



Borderbuster Monthly E-Newsletter (No. 230): May 5, 2021

Distributed by GlobeTrade.com (<http://www.globetrade.com>) and Designed To Help Entrepreneurs, Small Businesses, Activists, Futurists, Academics, Executives and Corporate Risk-Takers Go Global.

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We encourage you to forward this issue! Subscribe FREE!
<http://www.globetrade.com/borderbuster.htm>

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1. WELCOME FROM THE PUBLISHER

Hello Loyal Colleagues, Fabulous Friends and Cheering Fans – together, let's make 2021 a year filled with hope, optimism and opportunities.

Happy Wednesday! Thank you to everyone who continues to spread the word about this e-newsletter (our twentieth anniversary) by talking about it, forwarding it 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.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 May issue, "Borderbuster" focuses on where to find answers to your questions about international travel, why AI needs to be able to understand all the world's languages, and how to tap into little known government resources and go global. Also, don't miss No. 6, "4 Tips for Going Global."

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>).

Find your new overseas market, happiness, fulfillment and energy in 2021, The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

- LISTEN to "Laurel Delaney's Global Trade Trends Report 2021." Learn more: <https://womenentrepreneursgrowglobal.org/2020/12/02/laurel-delaneys-global-trade-trends-report-2021/>
- LISTEN to Laurel's radio interview with Jim Blasingame, where she talks about going global and Women Entrepreneurs Grow Global®. Learn more: <https://www.smallbusinessadvocate.com/small-business-experts/laurel-delaney-394>
- LISTEN to Laurel's webinar for SCORE (more than 1,400 people attended!) on "How to Take Your Business Global in the Digital Age." Discover how to get your business export-ready, develop a global mindset, and attract

customers from all over the world. Listen to the January 23, 2020 recording:
<https://www.score.org/event/how-take-your-business-global-digital-age>

- WATCH the SCORE webinar recorded June 16, 2020 with Laurel J. Delaney, Founder and President, Women Entrepreneurs Grow Global®, [Betsy Mikesell](#) CEO and Cofounder, Beddy's, [Angie White](#) COO and Cofounder, Beddy's and [Dr. Sonat Birnecker Hart](#) President and Cofounder, KOVAL. They presented "How Female Founders Can Innovate and Disrupt the World of Business." More than 2,000 people attended! Watch now:
<https://www.score.org/event/how-female-founders-can-innovate-and-disrupt-world-business>

- REGISTER for the upcoming SCORE webinar on June 3 at 12:00PM CT with Laurel Delaney, Jill Bishop and Cherry Miyake – "Growing Your Business Globally: Three Fearless Female Founders Share the Keys to Success." To learn more and to register (n/c), visit: <https://tinyurl.com/4w253nrw>

- COMING SOON! The 6th Annual Global Small Business Forum: Reimagine Global Business (#reimagineglobalbusiness), held virtually on Friday, October 15 from 8:00-11:30 AM CT. We have a terrific lineup of speakers! To be very exciting! In case you missed last year's forum, here's a fantastic update on it: <https://tinyurl.com/y3yhfys7>. Sign up for our newsletter to be kept in the know as we add sponsors, vendors and raffle prizes 😊:
<http://globalsmallbusinessforum.com>. If you are interested in sponsoring the event or securing a vendor table, please email Laurel at: ldelaney@globetrade.com. Meanwhile, Like our Facebook Page: <https://www.facebook.com/globalsmallbusinessforum/>.

Remember that the world is your market for business.

Laurel and the GlobeTrade Team

3. REPEAT: How to MacGyver Your First Export by Laurel J. Delaney

Read the white paper on 15 shortcuts to export nirvana. After you are done, pass it along to others who you think will benefit from the information.

Read more:
bit.ly/2zD4okh

4. FASCINATING VIRTUAL DISCOVERY OF THE MONTH -- HAVE SOME FUN!
Subscriber Exclusive

This month's focus: Europe's rivers

Learn about memorable moments on Europe's rivers with cruise director Richard Grey.

