

**Spyglass Point Productions**

**And**

**Coble International**

**Present**

# The Exporting Entrepreneur's Primer

---

*A brief introduction to an easy way to take  
part in the booming international marketplace*

**By Dennis Hessler**



# MENU



**A step-by-step plan**

**Working from home**

**Valuable resources**

**Getting Paid**

**Using your computer**

**About Coble International**

**Quit**

**Click to jump  
to chapter**

# 8 Easy Steps for Starting Your Own Successful Exporting Company

---

## Step # 1

### CREATE A PROFESSIONAL IMAGE!

While you don't have to be a big company to be a successful exporter, it's important that you always look professional.

Your personal credibility is your most important asset as an exporter. This means:

- \* professional looking stationery
- \* separate business phone line
- \* good answering machine/service
- \* fax machine
- \* computer with email address

You want to show your buyers and suppliers that you're serious about business. And though it's trite, it's true: You seldom get a second chance to make a good first impression.



## Step # 2

### EVALUATE YOUR STRENGTHS



Or put another way, what is your edge?

That means, what do you bring to exporting that is uniquely yours?

If you have worked and have contacts in a particular industry, that could be your edge. Perhaps you have overseas friends or relatives.

Your edge helps you establish credibility with a potential supplier so he chooses you to be his representative.

Establishing credibility with a supplier taking advantage of your strengths is the most important step for the new exporter.

### Step # 3

## RESEARCH, RESEARCH, RESEARCH

These are the 3 most important words for the exporter, new or old. Simply put, it means identifying the product and the country with the greatest trading potential.

You can spend a lot of money on research but it's usually far better to start off at the public library -- for free. Your librarian can show you the best books and directories to help you.



There's also lots of information about how to export on the Internet. In fact, some people think there's too much! It's sometimes tricky to find just the right information for you. *The Computer User's Guide to Running Your Own Exporting Company* can help you sort through the good, the bad and the ugly.

A federal depository library -- there's one in every U.S. congressional district -- can become your most valuable resource. Lots of trade information compiled by the federal government will get you started. Ask your local librarian for the location of the nearest federal depository library.

## Step # 4

### LINE UP YOUR ASSISTANTS



Do you know why most small and mid-sized companies are not exporting?

Because they are afraid of payment, currency, customs, paperwork and shipping problems.

But you know something they don't know. There are people eager to help you who can handle these problems or at least answer your questions.

You need a banker whose bank offers international services. A freight forwarder will handle all the paperwork involved in exporting goods and give you cost estimates.

And the U.S. government has many, many resources that are invaluable to the exporter.

## Step # 5

### APPROACH THE SUPPLIER

By this point you will have already determined a likely overseas market and the product to sell there. Because of your "edge," you enjoy credibility with the suppliers you've targeted.

Your facts and figures will show the supplier how you can increase their market at no risk to them once they hire you as their representative.

It's best to look for local suppliers, if at all possible. Once you've conducted some research on product attractiveness, send a letter to companies with the greatest export potential.

Your letter will introduce your exporting company, address possibilities and invite them to call you to set up a meeting. If you don't hear from the company within a week, call them yourself.

## Step # 6

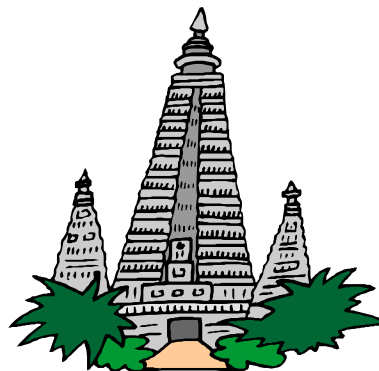
### FINDING A FOREIGN REPRESENTATIVE

Now that you have a commitment from the U.S. supplier and you know the product is competitive, it's time to locate an agent or distributor in the foreign country who will sell your product.

The U.S. Commerce Department has a good program to help you line up an overseas agent.

You should also check with your banker. Many new exporters have friends or partners in the foreign country who can sell the product to end users or locate distributors.

Be careful when selecting an overseas representative. Biggest problem: some agents will represent so many different industries or products that they will not give your product the attention it deserves.



## Step # 7

### ANSWERING QUERIES

When you receive a query from an overseas buyer, you will use pricing figures developed in your research to put together a pro forma invoice.

The pro forma invoice describes the product, states the price, sets a time for shipment and specifies terms of payment such as a letter of credit. Your pro forma invoice is a binding price quote.



