



It's as **easy** as 1 - 2 - 3

1) Build your background!

Watch **Regional Trade and Your Business; Marketing to Rural Alaska**

This brief, 20 minute information DVD gives you insight into the importance of doing business with rural communities, how to best do business with rural communities and a brief introduction on shipping logistics and methods between the Interior and Northern rural areas. Have your employees watch it as part of their training program.

2) Create your Action Plan!

You only need one. Select your action plan form the various options below or develop your own. You know what best fits your business; just make sure to consider the select group of people you are targeting.

Here are some ideas to help you get started:

1. Get a toll free number for your company
 - a. Toll free numbers can be added by your phone service provider and also purchased off of various websites. Cost varies on the amount of minutes used.
 - b. Many rural residents rely on phone and fax orders. Providing a toll free number for your business saves them money when wanting to order or ask questions about your products and business
2. Cross Cultural Communication Presentation
 - a. Attend a Cross Cultural Communication presentation. The Karen Lane at the FCVB puts on a wonderful presentation on cross cultural communication. Sign up with FEDC to have you and your employees attend this presentation (suggest a date and time). This presentation helps one build understanding of the different cultures you might experience while doing business with rural Alaska.
3. Rural Resident Discounts
 - a. Develop a discount specifically for rural residents. Examples could be discount air fare, hotel rates etc. for when they travel to Fairbanks, stay overnight or need to rent a car.
 - b. Suggest community orders or bulk ordering for cheaper shipping rates or the ability to share shipping and handling costs.
4. Develop a Rural Resident Customer Service plan

- a. Rural residents need special attention. Develop a specific customer service plan that you and your employees can work from to help give extra special care to rural folks trying to shop and order.
 - b. Focus on options for shipping specific items, explanations of shipping and handling costs, surcharges etc. Explain insurance options if available. The more a customer learns upfront the more comfortable they are in the long run.
5. Sign up for an FEDC Trade Mission to visit a rural community (community locations vary)
- a. Put your name on a list and FEDC will contact you when they plan a trade mission. Have a community you are interested in visiting? Let us know!
 - b. Trade Missions are an easy way to build face to face connections and direct customer relations between your business, its employees, rural residents and rural businesses.
6. Advertise in a Northern rural local publication or on radio (see some options below)
- a. The Arctic Sounder (www.thearcticsounder.com) and submit your ad or invoice to FEDC
 - b. KIYU Galena, Alaska public radio (www.kiyu.com) submit your invoice to FEDC

3) Implement your Action plan

After you have selected the best Action Plan for your business it's time to make something happen. FEDC wants to know what you have chosen to do and that you did it. Please submit the following information via fax or email. 907-451-9534 or pinkel@investfairbanks.com

1. Submit the Action Plan form to FEDC
 - a. Fill out the attached action form sheet with your choice and a brief explanation of your Action plan and how you feel it will benefit rural residents and businesses as well as yours. Fax or email.
2. Submit a copy of a receipt, customer service plan, advertisement, toll free phone number or anything that you feel represents what your business has chosen to do as part of the Certified Bush Friendly program.
 - a. If you have chosen to be a part of a Trade Mission or the Cross Cultural Communication presentation make sure that FEDC knows where you would like to go (if there is a preference) how many people will be attending and good dates and times. Fax or email.
3. FEDC will contact you upon receipt and review of the selection and implementation of your Action plan so that you can begin to stamp your business Certified Bush Friendly.

Congratulations!

Once you have completed the three easy steps of creating and implementing your Action plan you are ready to stamp your business "Certified Bush Friendly".

FEDC will send you a CD with the Certified Bush Friendly logo in various forms on it. This logo can be used in various ways (be creative):

- On shipping packages
- Marketing pieces
- Direct mailings
- Labels
- Invitations and cards
- Web sites
- Advertisements