

Q. Can I make available a list of contacts which is already in the public domain?

A. Helping Canadian companies get faster access to publicly available information (for example, through hyperlinks in the post's Web site) can be a useful service. If you publish and make available such contact lists, include a caveat indicating that the names were taken from generally reliable public directories that do not engage the responsibility of the post. But remember-a client who has researched and selected your market will be looking for a selected list of contacts who are key to his or her own needs.

**Average time you should spend:**

Not more that two hours of research. Additional effort should be proportional to your assessment of the client's market potential.