## Step # 8

### GETTING PAID



For most new exporters, the first trade transaction will be paid for by a letter of credit.

The letter of credit basically makes sure both buyer and seller are protected. Your banker will handle the details.

Insist on trading in U.S. currency since there's always the potential for difficulties when converting foreign currency to U.S. dollars.

Usually this is not a problem since the dollar is one of the most accepted currencies in the world.

After payment is made on the letter of credit, you will receive your commission check. Congratulations! You're an exporter.

***Return to Main Menu***

# Working from Home

---

The new exporter can easily run an exporting company out of a home office.

I know one very successful exporter who has an office, a telephone, fax, computer and some files. He has no secretary. He has no employees. Yet he routinely closes international deals worth millions of dollars.

He lives in a small town because he enjoys the lifestyle and discovered long ago that the costs and hassles of commuting to and flying out of big city airports wasn't worth it. Now when he goes on business trips, he makes connections to a bigger airport for the overseas flight.

An exporter doesn't have to live near a port or airport and can just as easily live in Iowa as Los Angeles. I work my international business out of a home office. You can too.

**LICENSES** -- It's no longer true that you need a license to export. Usually you can just write "NLR" or "no license required" on your paperwork. If you will need a special license for your trading transaction, your freight forwarder can advise you.

Usually home-based exporters require nothing but a **business license** to operate. Many at-home exporters, especially those who are not working with local companies, don't even bother with this. *From a practical standpoint, unless you have lots of foot traffic coming to your home or freight deliveries all day long, few people will know or care that you are running a business out of your home.* As an export intermediary, you will not handle goods personally and will seldom receive visitors at home.



**EQUIPMENT** -- You already have a computer and I'm assuming you have a modem and printer as well. Make sure you sign on with a good Internet Service Provider that allows Internet access. Get an email address that *is not* one of the free service addresses. If possible, get your own Internet domain name and use that as your email address. Down the road, you may also want to set up your own website. More information on how to do this is contained in *The Computer User's Guide to Running Your Own Exporting Company*.

Make sure you have **word processing** software and a good **accounting** program. A **desktop publishing** software program could come in handy down the line. At this point, **translation software** varies from okay-most-of-the-time to pretty good so you'll have to decide. You'll also want a separate **business line**, **fax machine** and a good **answering machine** or answering service. The **telex** is used less and less in international trade these days but if you absolutely need to send a telex, use a commercial service in your area.



One other necessity:  
**an understanding family.**

# The Home-Based Exporter

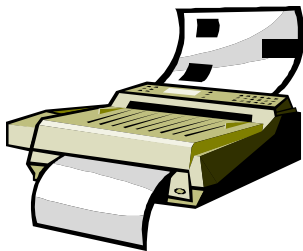
---



The new home-based exporter can start out working on a **commission** basis or a **buy-and-sell** basis. I recommend starting out on a commission basis because it requires no capital investment, no inventory and no involvement with after-sales service. As a result, there is practically no risk. Exporters often "graduate" to buy-and-sell where the profit margin is usually better after they make one or two commission sales.

One way to get into exporting is by establishing your **own export management company** or EMC. An EMC acts as the export department for other companies, usually small or medium-sized manufacturers who are not currently exporting. EMCs provide many services such as **market research**, selecting overseas **representatives**, arranging **shipping** and ensuring proper **documentation**.

Some new exporters -- those with some background in the industry or country -- become **consultants**. These consultants work on retainer and don't have to rely on commission, although some do both. The challenge for the new exporter is finding a company that will hire someone with limited experience as a consultant.



Many home-based exporters think they can make a good living in international trade as a "**fax jockey**." That is, someone who finds a potential buyer and tries to hook him up with a supplier but really provides no other service.

Suppliers and buyers are both rightly suspicious of fax jockeys. They seem too fly-by-night and aren't there when questions arise later on. It's better for all parties to **develop a relationship** with suppliers and buyers. Why?

Too often in a typical trade transaction using “fax jockeys” the buyer won't pay the price the seller wants. Sometimes the buyer doesn't really want to buy anyway (*he's just researching the market*), or the buyer and seller just go around the "fax jockey" and close the deal themselves. Agreements to prevent this kind of thing from happening (*non-circumvention, non-disclosure agreements*) are usually not worth the paper they're printed on – although they do have their purposes as explained in my book, ***How to Start and Operate a Profitable Home-Based Exporting Company***.

