LAZARUS™

STAGE 6 · WE'RE GOING GLOBAL

THE NEW MARKET TEST.

12 questions to answer before you take your business overseas.



A free guide from The Lazarus Agency · lzrus.com

BEFORE YOU START

SUCCESS AT HOME DOESN'T TRAVEL BY ITSELF.

A new market means new buyers, new rules and new competitors. What works at home usually needs a sharper offer, local proof and a clear route to market.

Answer these before you book flights or sign a distributor. Tick **Ready** only if you've researched it and can back it up. Otherwise tick **Not yet**.

1.

Write your answer in a sentence or two.

2.

Tick **Ready** only if you've researched it. Otherwise tick **Not yet**.

3.

Count your Ready ticks and check your score on page 5.

Time: Allow an hour or two. Several questions need research on the market you're looking at.

"We've cracked Melbourne. How hard can America be?"

WALT · DON'T BE WALT



THE MARKET

Why there, and why now?

01 **Which market will you enter first, and why that one?**

Pick one. Size, access and fit beat excitement.

☐ READY ☐ NOT YET

02 **Who are the buyers there, and how do they buy today?**

Channels, price expectations and buying habits differ by country.

☐ READY ☐ NOT YET

03 **Who are you up against locally?**

Local players have relationships you don't. Know what they charge and what they say.

☐ READY ☐ NOT YET

THE OFFER

What has to change?

04 **Does your offer need to change for this market?**

Pricing, sizes, service levels, language or currency.

☐ READY ☐ NOT YET

05 **Do your brand name and message work there?**

Check meaning, pronunciation and trademark availability.

☐ READY ☐ NOT YET

06 **What local proof will buyers need before they trust you?**

Local reviews, case studies, certifications or a local address.

☐ READY ☐ NOT YET

THE ROUTE How will you reach them?

07 **Will you sell direct, through partners or through a distributor?**

Each one changes your margin, control and speed.

☐ READY ☐ NOT YET

08 **Who on the ground will open doors for you?**

A good local partner can save you a year.

☐ READY ☐ NOT YET

09 **How will buyers find you online in that market?**

Local search, local sites and local social channels.

☐ READY ☐ NOT YET

THE LOGISTICS Can you deliver?

10 **How will your product or service get there, and at what cost?**

Freight, duty, warehousing and local delivery.

☐ READY ☐ NOT YET

11 **Which rules apply: tax, licences, labelling, data and contracts?**

Get local advice before you sign anything.

☐ READY ☐ NOT YET

12 **What will the first 12 months cost, and how will you fund it?**

Most new markets take longer to pay back than planned.

☐ READY ☐ NOT YET

YOUR SCORE

COUNT YOUR READY TICKS.

My score: ☐ **out of 12**

Your score isn't a grade. It tells you what to do next, and what to hold off on.

10–12

Ready to go.

You've done the homework. Start with a focused launch in one market, and measure everything.

6–9

Close. Fill the gaps first.

Your Not yet ticks are where new-market budgets usually leak. Research them before you commit.

0–5

Not yet. Test from home first.

Test demand online or with a few partners before you invest in people, stock or offices overseas.

A high score means you've done the homework. It isn't a substitute for legal, tax and logistics advice in that market.

Stuck on a few? That's normal, and it's exactly what our first call is for. We'll go through your answers with you, for free.

BOOK A DISCOVERY CALL · LZRUS.COM/DISCOVERY-CALL



LAZARUS™

WANT A GUIDE FOR THE TRIP?

Book a free 20-minute discovery call. We've worked across Australia, the USA, Asia and the Middle East, and through our sister company SYLON we can help with sourcing, shipping and partners.

Book a free call · lzrus.com/discovery-call

GO DEEPER

The Offer & Pricing Workbook · lzrus.com/resources/offer-pricing-workbook

The Factory Sourcing Playbook · lzrus.com/resources/factory-sourcing-playbook

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24+
years in business

1,800+
projects delivered

5
regions: USA, Australia, China, India, Middle East & North Africa

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Psalm 2:8 · The verse our founders keep close. Faith shapes how we work; it isn't a sales pitch.

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