



 Borderbuster Monthly E-Newsletter (No. 99): April 5, 2010

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.

*_**

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

CONTENTS

1. Welcome From The Publisher
2. Update For Our Readers
3. Pork's Got No Beef With China and Russia*
4. Business and Cultural Tips: Have Some Fun!*
5. Breaking Up a Bipolar Argument*
6. How I Went Global: Ongoing Series // Laurel Delaney
7. A Reader Asks: Q&A*
8. Everybody Loves a Freebie -- repeat: FREE OFFER*
9. Elan Seeks iPad Injunction in Patent Dispute*
10. Search Marketing in China, Now What?*
11. Twitter World: Threadless*
12. Blog World: What Matters*
13. Laurel's e-Book: "GODZILLA Global Marketing!"
14. Take A Walk On The Wild Side (TAWOTWS)*
15. Wind Behind Your Sail*
16. Miscellany: GlobeTrade in the News*

|||||||||||||||||||||||||||||||||||||||||||

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!) by talking about it, forwarding it on to colleagues or recommending it to your collaborators.

For those of you who just signed on, this is the latest edition of "Borderbuster," which 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 blog to get your global dose for the month.

In this April issue, "Borderbuster" focuses on how: two big export markets are reopening doors to pork processors; Chinese executives are breaking up a bipolar argument on a stronger yuan; and Elan is seeking an injunction in a patent dispute involving iPad. Our special feature this month is "Make a Date to Innovate" by Laurel Delaney for the American Express OPEN Forum. She shows you how to get turned on to innovation (refer to No. 6).

Contact Laurel with any 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 2010,
The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

- 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 a video and article by Laurel, powered by Verio (<http://www.verio.com>):
<<http://tinyurl.com/ycxx4n5>>
- Read an article by Laurel, 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

3. PORK'S GOT NO BEEF WITH CHINA AND RUSSIA

Subscriber Exclusive

Two big export markets reopen doors to pork processors.

Read the article at The Motley Fool:

<<http://tinyurl.com/yd2dsew>>

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 general, small, inexpensive gifts (key chains, corporate medallions, inexpensive diaries, cheap pens) are acceptable as casual "leave-behind" tokens, but they should never be considered a substitute for a proper business gift.
- In Austria, when invited to a home, bring an odd number of flowers (but not red roses), and unwrap them. Also, avoid red carnations, since they are usually reserved for May Day.
- Bear in mind that some of the world's finest leathers come from South America, specifically Argentina, Uruguay, and Brazil, so it might

following article covers how to get turned on to innovation. Forward this resource to anyone who might benefit from it.

<<http://tinyurl.com/yf59c7q>>

Make a Date to Innovate
By Laurel Delaney

Turn off your smart phone. Shut down your e-mail (or at least turn off the ping noise that sounds when you get a message). Put on something comfy. Squirrel yourself away with your laptop in tow where nobody, I mean nobody, can disturb you, because this is your time to make a date to innovate (<http://tinyurl.com/ycexhs3>). This is my fourth installment on innovation (You can find the first at <http://tinyurl.com/yhmjkpe>, the second at <http://tinyurl.com/ydt3tas> and the third at <http://tinyurl.com/yeggkga>).

For those who have just joined us, we have covered how to be spontaneous, how to be bold and how to create a culture — all centering around innovation — and now we are ready to tackle how to get turned on to innovation in the first place. We will rev you up by sharing a couple of favorite places that refresh our minds and are guaranteed to get your creative juices flowing to prepare you to do your best innovative work ever.

Date #1: IDEO

If there was only one company in the world I could choose to work with on innovation, I'd choose, hands down, IDEO (<http://www.ideo.com>), a leading global design and innovation consulting firm that helps design products, services, environments, and digital experiences.

What makes them so good? The company's work speaks for itself, but what impresses me most is its willingness to share unlimited, fresh, proprietary design knowledge with the world. As a result of how effectively and openly IDEO shares its work, I installed the same knowledge-sharing practice in my own business (<http://tinyurl.com/m2qh9h>), further increasing our stature and the number of people who get turned on to our expertise.