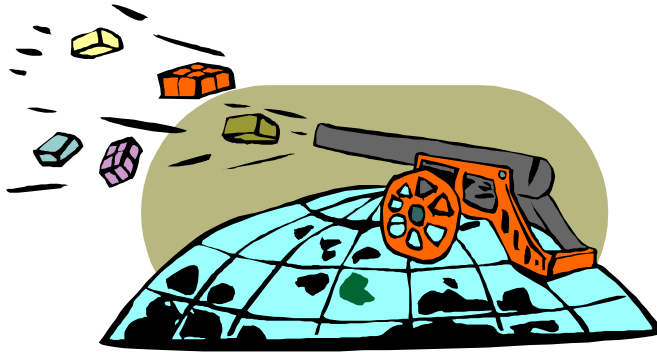
*What route should you take?* I recommend **establishing a relationship** with the supplier and, later, the buyer. Make sure you **add value** to the transaction. If you bring in new buyers for the supplier, he will want to keep you around. Once you are perceived as a critical part of the selling process and not just a middleman looking to get your commission, you will be on your way to real profits in international trade.

***Return to Main Menu***

# Resources

---

*Exports are  
booming  
in the 21<sup>st</sup>  
Century!*



---

## Banker

Your banker can be one of your best resources. Not only can he advise you on **best payment vehicles**, he can help you identify overseas **representatives**, assist with **financing** of an export transaction, process **letters of credit** and **recommend** freight forwarders.

A good banker can also provide **contacts** with potential suppliers in the community. Finally, your banker will refer you to other good **resources** if he can't help you.



Look for a bank that handles international trade transactions but is small enough to work with a newcomer. Friendly is more important than big.

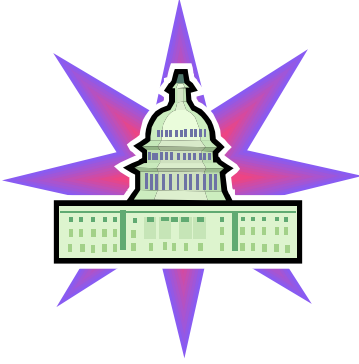
## Freight Forwarder



A good freight forwarder will determine the **best transport** mode for your products, appropriate **insurance**, find the **best rates**, **book space** on the ship or aircraft and let you know if special conditions exist. He will also assist you getting an export license if necessary and help prepare and distribute the documents required for your shipment.

Those are just some of the services your freight forwarder will provide. Considering how much he does for you, his fees are pretty low. You will factor freight forwarder costs into the final cost tally.

You want a freight forwarder who will readily provide you figures on shipment costs for your products. These are important in helping you determine if your product is competitively priced. A good freight forwarder will provide many services at no cost. Look for someone who is friendly and willing to work with a new exporter.



## U.S. Government

### When and When Not to Use Government Help

Your best resource just might be the U.S. government and, specifically, the U.S. Department of Commerce. The government would very much like for you to be a success as an exporter. That's the good news.

The bad news is they seldom have time for newcomers. There are **Export Assistance Centers** scattered all over the country but the busy trade specialists working there are not likely to spend a lot of time with an intermediary like yourself who has not yet made a trade and doesn't even represent a company that has the potential to export. What do you do?

First of all, don't despair simply because a trade specialist won't return your phone calls. Check out any good book on exporting and you will discover a wealth of wonderful trade resources available through the U.S. government. (You can find lots of resources and ways to use them in *The Computer User's Guide to Running Your Own Exporting Company* and *The Exporter's Master Package*.) The U.S. Government will provide you lots of help finding potential markets, buyers, distributors, financing and more. Much of this information is available online and at federal depository libraries scattered around the U.S.

The fact is, a government trade specialist won't show you **HOW** to export anyway. They won't tell you how to find a supplier or how to take advantage of your strengths. You'll have to do that on your own.

When you find a supplier, take your newly-signed agreement with that supplier to the government trade specialist and watch his eyes light up. The

agreement proves to the trade specialist that you are a serious exporter with real products to trade. Because of that assurance, he will spend time explaining in detail how his office can help you sell U.S. products to foreign countries.

Ready for another irony? Many long-time exporters don't even bother with government trade specialists. They have an active network of non-government resources (like their bankers) who are only too willing to help when asked. Remember, the U.S. government is just one resource. Don't expect them to do your job for you.

What if you don't even live in the U.S.? That's not the problem you might think it would be. Not today. Thanks to the Internet, much of the trade information from the U.S. Government is available to anyone in the world with access to a computer and modem.

***[Return to Main Menu](#)***

# Getting Paid

---

International trade is about more than jetting from one exotic (and frequently not so exotic) city to another.

