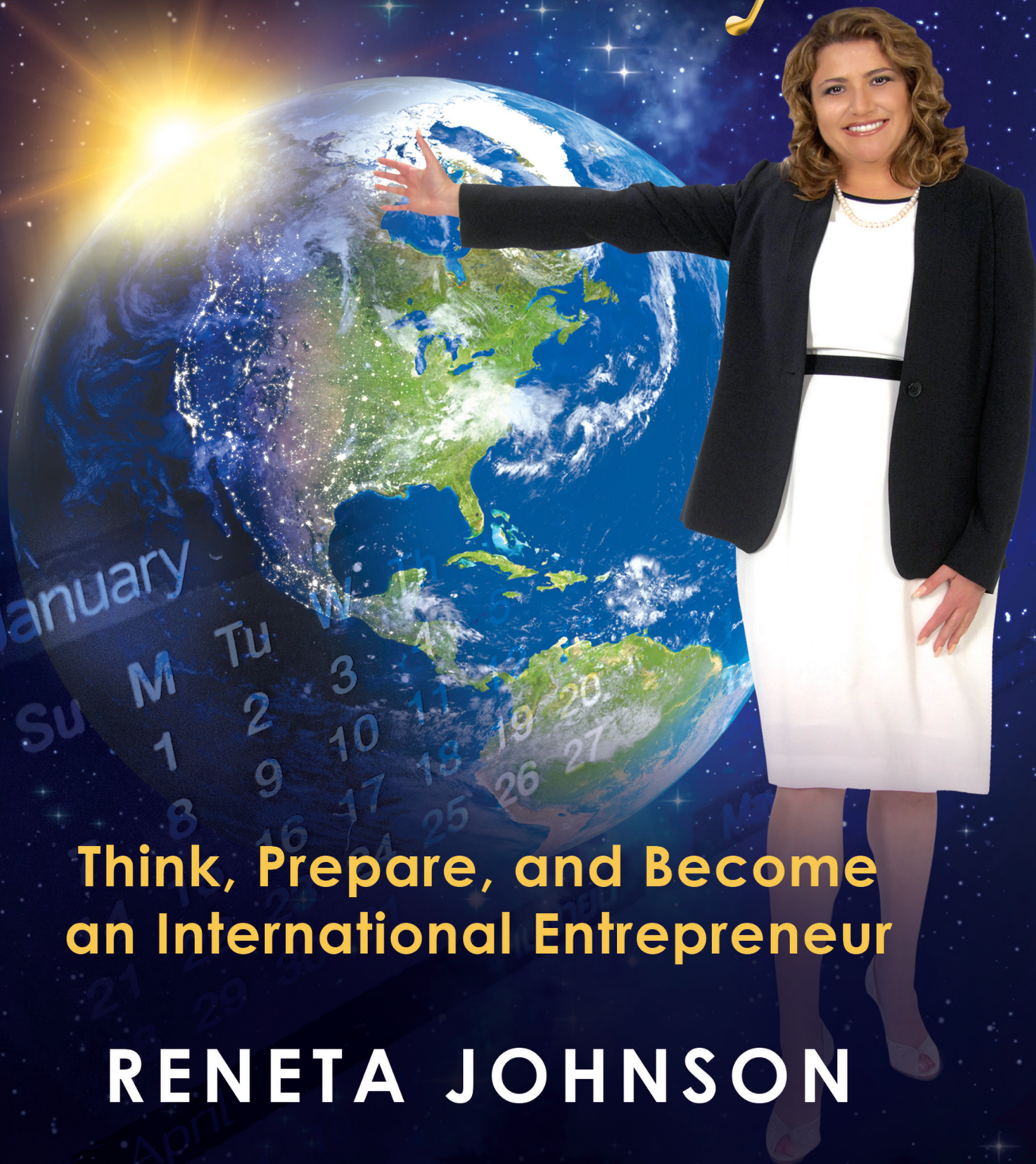




media kit

# Go Global in 365 Days



Think, Prepare, and Become  
an International Entrepreneur

**RENETA JOHNSON**



## THE BOOK

### DESCRIPTION

Are you interested in selling your products or services internationally but don't know where to start? Do you want to grow outside of your home market but the first step looks scary? Are you ready to Go Global but find yourself lost in the international trade journey?

