

## Export Newbies...A Blessing or A Curse?

Exporting from a newbie point of view is pretty daunting. We, as advisors, consultants, and government representatives, often come across newbie exporters by accident, or they accidentally stumble on to our resources. We know they are out there, but why aren't more coming to us? Maybe we should ask ourselves if we are doing all we can do to make it easy for newbies to get the assistance and support they need or are we just contributing to the Export Hot Potato Game.

Newbies require special attention and extra time to get them up to speed. It's easier to work with businesses that already export. They know what questions to ask. They know how to tell you what they need. But these up-to-speed exporters had to start somewhere, and they all started as newbies.



So how do businesses learn about exporting services? I can think of 5 places they can start.

1. U.S. Export Assistance Center (USEAC) and
2. State International Trade Agencies. USEACs and State International Trade Agencies often work hand-in-hand and are an amazing resource for all exporters...except newbies. USEACs are often spread thin and can't spend time on a business that won't add to their bottom line for a long time. According to a reliable source, they are told to send all newbies to educational video links and so the Export Hot Potato Game begins.
3. Small Business Development Centers (SBDC). SBDCs are a mixed bag. There are specific international trade centers in California, Florida, Illinois, Texas, and more that operate under the SBDC flag. At these locations you'll find more experienced folks that understand the ins and outs of international trade. But if you are in another state, help might be more hit-and-miss. The level of export competency varies greatly from state to state and city to city. A newbie may or may not find the starting point they need at the SBDC.
4. World Trade Centers (WTC). World Trade Centers are also a mixed bag. There are good WTCs, and in some states there are none. Many offer trade services, but many are only real estate.
5. Bankers and Accountants. We see bankers and accountants as the wise ones in our financial lives, but they are human. If they don't know the answer, guess what they do? They pass the newbie on to someone else. You got it...the Export Hot Potato Game continues!

So where can newbies turn to get the help they need to start exporting and avoid the Export Hot Potato Game? The Riddle of the Exporter™ training. People walk out of boring export seminars thinking that a grasp of exporting is beyond them. People walk out of The Riddle of the Exporter™ saying, "I can do this." Betty Sue and The Riddle of the Exporter™ is serious export knowledge wrapped in humor, interaction and adult learning techniques that works! How do we know this? Because glowing testimonials are the norm. Betty Sue is funny, but her biggest contribution is that she lets newbies know that if BettySue from Small Town, USA can export, anyone can export!

Let's get people excited about exporting!

#BettySueExportQueen

The Riddle of the Exporter™ - Export Training for Entrepreneurs by an Entrepreneur