It's about money.

Money is the way you buy the things you need for yourself and your family.

Money is the way you keep score in business.

As an intermediary, you will probably receive your first money in the form of a commission check from a grateful supplier. He pays you because you put together an export deal and he expects you will do the same in the future.



An export intermediary receives money because she "adds value" to a transaction. She may have located an overseas buyer. She may have worked with a freight forwarder in developing shipment costs. She may have talked to a banker about finding export financing for her supplier.

These are all things the supplier wouldn't or couldn't do for himself. That's how you as an export intermediary "add value." And that's why you get paid.

## Methods of Payment

---

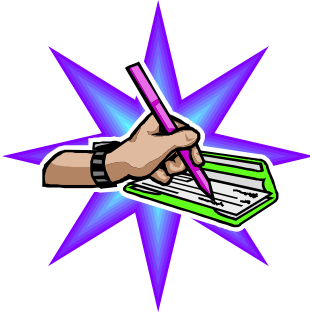
### LETTER OF CREDIT

Except for cash in advance, the letter of credit offers the exporter the highest degree of protection. Basically, it is the bank's promise that the exporter will be paid when he has complied with the terms and conditions of the letter of credit. The reason is banks trust (and know) each other better than the first-

time exporter and her first time buyer know each other. You don't need to understand everything about a letter of credit. That's why you have a banker.

Ask him what you need to know before you close a deal. The letter of credit is commonly used between buyers and sellers who don't know each other. Bear in mind, however, that the cost of processing a letter of credit may make it prohibitively expensive. Make sure you understand all the charges. Insist on a **confirmed, irrevocable letter of credit**.

### DRAFTS



This is really a foreign buyer's **check**. And just like any check, the seller (*you*) run the risk that it may not be honored. It carries a higher risk than a letter of credit but is commonly used by buyers and sellers who have established a long-term business relationship.

### CREDIT CARDS

Some exporters shipping relatively low dollar value items accept **credit card** payment for sales overseas. Make sure you check with your credit card processor to obtain proper authorization before closing the sale. And there are new programs available that allow credit card charges on much larger orders. Ask your banker if he can make any of these programs available to you. This is an easy way to give credit to your buyer and protect yourself at the same time.



### OTHER PAYMENT OPTIONS

Under **open account**, the U.S. exporter simply bills the customer who pays under agreed terms at some future date. This is convenient and cheap if

buyer and seller are well known to each other. In general, this is not a payment method that should be used by new exporters. Sometimes goods are shipped on **consignment** which means the exporter retains title until the goods are sold by the distributor. Consider this a high risk arrangement. **Countertrade** involves substituting goods or services of equal value as payment rather than currency. Some brokers and export management companies specialize in countertrade but this is not a method for new or inexperienced traders.

***Return to Main Menu***

# Using Your Computer in International Trade

---

Your computer is a wonderful business tool. Today it's almost pointless to start an international trade business without a personal computer. It allows



you to do your **research** and **communicating** at a time convenient to you and at little or no cost. You can **monitor** sales and expenses with accounting programs. You can **predict** future profits and calculate expenses easily and quickly with a spreadsheet. You can **draft letters** with your word processing program and **develop sales material** with a desktop publishing program.

Using the Internet, you can **make valuable trade contacts**. Just as importantly, you can reach experts in all areas of international trade and access libraries of information on buyers, sellers, shipping schedules, translators and much, much more.

Your computer can also serve as a mailbox. You can **talk instantly** with potential contacts, information sources, other traders such as yourself, buyers and overseas representatives. And it doesn't matter if the person you're talking to is in the next room or the next continent. Email is not only fast, it's cheap.

You may have decided to subscribe to the **National Trade Data Base** and **USA Trade Online**, both produced by the U.S. Commerce Department. These valuable for-pay services can be accessed on the Internet and can help you identify just the right market for you. You can also review this powerful package for free at a nearby federal depository library. Here you'll find trade figures on exports and imports to just about every country in just about every category.

A computer allows you to **conduct your research** through government and private websites in your home at a time convenient to you.

You can search public newsgroups or message boards to help you **find an overseas representative** or to **get an answer** to a tough trade question.

Or you might decide to send a private email message to a potential supplier or buyer.

There are many networks that provide global communications with overseas buyers and suppliers for the cost of a local telephone call. Through Internet connections, you can exchange information about your marketing requirements and your overseas agent's need for service support.



