

## The best way to the blue ocean is through exporting!

Trade wars are a hot topic right now. So, if you're looking for new market spaces for your business, the global market may be a little unnerving. But in reality, trade wars have been around for ages. It's just easier in our 'Google it' world to read more of the chatter in real time. In 1806, Napoleon issued a trade ban against Britain. Guess what the British did? Sought new markets in South America.

You need a new ocean. Even in the midst of trade war frenzy, people are forgetting that the only way to swim in the Blue Ocean and avoid the shark fest of the Red Ocean is through expanding markets to less inhabited waters - exporting. Growth through exporting helps your business better manage the ups-and-downs of the domestic economy. The National Small Business Association can prove it. From 2005-2009 (remember 2008?) small- to medium-size enterprises that were exporting had a 37% increase in revenue, while those that were not exporting saw a 7% decrease in revenue.

Since I'm from Texas, I'll even give you a real-life example. A small, family-owned cement additive company in Garland, TX lost almost half of their revenue during the 2008-2010 recession. Deciding they weren't ready to throw in the trowel (get it...trowel?), they decided to start paying attention to inquiries they were receiving from potential new international customers before it was too late. Fast forward to 2018 and 35% of their business now comes from international trade.

For a quick look at recent U.S. trade spats, check out this article from The Visual Capitalist <http://www.visualcapitalist.com/history-u-s-trade-wars/>. Brush up on your Smoot-Hawley, Chicken Friction, Japan Jabs, War of the Woods, Pasta Spat, Battle of the Bananas, Steel Stabs, and Trump's Tariffs.

But it's still scary. And we get that. We know that in any business it doesn't matter if you are selling in Boston or Beijing, there are always tough situations. You need a compass and a guide. That's why we developed The Riddle of the Exporter™ - an International Launch Plan 8-step process to exporting that can help guide your exporting decisions whether trade wars are in the news or not. The domestic market may feel like a safer bet, and it may be, in the short term. And, chances are good that trade wars will continue to be a part of our dialogue in the long term.

BettySue's advice: Trade wars be darned. Get some sound guidance. Step into new markets. Remember BettySue's words of wisdom...somebody, somewhere is always buying something!

Let's get people excited about exporting!

#BettySueExportQueen

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

