



I have spent over 30 years in rooms full of entrepreneurs, professionals, educators, housewives, students and people from all walks of life, in many countries around the world. They come to us to learn about entrepreneurship.

The question that I am asked often is, "What is the most important thing that an Entrepreneur needs to know today?" The answer is, "Know how to be a Global Entrepreneur." It is one of the highest forms of leverage (second to education), which is key to having a successful business. When you are a Global Entrepreneur, the world is your oyster. The world of business is already global. Money is global.

We are already embroiled in a "world economy". It's actually not a choice if you are serious about having a business that could potentially grow to be an empire, and you wish to make a difference not only in your industry, but also to humanity.

Without getting into a political conversation about keeping jobs in America, once you become educated about world economics, you will find that many products are manufactured overseas and then assembled in the States, and are considered American.

This article is about you having more choices as an entrepreneur. Plus, your product or service may be in high demand in far away exotic lands and you may not even know it!

Mentors like R. Buckminster Fuller, have taught us generalized principles that allow us to see the world in a holistic manner and without political views or judgments. Global Entrepreneurship will be in vogue in about five years to come so if you get started by taking steps to becoming a Global Entrepreneur now, you are way ahead of the game! Remember, successful entrepreneurs look at all opportunities with "fresh eyes/fresh ears".

Consider this: most of the world's population lives in the Asia Pacific Region. China has over 1.4 billion people. Ten million "expats" live and work in China, speak English and could be your customers. India has over a billion people, with a middle class of over 400 million that speak English and could possibly use your product/service.

That's just the beginning. All around the world there are potential customers/clients for you.



## So how does one become a Global Entrepreneur?

Start with market research through the Internet. Look for associations, conventions/meetings about the industry that you are involved or interested in, and the country/region that piques your business interest. For instance, Hong Kong is famous for hosting global meetings for many industries.

Once you find a convention/meeting that you may attend, write to the organizers and ask them to give you referrals of local associations and people in your industry. Then you can start connecting with them before you go there, and that will give you some great preliminary information.

Be sure your passport is valid for at least 6 months following the last day of your trip. Find out if you need a visa for the country. And of course, do all the necessary research for great flight/hotel deals.

If you cannot afford (time- or money-wise) to travel overseas yet, find an international convention in your industry – or something you are interested to know more about – in a major city where you can make contacts. That's a good start, but it's nothing like traveling to the country and using all your senses to get a feel for the business and lifestyle there.

Next, do market research on the country you will be visiting. Learn about the local customs, food, religion, dress code. Read newspapers from the area. You can Google anything nowadays. Call the Trade Commission office of the country. Speak to people who have traveled there.

Global Entrepreneurs are educated in world affairs. Read magazines like NewsWeek. Watch international news on the Internet if you don't have access to channels like the BBC, CNN or CNBC International.

Start preparing the promotional materials, and samples of your work including business cards. Be sure you use the unspoken language of the Global Entrepreneur; for your phone/fax number, add a plus sign (+) before the country code, i.e., 1 for the US/Canada. Write out the name of your State. Have your e-mail address include your personal or business Domain Name. Sometimes a free e-mail address doesn't inspire confidence with people that are just getting to know you.

Take small gifts like key chain items from the city that you live in. I love organic food, so I take delicious goodies from my favorite Health Food store. Of course, for those that you may be doing business with, take more expensive or rare items.

Sign up for SKYPE for free calls to anyone who has an Internet connection. You could add your SKYPE address on your business card. Do deal in person when you are first setting up your global

business to avoid learning experiences. Make the proper contacts, do the necessary market research, find banks, and the reps for your products or service.

Ultimately, become part of a global network with organizations like ours. A network can give you tremendous distinctions about the people you are considering doing business with – or support you with local banking and manufacturing contacts. A network is key.

A great business idea for you: do business with others in your industry at home that may have some product or service they would like to sell worldwide. Represent them overseas and let them share in the expenses of your trip!

I have been doing business overseas for over 24 years. Having your business diversified globally gives you a tremendous advantage as economic fluctuations occur around the globe. Consider it, expand your horizons and let the world see what you have to offer!



*A native of Chile, DC Cordova is the CEO of Excellerated Business Schools®/Money & You®, a global organization that has over 70,000 graduates from the Asia Pacific and North American regions in both English and Chinese. Her goal is to transform educational systems around the world in an effort to eradicate poverty and hunger. With a purpose of Uplifting Humanity's Consciousness Through Business, she has programs in eight countries worldwide, and has been a pioneer of transformational-entrepreneurial education since 1979. DC is a Mentor of Nurturing who works with high-level entrepreneurs and business leaders—taking them to their next levels of success. Some of the more well-known graduates of her programs include Jack Canfield, Mark Victor Hansen, Tony Robbins, Robert Kiyosaki, T. Harv Eker—all of whom attended Money & You® before they reached the level of success they enjoy today. She is featured in several books, and authored the comprehensive Money-Making Systems Manual.*

*DC hosts the Money & You® radio show as well as the DC Cordova show on [www.theWINonline.com](http://www.theWINonline.com), and has been in 9 motivational films and TV shows. DC is a Founding member of the Transformational Leadership Council (TLC); a facilitator for the Pachamama Alliance Symposium; a Founding Faculty member for Humanity Unites Brilliance (HUB); and the Asia Pacific Business Developer for One-Degree Media – a breakthrough Media for Transformation company. To learn more, visit [www.Excellerated.com](http://www.Excellerated.com).*







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**Dr. Dato' Jannie Tay, Vice Chairman, Managing Director, The Hour Glass, Singapore, Twin Towers/Kuala Lumpur, Asia Pacific Region**



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