



## Incognito Marketing Offers Export Assistance

Where will you find your next customer?

96% of Consumers and 2/3 of the world's purchasing power are outside the United States.

### Incognito's International Marketing Overview:

1. Research markets to identify best opportunity (U.S. Commercial Service)  
Study these websites: [www.export.gov](http://www.export.gov)    [www.sba.gov](http://www.sba.gov)    [www.exim.gov](http://www.exim.gov)
2. Take assessment at: [export.gov/begin](http://export.gov/begin)
3. Select someone in-house or an outside consultant (like Incognito) to lead the effort
  - Will require minimum of 20 hours per week, depending on your goals - time frame.
  - Go to experts to set up legal aspects, shipping, payment, taxes, contracts, etc.
  - Internal - systems and people to handle leads and orders
4. Get started at [export.gov](http://export.gov) (initial market research is free) U.S. Commercial Service offers four ways to grow your international sales:
  - World-class market research (industry, country government requirements, taxes, political situation, competition, cost of doing business)
  - Trade events that promote your product or service to qualified buyers
  - Introductions to qualified buyers and distributors
  - Counseling through every step of the export process
5. Focus on one market at a time, i.e. German Medical Device Manufacturers
  - Go there - Visit potential customers/competitors - Absorb language, culture, religion, values, history, schools, organizations (Rotary) - U.S. Embassy, etc.
6. Find a local partner you can trust - through US Embassy - U.S. Commercial Service
7. Take Inventory - Assets & opportunities - S.W.O.T analysis
8. Identify your Ideal customers - target market(s)
9. Get your story straight - What's in it for them?
  - You must develop a Culturally Correct Compelling Story, . . . not just facts!
10. Determine what media to use to reach your Ideal Customers - web, radio, TV, outdoor, newspaper, magazine, trade publications, on-line marketing, social media, events, direct mail, press releases, etc.
11. Tell your story to your ideal customers via selected media - over and over . . .
  - 7 touches minimum - repetition works.

Note: Besides helping your business, exporting maintains and creates primary jobs (bring money into the country from outside), which is good for America.

Call Greg Snyder for more information

719-633-8616 | E-mail: [gregs@incognitomarketing.com](mailto:gregs@incognitomarketing.com) | [www.incognitomarketing.com](http://www.incognitomarketing.com)