Looking for a supplier? More and more companies are opening electronic offices where you can review product catalogs, request information and receive technical support.

Of course, this brief write up can only touch the surface of the opportunities and resources available using your personal computer. In my book, ***Magic Carpet!***, you'll learn specific techniques for finding buyers and suppliers online and the best websites for posting trade offers, finding answers to banking and shipping questions and lots more including examples of websites published by successful export management companies. This book, a step-by-step tutorial, newsletter and online consulting service are included in ***The Computer User's Guide to Running Your Own Exporting Company.***

# The World is Yours!

---



**Excited?** I hope so because I've only scratched the surface. The Rapidly evolving face of electronic communications and international trade is shifting so quickly that information about it is almost obsolete as soon as it is published.

New ideas, new ways of trading, new avenues of information and new communications technologies and techniques are revolutionizing global trade.

Even today, you can identify possible suppliers, research product potential in the foreign market, look for likely buyers, discuss trade procedures with experienced international traders and even book a flight to your target country without even getting up from your computer.

It's true. For the international trader, the personal computer can make the world yours.

***Return to Main Menu***

# Coble International

---

Thanks for reading **The Exporting Entrepreneur's Primer** and a special Thank you to Dennis Hessler for allowing us to present it to you. I hope it whets your appetite for the possibilities in the global marketplace. My business, Coble International, is a real home-based business. I both publish reports and other materials relating to international trade and provide our services to a select few companies as an Export representative.

We provide a complete library of global business resources from other reputable publishers which are aimed at getting individuals or small companies started in the booming world of international trade.

If you and your company are already actively involved in international trade, over half of our resources are aimed at helping you expand your global market and profits. Over 150,000 highly qualified Importers in 150 countries who are anxious to buy your products are available from our extensive resource library.

The products you have read about in this Primer are the best example of the quality of information you will find in our global business library. Dennis has written all his materials based upon his experience in international trade and the experience and advice of clients, bankers, brokers, freight forwarders, and other exporters.

All of the training materials described in this Primer are designed to help the new exporter get started in business right away and make those most important first sales.

I have helped thousands of newcomers get started in the international marketplace for over 17 years now. Dennis's business resources have been my most highly regarded information tools for nearly 14 years. Together we have helped many traders start out part-time from their homes and begin working for themselves full time after completing their first few transactions.

To learn more about our complete Export-Import Global Business Help Library of products that may help you get started in the global marketplace,

click here or check out my web site at  
<http://www.ImportExportHelp.com/index.htm?spg>

If you want to talk with me in person or place an order by phone, call me at **(717) 292-5763**. Mailing address: **Coble International, 1420-SPG Steeple Chase Drive, Dover, PA 17315 U.S.A.**

If you have any questions or comments, please contact me. I'd love to hear from you. And I wish you good luck and success in your international trade career!

*Ron*

# Trade Information Profit Packages

Coble International, 1420 Steeple Chase Drive, Dover, PA 17315 U.S.A.

TEL: (717) 292-5763 FAX: (717) 292-9543

INTERNET: <http://www.ImportExportHelp.com/index.htm?spg>

---

*Thank you for your interest in Coble International! This catalog of trade information products has a long history of delivering the goods for both new and experienced exporters and importers. Most of these materials have been developed and are constantly being updated by my friend and business associate, Dennis Hessler. For this catalog, we have selected the very best information products that Dennis publishes along with other reputable publishers. Think of this as your "Success Toolbox" to build a future and fortune in international trade. If you have any questions or wish to place an order by phone, feel free to call me at (717) 292-5763. Or simply print out the order form at the end of this catalog and forward with payment to the address above. You can also go to my secure online order server, simply click here to go there now: Thanks again for your business and happy trading!*

--- Ron Coble

---

Your Tour of the fascinating and financially rewarding world of International Trade would not be complete without a visit to our **Library of Global Business Resources**.

Visit us today at <http://www.importexporthelp.com/index.htm?spg> to review our free **world trade resources**, free **import-export trade leads** where you can search for new products to import or new buyers for your products. You will be able to review over **300 web pages of international business and trade resources and tools**. While you are there check out how you can receive the "most highly qualified" trade leads in the world from a little known, but very highly regarded publication now in it's 14th year of publication. **EXPORT LEADS** is an exclusive online trade leads service. A One Year subscription to this unique service will provide you with approximately 10,000 NEW exclusive fully detailed product requests from "REAL" overseas importers who are serious about buying your products. This service is updated weekly and is available via any Internet connection, anywhere in the world.

