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1. WELCOME FROM THE PUBLISHER

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 fifteenth 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 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: how to be true to yourself; how John and Patrick Collison built Stripe into the PayPal of the mobile era; and why you need to stop freaking out about China. Our special feature this month: "Six Biggest Stumbling Blocks to Going Global and How to Overcome Them" by Laurel Delaney for the About.com Import and Export site (refer to No. 6).

For those eager to start out the new year with a global footprint, join Laurel on a FREE webinar she is giving 1/6 at 11:00 a.m. Central time on "Getting Started in Exporting – Ready Your Business For Growth:" <https://attendee.gotowebinar.com/register/6551786751409319169>

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 ready to make the world your business in 2016,
The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

- The Global Small Business Forum held at Chicago's historic Navy Pier on Friday, October 23, 2015 was a huge success. For photos, visit: <http://tinyurl.com/ptp2mao>. We thank our sponsors, vendors, attendees and major partners for their support in making this event a success. We also thank Nancy Stachnik and Bob Marovich for their extra help during the event. Special thanks to Laura Fairman, Blue Canvas, for her creative design work on the website, posters and program; and to Patti Ross, Patricia Ross and Associates, for her assistance with sponsors.

BIG thanks to our Bronze sponsors: Endicia (<http://www.endicia.com>) and Chicago Expert Importers (<http://www.ceiimporters.com>). And much appreciation to Event sponsor TradeUp (<http://www.tradeup.com>).

Sign up for more information and updates on the Global Small Business Forum 2016. Visit:
<http://www.global-small-business-forum.com>.

- Fit Small Business has named The Global Small Business Blog one of the Best Small Business Blogs of 2015:
<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/ldelaney/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 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, 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 books, 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 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 also 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://mvb.me/s/7fe5c6>

- 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/6bdwkvq>

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. BE TRUE TO YOURSELF

Subscriber Exclusive

Here's a lesson for all of us in the new year. An interview with Daniela Riccardi, chief executive of Baccarat, a manufacturer and retailer of luxury crystal products based in France and controlled by the American investment firms Starwood Capital Group and Catterton Partners.

Read the article at The New York Times:

<http://tinyurl.com/zbcmuog>

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 country or city, ask.

This month's focus: Bangkok (Thailand)

Head and Feet: "The top of everything is venerated—the head of a person, boss of a company, bow of a boat—while the bottom is lowly. Never touch someone's head. Always keep your feet lower than the trunk of your body, never point them (your feet) at another person or use the feet to move anything, and always take your shoes off indoors."

Shake or Wai: "While modern Thais, particularly men, are happy to shake hands on meeting a Westerner, most prefer the traditional wai,

a prayer-like gesture with palms pressed together. Initiated by the social 'junior,' it is part of the Thai cultural reluctance to commit, as touching conveys a much deeper commitment. If you're unsure, just repeat what the Thais do or just nod and smile."

Face: "Face comes before everything. Making someone lose face actually makes you lose face, so try to avoid this situation. Face is more than pride or ego, it is the lubricant for the hierarchy that operates at every social level in Thailand. Break it and you harm your relations with everyone present. So never lose your temper."

Indirect Criticism: "Thais prefer to be indirect in everything they do, and this is the best way to get something done. For example, if you have a problem in your hotel, smile creatively when raising the issue rather than criticize directly. Laughter helps, too; it might not be funny but a laugh is much more likely to help you get results."

The King: "Thais revere their monarch, flag, religion, and national reputation. Western-style criticism of these is socially unacceptable, and criticizing royalty remains punishable by jail."

Dressing for Success: "Thailand might have a reputation for lurid nightlife, but most Thais frown upon revealing clothing, public displays of affection, and overt sexuality. Clean, smart-casual attire eases almost every situation."

Eating: "Thais usually eat together and share the dishes and drinks available. Plates of food are communal, but you should use communal cutlery when serving, not your own."