Explore here:
<https://tinyurl.com/dyr4wt3v>

--*-*-* 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.

Most of its programming is free of charge, thanks to the generous support of GlobalCare Clinical Trials, FedEx, Passport Shipping, Associated Bank, Multilingual Connections, APCO Worldwide and Union Pacific Foundation.

Sign up for today's wegginar®, May 5th at 11AM CT presented by Kat Sun, Head of Operations at Passport Shipping and Kaitlin Mogentale, Founder of Pulp Pantry, "What to Expect When You Are Expecting (To Go Global)." To learn more and to register, visit:

<https://womenentrepreneursgrowglobal.org/2021/04/07/what-to-expect-when-youre-expecting-to-go-international/>

Missed our 4/7 wegginar? Listen at your leisure:

<https://womenentrepreneursgrowglobal.org/2021/03/03/avoiding-pr-nightmares-in-your-global-business-with-candice-tal/>

For updates, sign up for the wegg newsletter (be the first to know what is up next): <http://tinyurl.com/pzz7xkd>

Explore here: <http://www.womenentrepreneursGROWglobal.org> (Twitter @WEGGtoday; Like us on Facebook:

<https://www.facebook.com/womenentrepreneursgrowglobal>; Join the

Facebook Community:

<https://www.facebook.com/groups/913101902405858>)

TikTok:

<https://www.tiktok.com/@weggglobal>

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5. TAP INTO LITTLE-KNOWN GOVERNMENT RESOURCES AND GO GLOBAL
Subscriber exclusive

In case you have been living in a cave, here's a refresher on available government resources.

Read more Entrepreneur:

<https://tinyurl.com/wj9h2>

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

4 Tips for Going Global

Small businesses are poised to drive economic growth through international expansion. Here are four tips to serve as your guide to going global.

Don't Go It Alone.

There are plenty of organizations, such as the U.S. Commercial Service (buyusa.gov), that have programs and services to help small business owners locate potential business partners such as buyers or distributors overseas. It's also a good idea to explore new sources of financing from the Export-Import Bank of the United States (exim.gov) or the Small Business Administration (sba.gov). UPS also offers lines of credit and a service that speeds and guarantees payment from importers.

Do Your Homework.

Go online for guidance on topics including training, financial opportunities and possible partnerships. Resources include the U.S. government's export portal (trade.gov) and the Small Business Administration's Office of International Trade. The U.S. Commercial Service offers country-by-country commercial guides (buyusa.gov), and Laurel Delaney's Global Small Business Blog and Exporting Guide offers important insights and practical advice to help small businesses go global.

Seek Help Understanding Complex Customs Regulations.

Complex customs can intimidate anyone, but customs technicalities should not prevent small businesses from going...

Read the rest of the article at ExportingGuide.com:
<http://exportingguide.com/4-tips-for-going-global/>

7. A READER ASKS: Q&A

Subscriber Exclusive

Q: To Ask the Expert,

How will artificial intelligence affect globalization?

A: From Laurel,

The following link explains how AI works, how it impacts economic growth, and how it is likely to contribute to global expansion both now and in the future.

Read the entire article:

<https://tinyurl.com/yt5258kj>

-> 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 4,000 people have already downloaded it.

Go for it here:

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

9. WHERE TO FIND ANSWERS TO YOUR QUESTIONS ABOUT INTERNATIONAL TRAVEL

To prepare for an April trip to Europe, Sharif El-Mahdi checked the government websites of the United States, his home country and the two destinations on his itinerary.

Read more at Industry Week:

<https://tinyurl.com/ybam94nn>

10. WHY AI NEEDS TO BE ABLE TO BETTER UNDERSTAND THE WORLD'S LANGUAGES

Subscriber Exclusive

The benefits of mobile technology are not accessible to most of the world's 700 million illiterate people.

