

# Top Ten Reasons to Register Your Business

25 Jan, 2011

Blog

If you run a locally owned, independent business, Independent We Stand is here to help. A movement dedicated to promoting the importance of buying from local businesses, more than 19,500 consumers and business owners have joined the cause since September 2010.

Here are 10 ways to maximize our assistance once you register your business at [www.IndependentWeStand.org](http://www.IndependentWeStand.org):

1. Receive a free listing on the Independent We Stand online business locator

We receive more than a thousand searches every month from consumers looking to buy local. Make sure they are finding your business!

2. Download free marketing and promotional materials proclaiming your independent status

Our website [IndependentWeStand.org](http://IndependentWeStand.org) has an entire resource center with free posters and flyers available for download. All you need is paper and a color printer to start spreading the word about the impact you make on your community.

3. Articles and statistics on the importance and impact of shopping locally

Maybe your friends and neighbors like the convenience of shopping at a national chain store. Maybe they would change their mind if they knew statistics such as when you spend \$100 at an independent business, \$68 returns to the local community. Spend that same amount at a national chain and it drops to \$43 going back to your town.\*

4. Opportunity to network with others who have joined the movement on our social networks

Joining together means we all have a bigger voice. Check out the Independent We Stand Facebook page and LinkedIn communities for other businesses in your area who have joined the movement – and get involved in our social media conversations to reach our fans and followers.

5. Drive more traffic to your website by adding an Independent We Stand button

Including your business on our business locator and linking to your website helps drive traffic to your website and increases your search engine ranking overall. Be sure once your customers get there they remember the impact you have on the community by adding an Independent We Stand button to your site, available on our online resource center.

6. Sign Up for the Independent We Stand eNewsletter...

... then forward to your customers, friends and neighbors so they can join the movement and learn more. Your business could also be chosen as our "Business in the Spotlight" feature, which is distributed monthly to more than 7,000 recipients.

7. Social media integration to share with your customers

Our online tools and website badges help spread the word through popular social media sites such as Facebook and Twitter. Our YouTube channel showcases many local businesses across the country – send us your videos and photos talking about your business and we'll post them!

8. Independent We Stand Gear Available for Sale

Walk the walk. Buy your groceries from an independent farmer's market and carry them in an Independent We Stand shopping bag. Pass out Independent We Stand coasters at your favorite neighborhood bar. Showcase a window cling on your store or a bumper sticker on your car so everyone who sees it learns more about the movement.

9. Independent We Stand Public Relations Support

Our team is hard at work shouting the importance of buying from local businesses from rooftops (and newspapers and websites) around the country. When a reporter asks for an independent business to feature in their hometown, we promote you.

10. Remember that YOU are Independent We Stand

Independent We Stand exists because of you. Your business makes a positive difference in keeping your local economy vibrant and we're here to help you communicate that to your existing and potential customers.

A study in Grand Rapids, Mich. found that if 600,000 people shifted 10 percent of their spending to local stores, in one year, the following would be created locally: 1600 jobs, \$137 million in new economic activity, \$53 million in new wages.\* Share this impact with your customers and your friends and ask them to think about every purchase they make. Your choice can change your community.

 **YOU JUST  
RETURNED 3X\*  
MORE MONEY  
TO OUR  
COMMUNITY  
BY CHOOSING  
TO SHOP LOCAL  
RATHER THAN  
A BIG BOX STORE.**

**THANK  
YOU** *for  
shopping  
here.*

**INDEPENDENT  
WE STAND**

Powered by **STIHL** and Fiat Chrysler Automobiles **McMILLAN**

[www.IndependentWeStand.org](http://www.IndependentWeStand.org)

\*American Booksellers Association/Civic Economics



## About us

"Heritage Tire and Service" Our name seems to tell you what we're all about. Tire sales, tire repairs, tire rotation, oil changes, brake service, alignments, suspension repair, batteries, alternators, starters, and more. Service is our specialty we recommend keeping your car well maintained. A regular maintenance plan for your car is less expensive than waiting till it is chugging down the road to bring it in. Let us help you keep your investment running for years after your payments stop.