Source: "National Geographic: Cultural Tips"
<http://tinyurl.com/bn7dh2g>

BUSINESS TIP(S) OF THE MONTH ... Where can you read great tips from business leaders – and rock music legends? Profiled in 2015 for the BBC's The Boss slot, leaders share their thoughts on running or setting up a business in 2016.

The cool solution is to read the Top Business Tips for 2016:
<http://www.bbc.com/news/business-35095267>

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you are looking for. Here are some good resources to help you get started. You can begin with "Importing: How to Find a Supplier for the Product You Want to Import" (<http://importexport.about.com/od/ChoosingImportProductSupplier/a/Importing-How-To-Find-A-Supplier-For-The-Product-You-Want-To-Import.htm>), then move on to "How to Find and Pre-Qualify Importing Wholesalers For Your Product Line Overseas" (<http://importexport.about.com/od/DevelopingSalesAndDistribution/a/How-To-Find-And-Pre-Qualify-Importing-Wholesalers-For-Your-Product-Line-Overseas.htm>) and finish off with "Packing For International Shipping: 10 Factors to Consider When Packing for International Shipping" (<http://importexport.about.com/od/Logistics/a/Packing-For-International-Shipping.htm>).

At the end of the article I write: "When in doubt, consult a freight forwarder, logistics expert or an import/export ...

Read the rest of the article at the About.com Import and Export site: <http://tinyurl.com/j7xp9oh>

7. A READER ASKS: Q&A
Subscriber Exclusive

Q: To Ask The Expert,

Why is growth so important for a business? If I can pay myself and my bills, isn't that enough?

A: From Laurel,

Profitable growth has become the number one concern of most business owners. It provides the wind behind the sails of organizations. In the following article, I talk about the importance of growth for a business, how to focus on one or two influential cores within a business and why you shouldn't go after every hot thing that comes across your desk. Hopefully this article addresses your question. If not, email me at: ldelaney@globetrade.com

Expand Your Business Globally Without Abandoning Your Business
<http://tinyurl.com/jk27gne>

-> 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. HOW JOHN AND PATRICK COLLISON BUILT STRIPE INTO THE PAYPAL OF THE MOBILE ERA

Subscriber Exclusive

The first signal you pick up on that John and Patrick Collison, who cofounded mobile payment phenomenon Stripe, are not big on the trappings of corporate status is a North Face backpack.

Read more at Forbes:

<http://tinyurl.com/hgp8na2>

10. STOP FREAKING OUT ABOUT CHINA

Subscriber Exclusive

With China in the midst of what appears to be a significant economic slowdown, investors are questioning their faith in one of the new century's great growth stories. They shouldn't abandon China just yet.

Read more at the Bloomberg Gadfly:

<http://tinyurl.com/hg9zq69>

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

Subscriber Exclusive

We follow Trip Advisor. It ranks 957th on Twitaholic.com and boasts 3,055,848 followers. Find out more here:

@TripAdvisor

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

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

12. BLOG WORLD: CHRIS DUCKER

Chris Ducker helps entrepreneurs become more productive and profitable.

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

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!

Need a shortcut to the fundamentals on exporting? Check out Laurel's brand new 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

Where to go in 2016? Visit the top 16 emerging travel destinations and be sure to tie at least one of them to a business deal. The best adventures usually take place on a road less traveled (wink).

Visit:

<http://www.cnn.com/2015/12/22/travel/emerging-destinations-2016/>
(shortcut: <http://tinyurl.com/jgmmgdp>)

(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

"The new year stands before us, like a chapter in a book, waiting to be written. We can help write that story by setting goals." – Melody Beattie

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) has 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/>
- For all recent media press on Laurel's "Exporting" book, including a NEW video (<http://tinyurl.com/m69pjzf>) visit: <http://www.global-small-business-blog.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
- 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>

- 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>

^^^^^^^^^^ 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/yuufgr> -- 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 forum! 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 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 – As Steven Spielberg says, "All of us every single year, we're a different person. I don't think we're the same person all our lives." Happy 2016! 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 new 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

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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