International trade should be exciting and rewarding but often it's confusing and daunting. That's why having the right system makes all the difference, and that's why we've written this book for you!

Using *Go Global in 365 Days*, you can increase sales and grow your business faster. Transitioning from strategy to implementation is simple when you remove complexity. Clarity is achieved by having a straightforward plan from beginning to end, being prepared, and making progress everyday.

*Go Global in 365 Days* will teach you to see international trade as an entrepreneurial journey and team sport. We'll look at: the value of learning from businesses that are successful in intercontinental transactions; how to find and work with experts by using match-making techniques; making the most of meetings with key decision makers; being efficient with your time and resources; and using the best techniques and latest technology to create successful international business.

### LEARN HOW TO...

Break the cycle of slow, complex, confusing international business. Discover the power of a faster, simpler, clearer international journey with the help of top experts and exclusive real-world business stories. Engage this powerful system to successfully enjoy international trade like never before! Plan, Prepare and Become an International Entrepreneur!

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“Making sales  
is the best  
investment.”

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—Reneta Johnson



## THE BOOK

### UNCOVER HOW TO...

- Aim for the right destination on your international trade journey.
- Align your organization, and plan for success.
- Understand who your customers are.
- Bring your customers *real value*.
- Maximize benefits.
- Minimize risks.
- Create Your Client and Products/Services Journey!
- Understand which key activities you must perform.
- Determine which key resources do you need.
- Partner! (remember international trade is a team sport)
- Invest in sales.
- Embrace marketing.
- Manage revenue.
- Determine the cost for your international trade project.

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**“Develop your  
international trade  
muscles, and you will  
be stronger in your  
home market.”**

—Reneta Johnson

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## THE AUTHOR

**R**eneta Johnson, founded **Inttradia Inc.**, to be a b2b trade technology company and to make the international trade journey simpler, faster and more cost effective than ever before.

**International Trade Tech Advocate.** Reneta is an expert with a global reputation as a strong advocate for international trade. Reneta now uses her varied background, in combination with a strong business acumen, technical proficiency, cultural understanding, and common sense, to solve complex challenges, produce top sales, and achieve bottom-line results for her international trade clients.

**Background.** Reneta was born in Europe, has lived and worked in 9 cities, 5 countries spanning 3 continents and now calls Canada home. Throughout these experiences, she learned to cherish diversity and speaks five languages: English, French, Russian, Bulgarian, and Japanese.

Reneta's curiosity also took her around the world, having studied and worked in USA, Canada, Russia, Bulgaria and Japan. She holds and a Masters degree with honours in Aerospace Engineering and Aviation Business/Logistics from Samara State Aerospace University (Russia) and Embry-Riddle Aeronautical University(USA). She is recognized as a Technical Expert by the Canadian Ministry of Economic Development, Innovation and Export Trade and has been awarded with an Aerospace Engineering Scholarship from the Bulgarian and Russian Governments.

**Aerospace & High-Tech.** For almost 20 years Reneta has accumulated vast professional international experience in North America, Europe and Asia. She has worked with global organizations such as Export Development Canada, Pratt & Whitney

Canada (UTC), Bombardier, AirBridgeCargo Airlines (VolgaDnepr Group), Capital One, BMO, Nestle and Danone specializing in aerospace and high-tech industries and developing diversified business and technical expertise in sales and marketing, business and product development, and contract negotiations.