While you are at our Export-Import Global Business Help Website, be sure to check out our **Trade Directory** pages where you will be guided to over 150,000 "Highly Qualified" Importing buyers. These unique international trade directories are designed and compiled

especially for manufacturers, exporters and trading firms who wish to expand worldwide sales. **The International Directory of Importers** is also available as 50 separate product specific directory volumes each covering a specific commodity groups such as computer importers, home accessories importers, hand tool importers, pharmaceutical and drug importers, automotive equipment importers, and 45 other product groups.

The resources mentioned above are just a 'few' of the valuable tools you will find at our international trade portal.

[Visit today by clicking here now.](#)

***Return to Main Menu***

# IMPORT - EXPORT BUSINESS RESOURCES

---

## How to Start a Profitable Home Based Export Company

I run a company doing international business out of my home office with customers in Canada, Spain, Israel and 49 other countries and I have been doing it for almost fifteen years now. **If I can do it, so can you.**

Determining your edge is one key to being a success in the import-export business. Another is finding suppliers. That's right. I said suppliers. You see, **many new exporters think their biggest challenge is finding buyers when in reality it is finding suppliers right here in the U.S..** This How To Export book will show you how.

You will receive step-by-step directions to become a smashing success as a home-based exporter. You will learn the tricks, the scams, who you can trust and who you can't. **You will find out where the real money in the export business really is. You will learn that most small companies are scared to death of exporting and how you can turn this fear into global profits for you.** Most importantly, you will receive a reliable road map to profits in the international trade marketplace.

[Click Here Now To Review Complete Details About This How To Start An Export Business Book](#)

**Now Available for Immediate Worldwide Delivery Electronically ...**

as an Adobe Acrobat PDF file. -- When your order is completed, you will be given details to download this program immediately -- **Saves you shipping and handling charges and you get it Immediately!**

---

## How to Make \$100,000 a Year With Your Own Export Management Company Video

Exporting is a serious business and the experts on this video tape will show you the path to success in your own global trade business. **You will be given the straight facts about such important matters as how to locate reliable overseas distributors, how to handle international transactions, where to get financing and most importantly, how to make contact with potential overseas buyers or distributors.**

You will learn all their insider secrets as they are interviewed on the 53-minute video about the Exporting business. **You'll be amazed when you learn how and where you can obtain all the essential exporting business resources you will ever need at little or no cost.**

[Click here](#) to view the **Detailed Product Information Web Page**

**SPECIAL INTERNET BONUS!** - Order your personal copy today and you will also receive the valuable book (listed above) [How to Start and Operate a Profitable Home-Based Exporting Company](#) (a \$29.95 value) and a recent issue of the monthly electronic newsletter [International Trade Connection](#) (a \$10.00 value) with import-export business tips, strategies, listings of hot markets, products, trade leads, supplier names and insider information designed for new international traders.

---

## **The Computer User's How To Guide To Running Your Own Exporting Company**

This powerhouse of proven how to export business training information package will help you discover the secret power of your personal computer and how to use it to help you generate explosive profits in international trade.

**Your personal computer is a great equalizer and learning what this how to export business training package provides you, it can put you on an equal footing with the big international traders in the global business marketplace ... if you know where and how to make profitable trades in the international marketplace.**

Computer experience is not required. This learn how to export business training package will help you operate your exporting business from your home in your spare time.

- **You will get the "Exporter's Action Pack" CD ROM disk. This CD contains an in-depth and enjoyable international trade tutorial with real world profit making tips. You will also find this CD is full of other how to export business resources including a lexicon of terms important to you as an international trader plus sample letters, agreements and more.**
- **You will also get the "Magic Carpet! How Your Computer Can Carry You to Big Profits in International Trade" companion book that will show you how to use the Internet to maximize your international trade profits.**
- **You will also get a FREE 12 Month subscription to the popular monthly "International Trade Connection Newsletter" delivered direct to you via Email that will contain import-export business tips, hot marketing information, current supplier and buyer trade leads and international trade insider information designed to help new international traders.**
- **You will also get One Year of FREE "E-mail Trade Consulting Service" from the publisher of this unique package to assist you with recommendations on your export business related questions.**

This export information package is the perfect how to export business resource to help you jump start your international trade business.

[Click here](#) to view the **Detailed Product Information Page**

**SPECIAL INTERNET BONUS!** - Order your personal copy today and you will also receive the popular video tape [How to Make \\$100,000 a Year With Your Own Export Management Company](#) (a \$78.00 value), and the valuable ebook [How to Start and Operate a Profitable Home-Based Exporting Company](#) (a \$29.95 value).