Read more at Scientific American:

<https://tinyurl.com/32ez2dzm>

11. APP WORLD: HOPPER

Subscriber Exclusive

Hopper is a travel app. Book flights, hotels and cars.

Learn more:

<https://www.hopper.com>

12. BLOG WORLD: Global Citizen

Subscriber Exclusive

Meet the 23-Year-Old Refugee Who Is Blogging for Justice. Brownkey Abdullahi is an activist and a blogger, who also lives in the world's largest refugee camp.

Visit the Global Citizen:

<https://www.globalcitizen.org/en/content/topics/blog/>

13. 2ND EDITION TO LAUREL'S BOOK IS 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, available for purchase now (<http://tinyurl.com/hxarecr>):

- Data and citation updates.
- Updates on actual and prospective trade agreements (especially TPP, TTIP, and Brexit), 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 UNUSUAL SIDE (TAWOTUS)

Subscriber Exclusive

Alden-Tan.com's uses a strong tagline – **Only Real Sh*t** – to describe what its blog is about. The main motive of this blog is to help people help themselves. Updated through February, 2019.

<https://alden-tan.com>

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

We welcome suggestions for Take a Walk On The Calm, Relaxing, Fun, Brainy or Unusual 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

"A failure is not always a mistake, it may simply be the best one can do under the circumstances. The real mistake is to stop trying."

– B. F. Skinner

16. MISCELLANY

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

- Forbes (7/27/20): As quoted in "5 Ways the 50 Fastest Growing Women-Run Businesses Survive the Coronavirus and Thrive"

<https://www.forbes.com/sites/geristengel/2020/07/27/4-ways-the-50-fastest-growing-women-run-businesses-survive-the-coronavirus-and-thrive/#7791c5784567>

- Forbes (8/28/19): As quoted in "How the Right Partners Made It Easy to Become a Global Business:"

<https://www.forbes.com/sites/geristengel/2019/08/28/how-the-right-partners-made-it-easy-to-become-a-global-business/>

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

A. PLACES TO VISIT, CONNECT AND GET IDEAS:

Exporting: The Definitive Guide to Selling Abroad Profitably, 2nd edition, <http://www.ExportingGuide.com>.

GlobeTrade.com, <http://www.globetrade.com>
The Global Small Business Blog, <http://www.globalsmallbusinessblog.com>
Global Small Business Forum (SAVE THE DATE: 10/15/21 is the next event), <http://globalsmallbusinessforum.com>
Women Entrepreneurs Grow Global®,
<http://www.womenentrepreneursgrowglobal.org/>
Laurel Delaney, <http://www.laureldelaney.com>
Escape From Corporate America,
<http://www.EscapeFromCorporateAmerica.com>
And don't forget to follow Laurel on Twitter,
<http://twitter.com/laureldelaney> or @LaurelDelaney; LinkedIn
<https://www.linkedin.com/in/laureldelaney/>; Facebook
<https://www.facebook.com/LaurelDelaney/>; and Instagram
<https://www.instagram.com/laureldelaney/>
The Balance (formerly About.com and owned by IAC. Laurel created the original Import/Export platform), <http://importexport.about.com>

That's it for May. In Chicago, May is synonymous with the gifts of spring: flowers and good weather. Celebrate spring and new beginnings.

A special thanks to Bob Marovich, author, grant writer and GRAMMY-nominated 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 voice! See his front page feature in the Chicago Reader (5/28/15): <http://tinyurl.com/qheurxc>. The liner notes he contributed to the 8-CD box set The Gospel According to Malaco (Malaco Music Group), was nominated for a GRAMMY award.

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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 3,500 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.

Global TradeSource, Ltd.
Online arm: [GlobeTrade.com](http://www.globetrade.com) (<http://www.globetrade.com>)
6807 N. Lakewood, Suite LL
Chicago, IL 60626
773-381-1700 Of
info@globetrade.com (<mailto:info@globetrade.com>)

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