

Greetings, Loyal Colleagues, Fabulous Friends and Cheering Fans and Welcome to our **100th issue** of Borderbuster!

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," 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 100th issue, "Borderbuster" focuses on how: China is slowing down the global supply chain; Apple had a wobbly global debut for its iPad; and the Carlyle Group is going local to conquer China. Our special feature this month is "Worldly Warrillow Wisdom" by Laurel Delaney for The Global Small Business Blog. She interviews John Warrillow, the author of "Built To Sell," and uncovers a hidden gem, but you must read it to find out what the gem is (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 Laurel's video and article, powered by Verio (<http://www.verio.com>):
<<http://tinyurl.com/ycxx4n5>>
- 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

3. CHINA SLOWS DOWN THE GLOBAL SUPPLY CHAIN

Subscriber Exclusive

China's new import regulations could have an adverse effect on U.S. manufacturers.

Read the article at Industry Week:

<<http://tinyurl.com/23ffuey>>

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.

- Don't refer to The Netherlands as "Holland," since this refers to only two of the country's twelve provinces.
- In Sweden, when talking to an older person, you should refer to him or her in the third person, and be aware that compliments to people whom you have just met are regarded as insincere.
- When doing business in Portugal, know that it is customary for men to greet each other with the "abraço" (ah-bra-so), an enthusiastic hugging and mutual slapping of backs.

The Spanish oil giant's plans for operations in Brazil face political uncertainty, thanks to Brazilian legislators eager to support local oil companies.

Read The Motley Fool article to learn more:
<<http://tinyurl.com/2e78ltv>>

6. HOW I WENT GLOBAL: ONGOING SERIES -- As featured on The Global Small Business Blog (<http://tinyurl.com/2cbfj7u>). The following interview is with John Warrillow, author of "Built To Sell: How To Turn Your Business Into One You Can Sell." Learn the importance of a company's international base of customers when you go to sell a business. Forward this resource to anyone who might benefit from it.

<<http://tinyurl.com/2cbfj7u>>

Worldly Warrillow Wisdom
By Laurel Delaney

I was sent a complimentary copy of "Built to Sell: Turn Your Business Into One You Can Sell," and read it one recent rainy Sunday afternoon. I am sure the author, John Warrillow, was hoping I'd write a favorable review about it on this blog. His hope has turned into a reality. It's a great little book and I highly recommend it to anyone who runs a business with the desire, at some point, to sell it.

I liked the simplicity of the book so much that when John followed up with me, we decided to conduct a Q&A so readers -- that's you! -- could get a true understanding of the book and why he wrote it in the first place. Here's the result.

LJD: Why did you write "Built to Sell"? What's in it for you? What's in it for your reader?

JW: I used to own a market research company with a special niche of studying business owners. One statistic that jumped out at me was that more than half of all business owners want to exit their companies in the next 10 years, yet just one percent successfully sells their company each year.

"Built to Sell" is about how to build a valuable company you could sell -- whether you want to sell next year, 10 years down the road or would just like to sleep well at night knowing you could sell your business if and when you're ready.

LJD: Does your ideal reader have a particular age or revenue base?

JW: The ideal reader is a business owner whose growth has stalled and they feel trapped by their business. Customers ask to speak to the owner, the owner gets involved in serving customers and then customers have the expectation the owner will serve them the next time. With customers loyal to the owner, they reach a ceiling they can't bust through.

LJD: In addition to a business owner building a business where "he" or "she" is the business, what is the second biggest mistake owners make when they are ready to sell their business, and why?

JW: Assuming the offer they receive is a binding deal. When an acquirer makes an offer for your business, it is typically a non-binding letter of intent. Many business owners see the offer and spend the money in their mind without realizing that the acquirer can walk away at any time during due diligence with no penalty. Their offer is often discounted during diligence (I spoke with a deal lawyer for an article I was writing and he claimed 100 percent of the deals he has worked involved a discount in price between the offer letter and the binding agreement) so there is still a lot of work and negotiation to be done between agreeing to a non-binding letter of intent and a binding agreement.

LJD: How important is a company's international base of customers when they go to sell their business? For example, suppose my company sells to more than 27 countries and generates 33 percent of its overall sales overseas. How attractive is that to a potential buyer? If it depends, how so and why? What is the likelihood then that my company might be acquired by a company located in another country? What's it based on?

Read the rest of the interview at The Global Small Business Blog
<<http://tinyurl.com/2cbfj7u>>

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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) 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,

Can using social media and social networking platforms really help take a business global?

A: From Laurel,

Yes. But before you do anything, answer these five questions:

- What are you trying to accomplish (goals/objectives)?
- When do you want your actions to occur?
- Why will anyone care?
- Who are you trying to reach?
- How will you measure success (impact-ROI)?

As long as you speak to these issues and have “going global” in your answers, you’re on the right track to grow your business internationally via social platforms. We write about this more extensively at: “Seven Ways to Strategically Use Social Media and Social Networking To Grow Your Business:”

<<http://tinyurl.com/25c7v6h>>

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

8. EVERYBODY LOVES A FREEBIE: SMALL BUSINESS TRADE SEARCH ENGINE

Subscriber Exclusive

Hello Trade Search Engine claims to be the world's first absolutely FREE global trade search engine. It provides real time information about suppliers, buy leads, events and companies from more than 50 countries, and it's absolutely free.

Check it out here:

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

9. A WOBBLY GLOBAL DEBUT FOR APPLE'S IPAD

Subscriber Exclusive

Asian display makers can't manufacture fast enough, Israel has banned it, and so have two major U.S. universities.

Read more here at Bloomberg Businessweek:
<<http://tinyurl.com/2bcoo34>>

10. CARLYLE GROUP GOES LOCAL TO CONQUER CHINA
Subscriber Exclusive

The big buyout firm joins forces with a Shanghai conglomerate.

Read more here at Bloomberg Businessweek:
<<http://tinyurl.com/2bj8uaw>>

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

Dell Outlet offers refurbished Dell computers and electronics. It boasts 1,567,000+ followers. Find out why here:

U.S.A.
<<http://twitter.com/delloutlet>>

Other Dell Twitter (global) accounts here:
<<http://dell.com/Twitter>>

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: Asia Biz Blog
Subscriber Exclusive

Now in its ninth year, Asia Biz Blog claims to be the Web's first China business blog. It is maintained by attorney Rich Kuslan.

AsiaBizBlog:
<<http://www.asiabizblog.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

Introducing Vook. A vook is a new innovation in reading that blends a
well-written book, high-quality video and the power of the Internet
into a single, complete story.

Go here to see it:

<<http://www.vook.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

"One man has enthusiasm for 30 minutes, another for 30 days, but it is the man who has it for 30 years who makes a success of his life." ~ Edward B. Butler

16. MISCELLANY

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

- 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!

^^^^^^^^^^ 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! 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> -- 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://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>>

ldelaney@globetrade.com (mailto:ldelaney@globetrade.com) for details.

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