6) AT THE RATE OF 10 PER WEEK, SEND EACH TARGET A REMINDER OF YOUR INTEREST AND OFFER YOUR COOPERATION ONCE EACH QUARTER FOR THE NEXT YEAR.

B. Attracting strategic U.S. alliances

7) GET "WRITTEN UP"
This is fairly easy. Hire a competent writer (for about $500) for a 500-word story about a specific aspect or interesting facet of your firm or organization. The story can be about almost anything; the way you work, where you work, what you've done or how you did it.

While the writing is in progress, go to the library and ask for the *Standard Rate and Data Index of Trade Publications.*

Have a staff member call the following to find out how to submit the story:

• the editors of trade papers in your service or profession or for any related industry you serve; and

• the editors of the local newspapers and magazines (if any).

If the story is printed (and chances are better than 8 in 10 that it will be) send an original copy to the organizations you want to attract.

Do this once every four months.

C. Take out an ad

This approach is simple and direct.

Pick a U.S. city in which you would like to work and place an advertisement in the business section of the daily newspaper of that city.

Purchase an ad every Monday for four weeks.

The advertisement could read something like this:

"We are a Canadian firm looking for a strategic alliance in the field of (insert your specific field here) in the United States. If you have plans for international business in the future, perhaps we can help. Contact: (give an individual's name, phone number and address)."

D. Get an 800 number

Today 800 numbers cost one-tenth of what they cost 10 years ago and are available through many U.S. carriers and resellers. Canadian 800 number rates, while drastically reduced in the last year, are still marginally higher than U.S. 800 number rates.

Once you get the 800 number, print announcement cards and send them, hand addressed and hand stamped to all firms that fit your "virtual partner" profile. Include your areas of specialty, niche markets, special interests, advantages and benefits.

E. Put on a two-hour seminar: "The importance of the North American Free Trade Agreement to (your service/ profession)"

A seminar is the most powerful demonstration of expertise and authority.

With an able presenter (every firm must have at least one) send a simple panel card invitation (available from any wedding announcement printer) with a reservation response request ("please call and tell us if you will be attending") to prospective strategic partners in a given area.

Set the seminar at least three months in advance.

The NAFTA synopsis, *The NAFTA Economic Assessment from a Canadian Perspective* is available through the Department of Finance, Ottawa.

F. Offer a specific amount of time as a gesture of intent and a sign of commitment

Invest 20 hours of professional time up front to create a strategic alliance.

The wording of the offer can be as simple as:

"Our goal is to establish a strategic alliance or virtual partnership with a firm in the United States. To this end, we would like to put 20 hours of our time at your disposal.

Simply call when you can use our help."

G. Send a gift subscription to a Canadian (regional or national) magazine to U.S. firms that fit your profile of an ideal virtual partner

Many U.S. firms have a limited knowledge of Canada and its history, politics and business. While many Americans are embarrassed by this fact, they have no compelling reason to learn more.

Providing a subscription to *Maclean's* or *Canadian Business* or any other regional magazine will help provide a prospective partner with a broader perspective.

It is also a once-a-month reminder of your intentions.