So make your date to innovate with IDEO at The Ten Faces of Innovation (<http://tinyurl.com/ybf9cor>), get background information on IDEO (<http://en.wikipedia.org/wiki/IDEO>), and visit my personal

favorite "thinking" page for ideas galore (<http://www.ideo.com/thinking>). Check out my second favorite, IDEO Labs (<http://labs.ideo.com/>).

Date #2: Mihaly Csikszentmihalyi

"Studying creativity is not an elite distraction, but provides one of the most exciting models for living." ~ Mihaly Csikszentmihalyi

IDEO's information should be enough to inspire you to take action on innovation, but let's make a second date. Besides, aren't we in the courting stage with innovation? On the topic of creativity and innovation, it would be imprudent if we did not bring Mihaly Csikszentmihalyi into the picture. He'll be our second date for understanding how to prepare yourself and your business for breakthrough innovation.

Mihaly Csikszentmihalyi (<http://tinyurl.com/yfvvvtq>) is considered the leading researcher on positive psychology. His areas of interest and expertise are in creativity and innovation ...

Read the rest of the innovation article at the American Express OPEN Forum:
<<http://tinyurl.com/yf59c7q>>

###

-> Got a story to share? We'd love to hear from you. E-mail 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!

7. A READER ASKS: Q&A
Subscriber Exclusive

Q: To Ask The Expert,

I am new to exporting. What pitfalls should I look for when going through the transaction stage?

A: Pitfalls? I call them deadly sins and if left untreated, can fester into exporting sales failure. Here are ten and see if you find yourself in any of these scenarios.

1. "Hey, we got a sale and the product is on the way." Now ask yourself this: What payment plan did you set up with your customer? Structure the deal in such a way that the product gets sold and you get paid. Ask your international banker for help.
2. "My product is really low in price." Typically, customers outside the U.S. pay attention to packaging first, quality next and price last. Set your priorities accordingly. Create a package design or service concept that speaks for itself, and quality that leaves no room for competitive comparison. From there it's only a matter of details to wrap up a sale.
3. "Now that we have our first international sale, let's try exporting our product to a bunch of foreign markets." Wrong! Pick a product and pick a market, and stick to them. You need to put on your mental blinders and ignore distractions, channel your energies, and define the territory in which you're going to play until you get very good at it -- then expand.
4. "I'm exporting my products but I'll be darned if I am going to make any changes to them." You must tailor your product to meet the needs of the customer. Forcing a customer to buy what you have available, with little or no willingness on your part to make improvements, is not just insensitive but downright hostile.
5. "Let's ship the order and then follow-up when we think they need more goods." Put yourself in the customer's shoes. Would you want to be treated that way? Service brings satisfaction and satisfaction brings repeat orders. Keep in constant touch with your customer. And make sure the plane or ship delivers the goods on time and in good condition. Logistics of supplying an overseas market are often overlooked.
6. "I know my product sells well here in the States, so I'm certain it will fly overseas." Just because your product is needed here in the States does not by any means indicate that it will be well-received in a foreign country. Check with your customer or a local foreign consulate to see if they can help you determine sales potential. Worst case scenario, and it happens, is that you cannot service what you sold or keep up with demand.
7. "I can't afford a trip to visit my first customer. Besides, I wouldn't know my way around." You can't afford not to meet with your first customer because, without face-to-face contact, there will be no

repeat business. Your first customer should be treated like a king or queen. He or she sets the standard for all future customers.

8. "We appointed an exclusive agent, yet didn't get any sales." When exporting a product, ask a distributor what they anticipate selling in the first year, then monitor and exercise good control over that distributor's sales. Always find out in advance what products a distributor sells to ensure they do not sell competing brands. Have an escape clause just in case they don't work out.

9. "Our product cannot compete overseas because the tariffs are just too high." Obtain information well in advance on the tariff and tax obligations in the country in which you are about to do business. You don't want to erode your profits or, worse yet, impede your ability to compete.