THAT'S NOT QUITE ALL We have chainsaws, trimmers, blowers, hedge trimmers, a complete line up of STIHL Gas powered and now Three versions of battery powered lawn & Garden equipment. Stihl is number one in quality and innovation producing saws and lawn and garden products for over 100 years. Now right here in America. We have sold Stihl in this location for the past 14 years and in a prior location for another 14 years. We stock parts and have service on these products right here at Heritage Tire. Stihl products are sold and serviced exclusively thru 9000 independent dealers such as Heritage Tire and Service No big box stores have this product. This is important for this reason all of the Stihl products you can purchase have the highest quality of engineering and service in the industry!

All of our employees are from this local area Jason Turnwald lives in the Chesaning area. Adam Spencer is from the Chapin area, Jim Theille is from the Brant area, Michael Thiel is from Oakley Brady Area, Donna Thiel and Myself Carl Thiel from the Chesaning Brady area.

Our staff is dedicated to serving your auto as we would our own family auto with over 45 years of experience.

Buy your products and services locally because Small businesses in Chesaning, weather our store or any other business in our small town rely on the people we've grown up with and live with for our continued existence here to serve you.

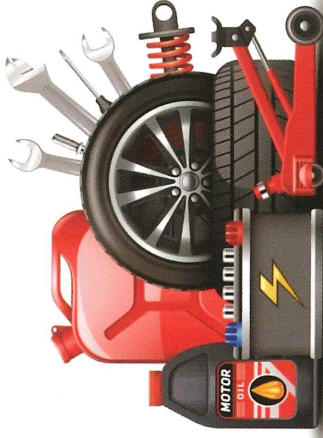
Thank you, for your consideration we're looking forward to seeing you in the future!

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

## Let us take a closer look because



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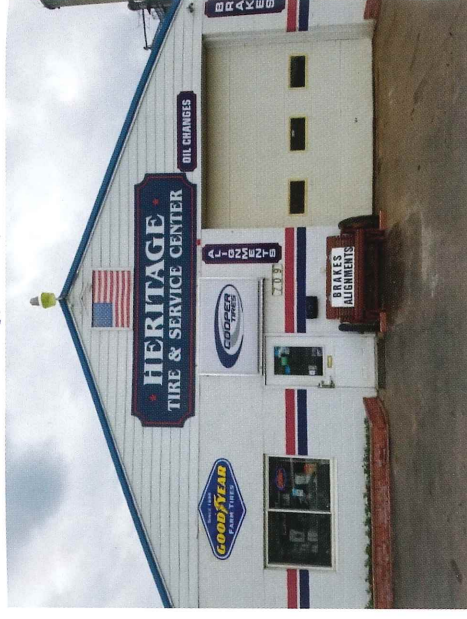
## Heritage Tire & Service

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Chesaning, MI 48616

**(989) 845-3040**

[ctheritagetire@hotmail.com](mailto:ctheritagetire@hotmail.com)



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your vehicles on the road

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How can we help you

## Automotive Services

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Cooling Flushes  
Differential Maintenance  
Lube, Oil & Filter Service  
Preventative Maintenance  
Starting & Batteries  
Steering & Suspension  
TPMS Wheel Sensors  
Tires New & Used  
Tire Repair  
Transmission Dain & Fill w/a  
Wheel Alignment

## Non auto services

### Sale & Service

ATV Tires, Commercial Truck Tires  
Farm Tires, Lawn Tires, Trailer Tires  
We will do our best to repair your tire.

### On the Farm Tire Service Truck

## Stihl Power Equipment

### Sales and Service

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Hedge Trimmers, Power Sweeper  
Gas, Electric & Battery

Independent Tire Dealer



**COOPERTIRES**



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