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Borderbuster Monthly E-Newsletter (No. 107): December 7, 2010  
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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

Greetings, Loyal Colleagues, Fabulous Friends and Cheering Fans!

Thank you to so many of you who continue to spread the word about this e-newsletter (our ninth year of publishing!) by talking about it, forwarding it on to colleagues or recommending it to your collaborators.

For those of you who just signed on, "Borderbuster" is produced by author, speaker and educator Laurel Delaney -- herself a successful small business owner with 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 December issue, "Borderbuster" focuses on how the global recovery is underway; how financing is available for small manufacturers; and how Google is lashing out against web censorship. Our special feature this month is "How to Market Your Business Lady Gaga Style" by Laurel Delaney for the American Express OPEN Forum. She provides six tips on how to market your business in a way that people worldwide take notice (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) (<mailto:ldelaney@globetrade.com>).

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

Make the world your business in 2010,  
The Team at [GlobeTrade.com](http://GlobeTrade.com)

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## 2. UPDATE FOR OUR READERS

- Download Laurel's NEW free e-book: "Entrepreneurial Obsession:

13 ways to create a brighter future for your business:"  
<<http://tinyurl.com/28zofoh>>

- 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>>
- Learn the ins and outs of establishing a strategic partnership from Laurel's video and article, powered by Verio (<http://www.verio.com>):  
<<http://tinyurl.com/ycxx4n5>>
- Read "Everything You Need to Know About Cloud Computing" – a hot topic for SMBs:  
<<http://tinyurl.com/2vlbk3t>>
- Read Laurel's article, powered by Verio, on how SMBs can grow their business and capitalize on the rebounding economy (<http://www.verio.com>):  
<<http://tinyurl.com/yb52z9p>>

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

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### 3. CHOOSING A NAMING CONVENTION FOR GLOBAL SEARCH MARKETING

\*Subscriber Exclusive\*

This article provides the pros and cons of ccTLDs, subdomains, subdirectories, IDNs, and Regional TLDs in international search.

Read the article at Search Engine Watch:  
<<http://tinyurl.com/24h25qj>>

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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 just guidelines, so if in doubt while visiting a foreign country, ask.

- In doing business in Hong Kong, respect is the watchword. You must show respect to gain respect. Trustworthiness is a point of pride, so

you may want to apologize when asking for a written contract, even though it is recognized as standard practice.

- In Hungary, adults greet each other with a firm handshake. When addressing someone, it is polite to use the person's professional title with his or her surname.
- When doing business in Iceland, remember that it is considered bad form to discuss the weather. Expect natives of Iceland to greet each other using first names; visitors should use last names.
- When invited to a meal in India, guests should offer a gift of flowers, candy or fruit to their host. At some social gatherings, guests are adorned with garlands of flowers.
- In Indonesia, never touch another person's head, for this is thought to be where the spirit resides. Although handshaking is becoming more accepted, avoid using your left hand to pass or receive anything, for it is considered unclean and will be taken as an insult.
- The Irish always toast their visitors, and consider refusal to drink a bit of an insult. So if you must refuse, always say it's for health reasons.

Source: "DHL: Cultural Tips"  
<<http://tinyurl.com/36tsc3>>

#### BUSINESS TIP(S) OF THE MONTH ... Gliffy

Gliffy is an online tool that makes it easy to create, share, and collaborate on a wide range of diagrams. Gliffy users can communicate more clearly, boost innovation, improve decisions, and work more effectively.

Check it out here:  
<<http://www.gliffy.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.



to 'Lady'. She texted me back, 'That's it.' After that day, she was Lady Gaga. She's like, 'Don't ever call me Stefani again.'"

What's your business stage name? Think of a cute, funny or powerful moniker that people use to refer to you and what you do. Then go for it and reserve it as a domain name. Will it withstand the test of time along with brand extensions, such as Lady Gaga's LadyGagaOnline.net, GagaDaily.com and Haus of Gaga? Richard Branson's Virgin brand has.

2. Design your blog or website in a bold, dramatic and colorful manner.

Ordinary can kill even the brightest of ideas. No one wants to search for the innovation and ingenuity of a blog or website with a boring design. Ordinary turns us off, but extraordinary turns us on. Designs that speak boldly from the heart and take in the latest and greatest dramatic technology functions blow us away. We say, "How did they do that?" or "That's awesome!" and share the great find with ...

Read the rest of the article at the American Express OPEN Forum:  
<<http://tinyurl.com/2ugxp46>>

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-> Got a story to share? We'd love to hear from you. E-mail [info@globetrade.com](mailto:info@globetrade.com) (mailto:info@globetrade.com) and put "Got a story" in the subject line and then let us know what you have in mind. We cannot guarantee your tale will be published, but we'll do our best!