---

## The Export Connection

This how to export business resource will help you learn the secrets of generating international business profits as a global trader by providing you with in depth answers from world trade insiders. **Our publisher carefully gathered together selected international trade specialists to answer the questions most new exporters ask.** These experienced international business professionals run export management companies and freight forwarding offices.

Our publisher took the best insider international business secrets from these interviews and put them in two information packed VHS video tapes (140 minutes total). **The international business information on these video tapes do not deal in theories, they do not tell you the way things are supposed to be, they tell you the way it is: the proven opportunities and challenges.**

- **You will discover from an international trading representative what kinds of companies are the best to target as potential suppliers**
- **You will hear an international banker explain what will probably be your biggest single exporting business challenge and you will learn how to overcome it**
- **You will learn the three most important words you as an exporter should know**
- **You will find out why these international business experts are lukewarm about U.S. Commerce Department assistance (and who or what their best business resources are)**

You will also receive a **125-page workbook with the chapters tailored to the video tape segments.** The workbook contains amplifying international business information on everything discussed in the tapes along with practical information you need.

[Click here](#) to view the **Detailed Product Information Web Page.**

**SPECIAL INTERNET BONUS!** - Order your personal copy today and you will also receive the popular video tape ["How to Make \\$100,000 a Year With Your Own Export Management Company"](#) (a \$71.00 value), and the valuable book ["How to Start and Operate a Profitable Home-Based Exporting Company"](#) (a \$32.00 value).

---

## The Computer User's How To Guide To Exporting Overstock and Surplus Merchandise

Exporting closeout merchandise, distressed merchandise, surplus goods that are no longer needed and have to be converted to cash in a hurry. These types of goods can be dirt cheap and **sometimes you can purchase these goods for 5 or 10 cents on the dollar, or even less,**

and resell them at full retail or, in some cases, even more to enthusiastic foreign buyers. You just need to learn how and this how to export business resource can help you.

[Click here](#) to view the **Detailed Product Information Page**

**SPECIAL INTERNET BONUS!** - Order your personal copy today and you will also the valuable ebook [How to Start and Operate a Profitable Home-Based Exporting Company](#) (a \$29.95 value), and a recent issue of the monthly electronic newsletter [International Trade Connection](#) (a \$10.00 value), with tips, strategies, listings of hot markets, products, trade leads, supplier names and insider information designed for new international traders.

**Now Available for Immediate Worldwide Delivery Electronically ...**  
as an Adobe Acrobat PDF file. -- When your order is completed, you will be given details to download this program immediately -- **Saves you shipping and handling charges and you get it Immediately!**

---

## **International Trade Connection Newsletter**

In the global marketplace, trade news and information is gold. Information is power. And in the business world of international business, trade news and information translates into profits.

In each monthly information-packed issue of the "[International Trade Connection Newsletter](#)" you will get the trade news, practical money-making tips, tricks, contacts, valuable reference service and vital current insider world trade information you need to reap the rich rewards of doing business internationally. Be sure to read about the \$29.95 Free Bonus "[How to Start and Operate a Profitable Home-Based Exporting Company](#)" Book for subscribing TODAY! You can receive the E book and 12 issues (via Email) of the International Trade Connection newsletter sent to your computer every month for just \$79.

**[Click Here To Review More Detailed Information About This Monthly International Trade News Publication](#)**

---

## **The How To Export - Exporter's Master Package**

This is the **BEST how to export business training package you will find anywhere** that will help you discover the proven marketing strategies to generating global profits as a world trader. And, I say this with the utmost confidence.

Why? **The BIGGEST difference between us and all the other companies out there on the web selling "How To Export Business" resources is....I have done it and continue to do it to this day. So I "know" what is a good resource and what is not.**

Look around our web site a bit and you will see that we are currently marketing 3 different products to the international market in addition to the information products. Additionally, approximately **75% of our business originates from outside the USA and Canada.**

So when I say the "**Exporter's Master Package**" is the best how to export business resource I have found in over 16 years of business, you are getting your information from someone who has done it and continues to sell globally.

This comprehensive package includes the following complete **How To Export Business** resources:

- **The Computer User's Guide to Running Your Own Exporting Company**
- **The Export Connection**
- **The Computer User's Guide Exporting Overstock/Surplus Merchandise**
- **A One Year Subscription To The International Trade Connection** monthly electronic newsletter.