10. "Who needs a trademark?" Before you begin selling overseas customers, protect your intellectual property to avoid losing ownership and subsequent revenues. Ask your international lawyer for help.

Not enough? Go here for more at U.S. Chamber Magazine:
<<http://tinyurl.com/ybpu5n8>>

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

8. EVERYBODY LOVES A FREEBIE: ELEVEN THINGS (SOME FREE!)
YOU SHOULD KNOW ABOUT THE NEW IPAD
Subscriber Exclusive

No new platform has ever arrived with as many applications as the iPad: from Twitterific, Dragon Dictation, Instapaper and SugarSync to ABC, The New York Times, TIME, and Autodesk's outstanding Sketchbook Pro. As with the iPhone, apps are already the best thing about the iPad.

Check it out here:
<<http://technologizer.com/2010/04/04/ipad-review/>>

And one more quick review here:
<<http://tinyurl.com/yk76pa2>>

9. ELAN SEEKS INJUNCTION IN PATENT DISPUTE INVOLVING IPAD
Subscriber Exclusive

A Taiwanese firm appeals to the U.S. International Trade Commission to halt iPad sales, arguing that Apple is infringing on its patents and violating the Tariff Act.

Read more here at Internet News:
<<http://tinyurl.com/yejrmm>>

10. SEARCH MARKETING IN CHINA, NOW WHAT?

Subscriber Exclusive

Chinese search engines, including Baidu, Google, Soso, Sogou, Bing, and Yahoo, present many SEO and PPC opportunities for international search marketers. Are you missing out?

Read more here at Search Engine Watch:
<<http://tinyurl.com/yhbcp6>>

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

Subscriber Exclusive

Threadless, a community-based t-shirt company that prints awesome designs created and chosen by its fans, boasts 1,525,547+ followers. Find out why here:

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

Website (Chicago-based!):
<<http://www.threadless.com/>>

Follow The Most Influential Small Business Twitter List on Twitter (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: What Matters by McKinsey & Company

Subscriber Exclusive

What Matters represents a new direction for McKinsey & Company's publishing arm. To their long tradition of client-driven research they've

added a new tradition: knowledge derived from convening some of the best thinkers from around the world.

Find essayists that tackle tomorrow's trends rather than today's headlines.

What Matters:

<<http://whatmatters.mckinseydigital.com/>>

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!]

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

Subscriber Exclusive

If you are a soon to be high school graduate and feel strongly about being more than a test score, then this one's for you. There are three major things that Zinch does:

1. They hook students up with scholarships.

2. They hook students up with colleges.
3. They make the process fun.

Go here to connect with your dream school, showcase yourself and find scholarships:

<<http://www.zinch.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.

15. WIND BEHIND YOUR SAIL

Subscriber Exclusive

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it." - Lou Holtz

16. MISCELLANY

----->>>>>>>>> LATE BREAKING NEWS <<<<<<<<<<-----

- GLOBETRADE IN THE NEWS 2010: Laurel Delaney is quoted in John Tozzi's BusinessWeek article, "The Biggest Roadblock to Upping Exports:"

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

- Visit our new store: The Global Small Business Depot (<http://tinyurl.com/ycehs3>) and buy yourself something special 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!

^^^^^^^^^^ 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). We love 'em! Full disclosure: We are a Verio customer. Watch for more good things to come (see the latest here: <<http://tinyurl.com/yecgs08>>)!

- <http://borderbuster.blogspot.com> -- The Global Small Business Blog

- <http://www.womenentrepreneursGROWglobal.org/> -- Women Entrepreneurs GROW Global
- <http://www.laureldelaney.com> -- for your global entrepreneurial development needs.
- <http://escapefromcorporateamerica.blogspot.com> -- to find out why women are leaving Corporate America for entrepreneurship. And be sure to check out our NEW look!
- <<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:
<<http://www.changethis.com/sp-6.GlobalGuru>> -- for learning how to go global.
- Explore Scribd and learn something new about going global:
<<http://www.scribd.com/people/view/11846>>
- 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>>

