Take your business global with

SBA's Export Business Planner

For Your Small Business

Using this Planner

Introduction to Exportin

Getting Started:
Creating an Export Business Plan

Training and Counselir

Developing Your Marketing Plan

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Export Business Planner

For Your Small Business

SBA

Everything you need is in one workbook

SBA

Access video links, podcasts, websites and trade stats

one click away

SBA

Getting Started is Easy!

• Topical chapters guide you through the export planning process at your own pace. You can tackle several chapters at once, or work through them one at a time.

• As you work through the various chapters and their coordinating worksheets, you'll be developing and saving your custom Export Business Plan and Marketing Plan – right within the pages of this *Planner*.

Export planning entails a fair amount of research. But with the *Planner*, there's no need to remember and/or compile these resources yourself – they are all embedded in appropriate topical locations. As such, you are given a "head start" on conducting export research, as the step of finding the best sources of further information has already been done for you.

All you need to do is complete the worksheets and then save them– and your Export Business Plan will be underway!

Key Steps: At-A-Glance

1. **Save** the *Planner* to your computer/desktop

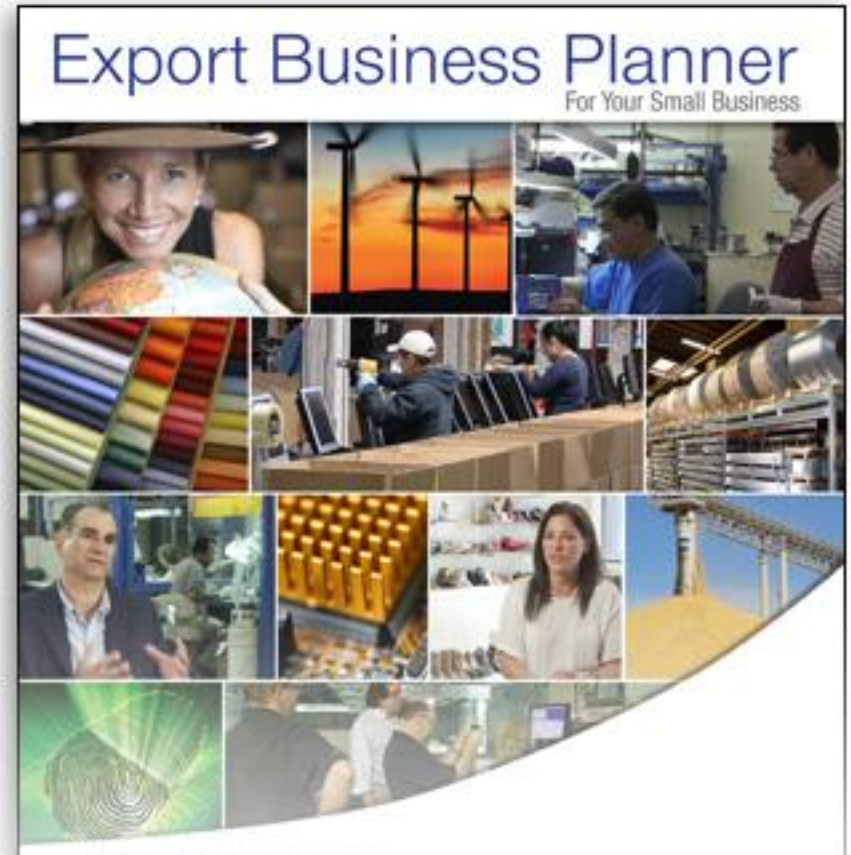
2. **Start using** the *Planner*: Explore chapter Information and extensive resource links

3. **Complete and save** the worksheets

4. **Update the *Planner*** as often as you wish. It's yours to customize!

Quick List of Features

• **Table of Contents** for an at-a-glance look at the process, with internal links to take you directly to your chapter of choice
• **Topical chapters** featuring background information and coordinated worksheets
• **Linked chapter heads** for easy navigation
— *Information:* Links to topics within the chapter
— *Worksheets:* Links to customization worksheets
• **Direct links** to web resources, training podcasts, small business videos, and more
• **Glossary of Terms:** putting you "in the know" for common export terminology
• **Index:** making it easy to reference key information on the fly



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it once, use it forever

SBA

SAVE your plan

UPDATE anytime

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