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7. A READER ASKS: Q&A  
\*Subscriber Exclusive\*

Q: To Ask The Expert,

Is there an online place I can visit that serves like a library on exporting?

A: From Laurel,

There sure is. Try SBA's "Export Library:"

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

And don't forget to visit The Global Small Business Blog (<http://borderbuster.blogspot.com>) for additional information on international trade, especially the right sidebar, which offers links to numerous helpful global trade resources.

-> 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 NEW free e-book: "Entrepreneurial Obsession: 13 ways to create a brighter future for your business." We're trying to get 100,000 readers by 12/31/10.

Go for it here:  
<<http://tinyurl.com/28zofoh>>

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## 9. FINANCING FOR THE SMALL MANUFACTURER

\*Subscriber Exclusive\*

Don't overlook Ex-Im Bank as a source for working capital. Options exist for exporters and suppliers to exporters.

Read more here at IndustryWeek:  
<<http://tinyurl.com/22qnsz8>>

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## 10. GOOGLE LASHES OUT AGAINST WEB CENSORSHIP

\*Subscriber Exclusive\*

In the wake of a high-profile standoff with the Chinese government, Google is now mounting a free-trade argument against countries that restrict access to online content.

Read more here at InternetNews:  
<<http://tinyurl.com/24mesjz>>

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

\*Subscriber Exclusive\*

We follow Rachel Maddow from MSNBC. She ranks 96 on [twitaholic.com](http://twitaholic.com) and boasts 1,711,772+ followers. Find out why here:

<<http://twitaholic.com/maddow/>>

Rachel Maddow website here:

<<http://rachel.msnbc.com>>

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>>

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## 12. BLOG WORLD: GLOBALTRADE.NET!

\*Subscriber Exclusive\*

Not a blog yet but definitely worth a look. GlobalTrade.Net is the newest kid on the block to offer a marketplace for international trade services.

Check it out here: <<http://www.globaltrade.net/>>

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## 13. LAUREL'S LATEST 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!]

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

\*Subscriber Exclusive\*

This is not necessarily wild – more a do-good thing – for \$25 you can change your life and the lives of countless others. What are you waiting for?

To explore, visit Actionable Literacy:  
<<http://actionableliteracy.com/>>

(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\*

“Laughter gives us distance. It allows us to step back from an event, deal with it and then move on.” ~ Bob Newhart

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#### 16. MISCELLANY

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

- International Business Times (9/15/10): As quoted in Hao Li’s article, “Global Demand Shifting to Emerging Markets:”  
<<http://tinyurl.com/28to38k>>
- USA Today (9/13/10): As quoted in Steve Strauss’s column, “5 Steps To Taking Your Business Global:”  
<<http://tinyurl.com/22olu9m>>
- NFIB myBusiness Magazine (September/October 2010): As quoted in Christina Galoozis’s article, “Export Nation:”  
<<http://tinyurl.com/27yv74t>>

- Bloomberg Businessweek (4/22/10): As quoted in John Tozzi's article, "Entrepreneurs' Fears May Jinx Obama's Export Push:" <<http://tinyurl.com/3xzz82f>>
- The New York Times (4/21/10): As quoted in Ian Mount's small-business guide, "Tips for Increasing Sales in International Markets:" <<http://tinyurl.com/2aawfp2>>
- AllBusiness.com (April 2010): As quoted in Joshua Kurlantzick's article, "Obama's Export Goals Target Small Business:" <<http://tinyurl.com/2cnpcu8>>
- Success Magazine: As quoted in Rieva Lesonsky's article, "Taking Your Business Global:" <<http://tinyurl.com/276638g>>
- Bloomberg Businessweek: As quoted in John Tozzi's article, "The Biggest Roadblock to Upping Exports:" <<http://tinyurl.com/yzxzueq>>
- The Global Small Business Depot: Visit our new 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!

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

A. PLACES TO VISIT AND CONNECT:

- <http://www.globetrade.com> -- We've expanded our Idea Lab section and have a new, more powerful web host: Verio ([www.verio.com](http://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> -- watch for our NEW look and direction coming soon!
- <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:

- Download a NEW free e-book: "Entrepreneurial Obsession: 13 ways to create a brighter future for your business" by Laurel Delaney: <<http://tinyurl.com/28zofoh>>
- 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: <<http://tinyurl.com/y5vr474>> -- for learning how to go global.
- Explore Scribd and see why more than 190,000 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!).

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That's it for December. 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) (<mailto:bob@gospelmemoies.com>) or visit his blog, The Black Gospel Blog, at <http://www.theblackgospelblog.com/>. Keep your spirits high and have the merriest of holidays. Back with you in 2011!

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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) (<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 global business enthusiasts? Please contact Laurel Delaney at [ldelaney@globetrade.com](mailto:ldelaney@globetrade.com) (<mailto:ldelaney@globetrade.com>) for details.

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