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Borderbuster Monthly E-Newsletter (No. 242): May 6, 2022

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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

Happy World Trade Month, Loyal Colleagues, Fabulous Friends and Cheering Fans – together, let’s make 2022 a year filled with meaning, hope, boldness, and all the opportunities you desire to take your business global.

Thank you to everyone who continues to spread the word about this e-newsletter (our twenty-first 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 local lessons for small business owners; how the US is looking at lifting tariffs on Chinese goods; and how the Fed hits the housing market with another economic shock. Also, don’t miss No. 6, “Diversifying Your Sourcing Is Your Best Solution Right Now.”

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) (<mailto:ldelaney@globetrade.com>).

Challenge the status quo, go big, be bold and have fierce optimism in 2022, The Team at GlobeTrade.com

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## 2. UPDATE FOR OUR READERS

- LISTEN to the SCORE webinar, hosted Tuesday, March 8, 2022, International Women’s Day, with Laurel Delaney, Lena Phoenix and Debra Dudley – “Growing Your Business Globally - Three Bold Women Business Owners Unearth the Hidden Gems to Taking a Business Global:” <https://bit.ly/3uKR5Zx>
- LISTEN to “Laurel Delaney’s Global Trade Trends Report 2022.” Learn more: <https://womenentrepreneursgrowglobal.org/2021/12/01/laurel-delaney-global-trade-trends-report-2022/>

- 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>
- WATCH the SCORE webinar, recorded June 3, 2021, with Laurel Delaney, Jill Bishop and Cherry Miyake – "Growing Your Business Globally: Three Fearless Female Founders Share the Keys to Success:" <https://tinyurl.com/bt7kpcbd>
- 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>
- FORUM SUPER SUCCESSFUL! The 6th Annual Global Small Business Forum: Reimagine Global Business (#reimagineglobalbusiness), sponsored by Associated Bank, was a knock-out success. Here's a recap of the outcome: <https://tinyurl.com/hmv9vv7c>. Sign up for our newsletter to be kept in the know for the 7<sup>th</sup> Annual Global Small Business Forum, to be held virtually on Friday, October 21, 2022: <http://globalsmallbusinessforum.com>. If you are interested in sponsoring the 2022 forum, please email Laurel at: [ldelaney@globetrade.com](mailto: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

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### 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](https://bit.ly/2zD4okh)

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### 4. FASCINATING DISCOVERY OF THE MONTH -- HAVE SOME FUN! \*Subscriber Exclusive\*

This month's focus: Why are dark skies important?

Now is the time to consider the quality of the night sky and the celestial magic it embodies.

<https://www.discovery.com/nature/dark-sky>

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\*-\*-\*-\*-\* 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 lead sponsors FedEx, Associated Bank, GlobalCare Clinical Trials, Union Pacific Foundation and Bluedog Design.

Sign up for the next wegginar®, Wednesday, May 11th at 11AM CT, presented by Angie Kappel, VP Foreign Exchange | Capital Markets, Associated Bank, Lori Novak, VP Foreign Exchange | Capital Markets, Associated Bank and guest, Yasmin Stuffer-Hong, CEO, Share USA, Inc.: "Foreign Exchange – The Best Kept Secret for Powering Your Cross-Border Business." To learn more and to register, visit: <https://bit.ly/3xn3rrT>.

Missed our 4/6/22 wegginar with Coni Lefferts? Listen at your leisure: <https://bit.ly/3tsr66u>.

For updates, sign up for the wegg newsletter (be the first to know what is 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/@wegggrowglobal>

How She Went Global™ podcast:

<https://womenentrepreneursgrowglobal.org/programs/how-she-went-global/>

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## 5. 3 LOCAL LESSONS FOR SMALL BUSINESS OWNERS FROM THE GLOBAL ENTREPRENEURSHIP CONGRESS

\*Subscriber exclusive\*

How technology, collaboration, and public policy are transforming the face of entrepreneurship.

Read more at Entrepreneur:

<https://tinyurl.com/md8apdtk>

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## 6. HOW I WENT GLOBAL: ONGOING SERIES – by Laurel Delaney and originally featured on ExportingGuide.com.

## Diversifying Your Sourcing Is Your Best Solution Right Now

According to a recent International Monetary Fund analysis, diversifying sourcing is a better solution right now to supply-chain woes. [Things can't be resolved by re-shoring.](#)

Every day, millions of sailors, truck drivers, longshoremen, warehouse workers and delivery drivers keep mountains of goods moving into stores and homes to meet consumers' increasing expectations of convenience. But this complex movement of goods underpinning the global economy is far more vulnerable than many imagined, says the WSJ, 4/13/22.

[The IMF says ...](#)

Access the article at Exporting Guide:  
<https://tinyurl.com/2p8vdr5t>

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

Q: To Ask the Expert,

Is Metaverse any different from the Internet?

A: From Laurel,

Wired magazine just covered this topic in a very comprehensive article. I hope it answers your question.

<https://tinyurl.com/bdmn9h5k>

-> 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 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>

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### 9. US LOOKING AT LIFTING TARIFFS ON CHINESE GOODS, AMERICAN OFFICIALS SAY \*Subscriber Exclusive\*

Washington's trade office told US businesses recently that it had begun a statutory process that could ultimately end up removing tariffs on Chinese goods.

Read more at South China Morning Post:  
<https://tinyurl.com/2andp9br>

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#### 10. THE FED HITS THE HOUSING MARKET WITH ANOTHER ECONOMIC SHOCK – IT WON'T BE THE LAST

\*Subscriber Exclusive\*

US Fed Chair Jerome Powell was crystal clear on May 4, 2022: The Federal Reserve has transitioned into full-fledged inflation fighting mode. The goal, Powell says, is to see the 8.5% annual rate of inflation fall back to the Fed's 2% target rate.

Read more at Fortune:  
<https://tinyurl.com/ykawvzvu>

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#### 11. APP WORLD: 10 BEST HAPPINESS APPS FOR 2022

\*Subscriber Exclusive\*

Looking for the best happiness apps to increase your overall life satisfaction? We've got your back. These will help you improve your life potential.

Learn more at Harvard Global Support Services:  
<https://www.happierhuman.com/best-happiness-apps/>

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#### 12. BLOG WORLD: 9To5Mac

\*Subscriber Exclusive\*

The website was originally created as a hobby blog covering news on Macs. Since then, 9to5Mac has become a blog covering all Apple products and is now part of the 9to5 blog network, which includes other sites such as 9to5Google and 9to5Toys.

Visit 9To5Mac:  
<https://9to5mac.com>

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#### 13. 2<sup>ND</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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>).

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#### 14. TAKE A WALK ON THE RELAXING SIDE (TAWOTRS)

\*Subscriber Exclusive\*

Our facial expressions mirror our emotions and they often do so without us even knowing it. While this helps us communicate, it also means that our face tends to carry the signs and stress of our inner emotional life. Luckily, there are many ways to help relax these important muscles.

Learn how to relax your facial muscles:  
<https://tinyurl.com/5buaxsuw>

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

\*\*\*We welcome suggestions for Take a Walk On The Calm, Relaxing, Funny, 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.\*\*\*

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## 15. WIND BEHIND YOUR SAIL

\*Subscriber Exclusive\*

"However difficult life may seem, there is always something you can do and succeed at." – Stephen Hawking

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## 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/>

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^^^^^^^^^^ 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: 10/21/22 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>  
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<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>





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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) (<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) (<mailto:info@globetrade.com>)

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