdom:" <http://www.tcwmag.com/pearls-of-wisdom>
- ReadWriteWeb (8/1/12): As quoted in Rieva Lesonsky's "Taking Your Startup Global:" <http://tinyurl.com/9sknd9b>
- Today's Chicago Woman (7/1/12): As quoted in Hedy Ratner's "Take Your Business International:" <http://tinyurl.com/7q7fr66>
- Newsday (3/18/12): As quoted in Jamie Herzlich's "Small Business: Getting Into Global Markets:" <http://tinyurl.com/6qbexwh>
- BusinessWeek (2/2/12): As quoted in John Tozzi's "Small Business Exports Edge Up:" <http://tinyurl.com/78okuc7>
- American Express OPEN Forum (1/4/12): As quoted in Jane Applegate's "New Orleans Flip Flop Maker Heads to China:" <http://tinyurl.com/76ckjyn>
- Business News Daily (12/29/11): As quoted in David Mielach's "Going Global May Be Key To Future Success For Small Businesses:" <http://tinyurl.com/85qztp9>

- The Global Small Business Depot: Visit our store, The Global Small Business Depot (<http://tinyurl.com/ycexhs3>), 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!

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

A. PLACES TO VISIT, CONNECT AND GET IDEAS:

- <http://www.globetrade.com> -- We've expanded our Idea Lab section and have a new, more powerful web host: Verio (www.verio.com). We love 'em! Watch for more good things to come (see the latest here: <http://tinyurl.com/yecgso8>)
- <http://borderbuster.blogspot.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://escapefromcorporateamerica.blogspot.com> -- to find out why women are leaving Corporate America for entrepreneurship.
- <http://tinyurl.com/34nlf5> -- audio post card from Laurel!
- <http://www.squidoo.com/borderbuster> -- do you Squidoo? We do! Find out why.
- <http://www.ebookmall.com/ebook/65325-ebook.htm> -- to order Laurel's first e-book, "Insanely Global!"
- <http://globetrade.wetpaint.com/> -- The GlobeTrade Wiki Community.

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>
- Listen to podcasts as global trade experts (including Laurel Delaney) and UPS executives explore how small- and medium-size businesses can better market their goods internationally: <http://tinyurl.com/5wcamj> and <http://tinyurl.com/6hgfnn>
- Download a voter-supported FREE global 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:

<<http://tinyurl.com/mr7gaj>>

- 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 you innovate, disrupt and take on the world in 2013! A special thanks to Bob Marovich, author, grant writer and gospel music historian, for his editing assistance. He can be reached at bob@gospelmemoies.com (<mailto:bob@gospelmemoies.com>) or visit his blog, The Black Gospel Blog, at <<http://www.theblackgospelblog.com>>.

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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 2,000 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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