

# Create, Grow and Expand Socially-Responsible Businesses GLOBALLY

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***PURPOSE: UPLIFTING HUMANITY'S  
CONSCIOUSNESS THROUGH  
SOCIALLY-RESPONSIBLE BUSINESS***



***MISSION: TO TRANSFORM EDUCATIONAL  
SYSTEMS AROUND THE WORLD AND  
ERADICATE POVERTY & HUNGER***



# Money & You® Business Success Model



**RESULTS  
SYNERGY  
ALIGNED TEAM  
LEVERAGE  
NICHE  
MASTERS**



# Masters

- ✓ • Learn from their Mistakes
- ✓ • Could inherit their legacy
- ✓ • 3 Areas YOU must Master or

## Surround Yourself with a Master:

- ✓ • Sales/Marketing
- ✓ • People/Organization
- ✓ • \$\$\$ & Finances





# NICHE

- A new creation – Unique
- You've added features – made better an existing product / service
- You've found something new overseas or you have become a global entrepreneur taking American products overseas



# LEVERAGE

- ✓ Market Research
- ✓ Using Resources, Networks, Money, People available to YOU
- ✓ Through Systems
- ✓ Take Inventory of your Resources

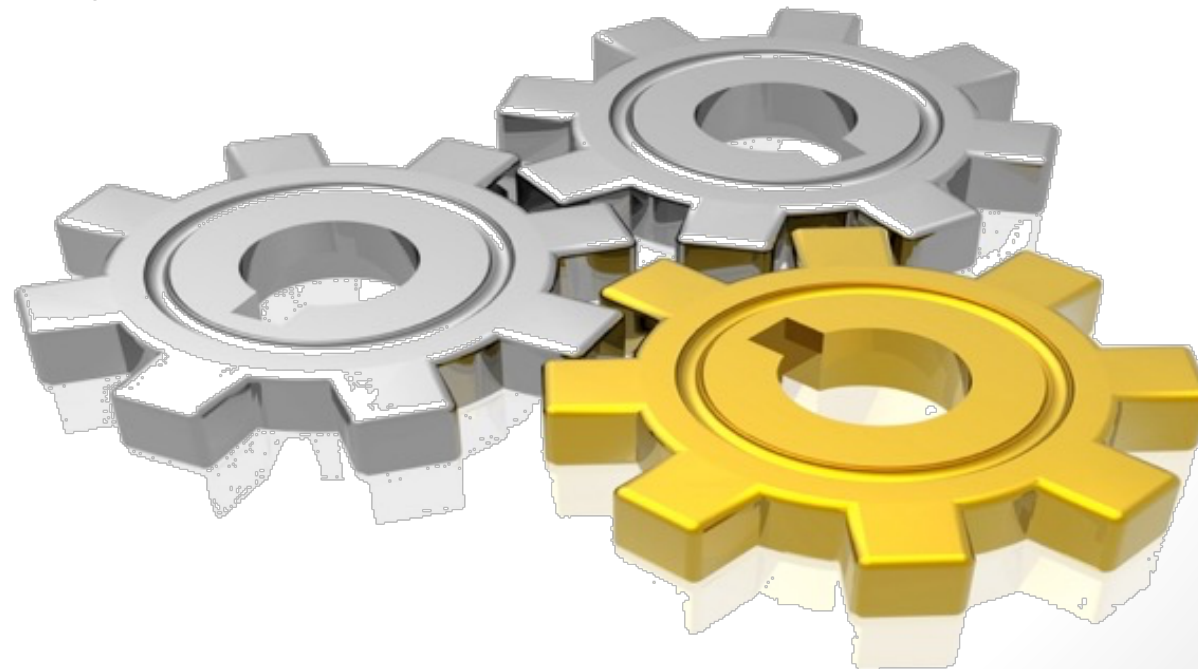


# SYSTEMS

Are the “grease” of organizations – cannot build an empire without them

- ✓ • Administrative / Document EVERYTHING
- ✓ • Organizational • Financial • People

*(Think selling in 5 years ☺ )*





# ALIGNED TEAM

- ✓ • Purpose • Mission
- ✓ • Policies/Rules of the Game • Goals
- ✓ • Valuable Final Product
- ✓ • DISC – Personality Profile
- ✓ • Everyone clear about “deservability” – prosperity – that it’s okay to be wealthy



# SYNERGY

- ✓ **Unexpected results – beyond the ordinary**  
**The combination of certain elements**  
**creates greater strength!**



# RESULTS

**You either have reasons for not creating what you want.**

**Results will speak for themselves!**

**Financial – love – health - connection - joy – peace**

***SELF • FAMILY • COMMUNITY • WORLD***



# ARE YOU IN THE PROCESS OF:

- Making the \$\$\$
- Keeping the \$\$\$ You Managed to Make
- Growing the \$\$\$ You Managed to Keep



