

## SMALL BUSINESS

# Grow Your Business — Go International

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One of the hallmarks of a successful small business is consistent, steady growth. Competition can be fierce, so sustained growth, month over month, year over year helps to promote a good night's sleep for the entrepreneur.

In a perfect world, every entrepreneur with a good business plan could lie down to sweet dreams each night.

The reality is building and sustaining steady growth remains elusive to millions of small business owners. One of the challenges is how to grow revenue from your existing customers or branch out into new markets. The truth is most small business owners cater to a core group of customers in hopes of gaining a loyal following.

Customer loyalty, once the bedrock of reputable businesses isn't as easy to maintain as it once was because of changing customer demands, spurred in large part by technology, and changing demographics. Yet, every adversity brings opportunity.

Technology has forced even Mom & Pop businesses to develop an online presence and the advantage it gives them is expansion to markets outside their geographic comfort zone.

And if you've ever considered exporting, selling your goods or services across the globe, you're in good company! Today, with so many advances in technology, access to the international market is within reach; and this is so, regardless of your size. In fact, small and medium-sized companies in the United States are exporting now more than ever before.

As a start, if you have a web presence, you already have a global marketing and order-taking platform. For just a few more dollars, for example, you can process credit card payments for buyers in Portugal or translate key pages into Spanish and other languages to further your reach. Yes, with proper planning and resources, not only can you build and sustain steady growth, you can be a Global Entrepreneur! 🇺🇸