



**I would like to share with you today the top 10 tips for a healthy lifestyle balanced with the my top 10 tips for business export success.**

**1. Do what inspires you, follow your passion.. Live your life purpose.**

The biggest question to ask yourself is that do you want to expand your business and increase profits? If the answer is yes well then you need to look overseas for new markets and new clients, as the Australian domestic market has limited opportunity. Before rushing ahead the crucial factor to export success is the sustainability of the operation. One needs to evaluate, determine, develop, plan then implement. Like any business you need to study, prepare, commit, invest and keep persisting!

Assess what you have to offer

Assess your 5 P's - Product, place, price, position, promotions

Assess your competitors as well and what they have to offer

Gained a poll of information – assessed the pros and cons, strengths and weaknesses etc

Evaluate the export potential of the business – review your business plan, marketing plan and financial position. Ask yourself do you have the resources, time and money to do this. Is the company in a good position to quickly respond to export orders or proposals? If so can you expand your supply capacity? Do you already have a track record of making sales, delivering product on time, and getting paid? Do you have sufficient operations and processing in place for your, marketing, sales, distribution, and accounting systems? If not stop and fix them before proceeding.

**2. Be consciously aware of who you are, what you have to offer and how you undertake your life path**

B/plan, marketing plan and stick to it – assess your future growth – map it out – assess the loop holes.

Develop a website – assess the layout important - Contact details - Site map

Easy navigation about your products / services



Determine the critical success factors for export – Ask yourself why international buyers are going to invest in buying my products or services. Do I have the right staff members to support me in sustaining the export business, whilst maintaining the domestic market? Most importantly does do you have enough funds to support all export related activities including not only the manufacture and supply but also the marketing, travel expenses, employment issues and training requirements?

**3. Connect to your body and listen to its story. Use your intuition, meditate, relax, burn some oils or play relaxation music.**

Don't marry a single idea; ideas are the currency of entrepreneurs. Play with many ideas, be open, and then select which ones will bring money and success.

TIP – Learnt from a friend of mine last week that place the highest income project at the top of your in tray to be done.

**4. Keep yourself switched on – keep yourself hydrated it helps body functioning and achieve awareness. Keep breathing fully.**

Know your customers like you know yourself.

This will allow you to assess future buying patterns, what competitors are doing.

Service them with the right product with the right price.

Know your employees and cash position – assets of your company

Develop a project brief – you may want to hire an export planning consultant, use Austrade, Department of State of Regional Development or evening better do it yourself! As I said life was not meant to be easy!

**5. Turn your fears into goals.**

To survive these days and wanting to build your empire I suggest you assess a good export strategy for your product or service.

Include this in your business pan.

Understand the full export operational flow and the risk involved- foreign currency, tariffs, inco terms for trade.

Visit the market



Operations working 100%

Assess your budget

Have the right attitude

Chase the business

FOLLOW UP!

**6. Learn and be willing to change – yourself, company mission, operations.**

Network, network, network!

You're on the right track as you are doing it tonight.

Network at different levels – state, federal, association, women's org, export.

These networking functions – pool of resources for you.

Choose wisely which ones you wish to network with.

**7. Love yourself and give time for yourself.**

Support group – keep it small so it's easy to:

Meet once a month for coffee

Discuss each others business

Bounce ideas of each other

Select – marketing, export person, finance, legal etc

**8. Create happiness systems to keep you on track and live in the moment**

Don't say I should do this and I should do that, JUST DO IT!

You might be the key to everything BUT you can't DO everything and grow at the same time.

Don't chock your company!

Provide a plan for getting ready for export – Ask yourself can my products or services meet and better the overseas competition? Do you have the capacity to tailor it to the requirements of the target market? Are there going to be any restrictions or certificates required before you start to export.

**9. Thank others for the lessons others teach you**

Make your millions give back to charity and help the community – donating to national breast cancer

Don't give up

We are all on different life paths and journeys



Take on new challenges  
Learn and grow from your mistakes

Some of the most successful entrepreneurs failed several times before doing extremely well.  
So if you think you are failing, do it fast.

Get over it

Learn from it and try again.

With NEW WISDOM and DON'T GIVE UP

Last but not least implementation of your Export Ready plan.

### **10. Have plenty of FUN and most importantly Enjoy LIFE**

Overall International business and travel does have its up's and downs. If you are thinking of going to do business with foreign cultures, you need to have patience and a high tolerance for uncertainty. Off course when you start out, you won't know the rules, the cultural, politics, or the lingo. Interpreters can help with a foreign language, but you're still going to be sitting in some business meetings where you have no clue what's going on or being discussed. That's the challenge!

Thank you.

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