[Click here](#) to view the **Detailed Product Information Page**

**SPECIAL INTERNET BONUS!** - Order your personal copy of the Exporters Master Package today and you will also receive the popular video [How to Make \\$100,000 a Year With Your Own Export Management Company](#) (a \$78.00 value), and the valuable ebook [How to Start and Operate a Profitable Home-Based Exporting Company](#) (a \$29.95 value).

---

## **Importing Business Course - The Computer User's Guide to Running Your Own Importing Company**

This international home based business course will show you how to take full advantage of the international business opportunity created by recent trade agreements. **Other savvy entrepreneurs who have discovered the successful strategies provided in this international trade course are already earning huge global profits.**

You will learn how to establish your own international home based business along with all the successful profit generating strategies that this international business opportunity offers you. This international trade course **will show you how others are buying high quality imported products at ridiculously low prices overseas and making a fortune by selling them at mark-ups of 100%, 200%, 300% or more.**

How are they doing this? One of the ways they have succeeded in this international home based business opportunity is by combining the benefits of low cost imports with mail order and Internet marketing. This international business opportunity trade course is called **The Computer User's Guide to Running Your Own Importing Company** and it contains everything you need to start your own international home based business by importing low cost products and marketing them from your home.

Your **The Computer User's Guide to Running Your Own Importing Company** international trade course will show you insider business tips such as ...

- **How and where to buy high quality import products at ridiculously low prices**
- **How to set up a 24-hour phone service that takes credit card orders and even ships the products to your customers**
- **How to get import product samples**

- **How to get your import products in catalogs**
- **Where and how to run low cost (or free) test ads of your import products**
- **How to run your International Home Based Business without any inventory using the profitable drop ship method**

Here is a brief description of what is included in this valuable training package: The "**Importers Action Pack**" CD Rom with step-by-step how-to instructions for starting your own importing company.

The action pack CD also includes the "**Resources for Importers Guide**" with the best sites for identifying qualified suppliers of imported products. It also includes marketing tools, links to importers web sites, the complete book "**Importing into the United States**" and many other tools and resources.

As part of your international trade course, you will receive an **hour-long "Importer's Success Project"** video tape. In an easy-to-follow scenario, you'll learn how to set up your international home based business, how to identify import product suppliers, how to request import product samples and price lists and arrange shipping or drop shipping of your import products.

Your international trade course also includes the "**Importer's Mail Order Handbook**". This is a companion book to the video and includes a step-by-step guide to the mail order side of the international business opportunity called Importing.

You will also receive a **ONE YEAR SUBSCRIPTION** to the publisher's electronic newsletter "**International Trade Connection**" reporting on tactics, trade news and web sites for the new international trader, importer and exporter alike.

And, as if the above resources were not enough, you will also receive One Full Year of "**Email Consulting Service**" with the publisher.

**[Click Here Now](#) to Review A Detailed Information Web Page about How to Start Your Own International Home Based Importing Business**

---

## **Export-Import Course - The Import-Export Toolkit**

This Export-Import Course package contains all the international trade course (Importing business) materials described above and all the How to Start an Exporting Business materials included in the Exporter's Master Package. "**The Import-Export Toolkit**" course gives you everything you need to start and operate a profitable international home based business and is **the most comprehensive International Business Opportunity How To Information package available.**

This International Home Based Business How To Package is flat out the best value out there for new Importers-Exporters. The "**Import-Export Toolkit**" course comes with **4 videos, 4 books, two CD-ROM's, one PC-compatible floppy disk, a full year's subscription to a monthly trade electronic newsletter and a full year's E-mail consulting service with the publisher of this package.**

**Do yourself a big favor** by checking out the complete details on this international home based business course package by clicking the following link:

**[Click Here Now](#) to Review A Detailed Information Web Page about How to Start Your Own International Home Based Business Using Our Export-Import Course - "The Import-Export Toolkit"**

**Read what one recent customer had to say about The Import-Export Toolkit:**

**Ron,**

**I wanted to write and say thanks again for speaking with me and your help in answering all my questions and the encouragement you gave me. I received the import/export toolkit and it blew me away. It is definitely worth every penny! I have only gone through two of the books and the information and resources provided are just incredible.**

**I am so happy I found your site because I believe this to be the ultimate tool and none of the books or sites I have or have visited even come close.**

**So again, thank you!**

**Thanks,**

**Donna Powierza - sent to us by Email on January 23, 2003  
Salisbury, MA**

---

For additional information, **[click here to contact us.](#)**

Content and Design © 1999-2005 Coble International