# GLOBAL ENTREPRENEURSHIP ROCKS!





# CONSULT WITH EXPERTS

- Business taxes range widely depending on location and industry.
- In certain industries, taxes may be waived for the first two years of profitability and reduced for up to three more years thereafter.
- Intellectual Property Protection
- Clarity on How to Protect Trade Secrets
- Business Risk Mitigation
- Contracts
- Currency Exchange



# HOW TO OPEN MARKETS:

- ✓ Google about your industry globally
- ✓ Look through Social Media sites for your industry groups. Start joining those groups. Make contacts and let them know who you are.
- ✓ Decide what country you wish to do business in
- ✓ Call the Trade Commission office of that country and do research
- ✓ Contact Associations in your Industry that hold Global conventions
- ✓ Research your country/region for International conventions / gatherings - Contact Convention Centers / Chambers of Commerce
- ✓ USA: SFO / LA / SDO / NY / Chicago / Major cities
- ✓ ASIA: Hong Kong holds many conventions where you can open doors as a way in...
- ✓ **South Africa is a popular destination – RESEARCH!**
- ✓ Use the same skills that you use for networking locally to expand globally!



# DECISIONS TO MAKE:

- ✓ What product or service will you be promoting / selling?
- ✓ If not your own, can you represent others' products/services?
- ✓ Be clear on the financial arrangements that you would make with those you represent
- ✓ What will be the pricing of your products / services in that country / market?



# GET STARTED, GLOBAL ENTREPRENEUR!

- Be prepared to start preliminary business conversations with all necessary paperwork
- **The rules of business apply globally – there are just different rules!**
- Work with an experienced International Business Consultant/Attorney that is familiar with global “Rules of the Game” and can guide you to possibly License your products / services for **Ultimate Leverage** or determine the best way for you to do business internationally!



# HOW TO GET STARTED IN SETTING UP BUSINESS RELATIONSHIPS:

- ✓ Offer a simple Memorandum of Understanding (MOU) recapping all the points/ topics you have had in conversations/meetings
- ✓ Have potential Licensee sign a Non-Disclosure / Non-Compete Agreement
- ✓ Start with small agreements / small events. Test the “ground”
- ✓ Crucial to meet in person even if they have a proven track record or have been introduced by a trusted friend/associate
- ✓ Will you be the communication point or assign Representative(s)?
- ✓ Will you train their organization? License your Product / Programs /Services?
- ✓ **Total Clarity on YOUR and THEIR BUSINESS MODELS**





# YOUR FIRST MEETING

- ✓ Have a powerful / concise conversation ready
- ✓ Your “enrollment” conversation to include a higher purpose
- ✓ Big picture – about your industry – not just about your business
- ✓ Acknowledge / Invite / Give
- ✓ Do not promote your product / service right away – wait to be asked
- ✓ Once you move to doing business together, prepare MOU (Memorandum Of Understanding) to start, licensing/other agreements later.



# GLOBAL BUSINESS CARDS

- ✓ Print International business cards with phone number with a + in front of the country area code (In US/Canada: +1 )
- ✓ List the country / spell out the State / Territory
- ✓ Include your photo, smiling (if appropriate)
- ✓ Include Web site(s), Social Media Sites
- ✓ Have your own Domain name for e-mail – if taken add 888, a favorite Asian number



# GIFT GIVING IS KEY!

- ✓ Key chains/small items from your city/country / your industry
- ✓ Inexpensive and nonperishable food or alcohol items from your home area can be excellent gifts. For example, maple sugar or maple syrup from the northeastern United States, or wine from California.
- ✓ Books / magazines / educational materials related to your industry that may not be found in that country/region
- ✓ A list of links of articles / info about their industry globally or in your area
- ✓ Find out items that are not available there – i.e. organic packaged foods/ chips / Stevia / items you enjoy
- ✓ Nice food baskets make great gifts
- ✓ A quality writing pen would be a good gift. No red ink in China



# **MY DEFINITION OF WEALTH:**

**Access to CASH, Resources,  
Networks, Investments, Experts,  
Knowledge, Wisdom & Support!**

**Access to Wealth!**



# **DOING BUSINESS GLOBALLY ALLOWS YOU TO BRING MONEY BACK TO YOUR HOMELAND!**





***WISHING YOU A PROFITABLE,  
PRODUCTIVE LIFE IN BUSINESSES  
THAT ADD VALUE TO HUMANITY  
THROUGH SOCIALLY-RESPONSIBLE  
ENDEAVORS... THANK YOU FOR  
YOUR CONTRIBUTION TO MAKE THIS  
WORLD BETTER!***



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