**Global Citizen.** From an early age Reneta has been a true global citizen. She is an alumni of AIESEC, an international organization for leadership development and cross-cultural global internship and exchange. Reneta is an advocate for diversity and professional advancement of women in business, aerospace and high-tech industries and an active member of TED Women, Society of Women Engineers, Women in Aviation and Women in Aerospace, IAWA and Lean In. She is a proactive member of the international business, technology and innovation organizations and is closely involved with TED, Toronto Region Board of Trade, Ontario Aerospace Council and Aerospace Industries Association of Canada.

**The Community.** Reneta enjoys volunteering and is part of the local and global community, including United Way and an ambassador at Toronto Pearson Airport, Canada's busiest international airport. Reneta inspires and mentors young professionals to consider careers in Business and Science, Technology, Engineering and Mathematics (STEM).

**The Person.** Reneta is an avid international traveler, with keen interest to experience and learn from different cultures. Reneta loves to maintain a balanced, healthy lifestyle by spending time with her beloved family and friends, and participating in activities such as biking, skiing, swimming, and yoga.

## BOOK INFO

Book Title: **Go Global in 365 Days**

Subtitle: **Think, Prepare, and Become an International Entrepreneur**

Release Date: **2018**

Price: **USD 44.00**

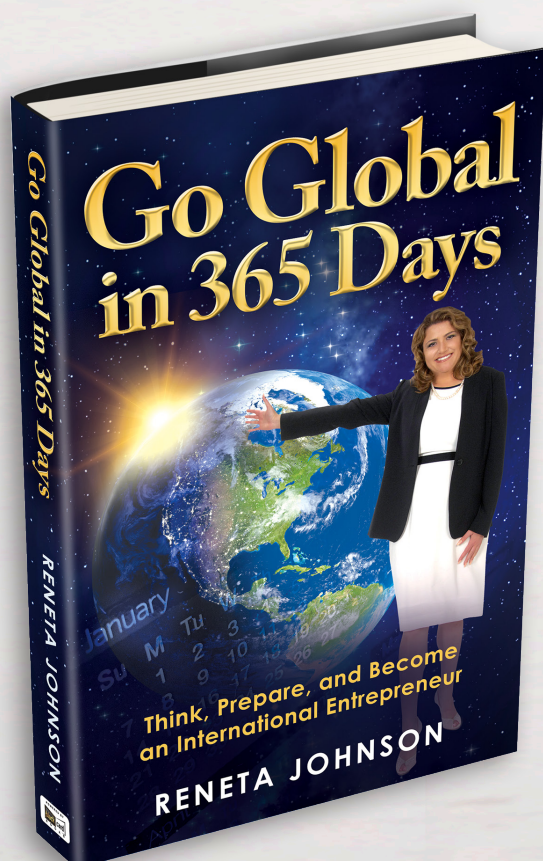
ISBN: **978-1-77204-881-0**

Phone Number: **+1 647 971 7747**

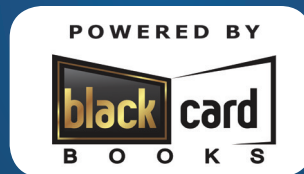
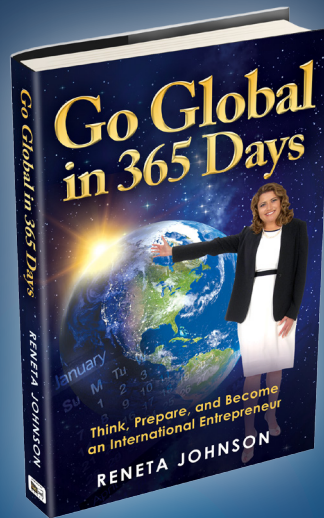
Email Address: **reneta@intradia.com**

Website: **www.intradia.com**

**INTRADIA**







Publisher

**Black Card Books**

Suite 214

5-18 Ringwood Drive

Stouffville, Ontario

Canada, L4A 0N2

Tel: +1 877 280 8536

[www.blackcardbooks.com](http://www.blackcardbooks.com)