Telling Your Story

With the launch of the Love What's Local initiative, we have been busy delivering window stickers to local businesses interested in this project, and while the stickers do their part in bringing awareness to the initiative, a successful initiative goes far beyond a sticker.

As a business owner, you contribute to the health of our region in many different ways. You may provide local jobs, help build a sense of community, increase the tax base, add unique character and charm to our region; support local charities, sports teams and non-profits …..the list really goes on and on.

The problem is, many business owners are very humble. They may support important initiatives, give back to the community, help a family in need but so often they do it all quietly. Some business owners may not even realize what they are doing is special or an important contribution to our region and so these great stories go untold.

Take a moment now and put yourself in the shoes of your customer or client……put your consumer hat on and ask yourself this question:

If you knew that a local business was doing some great things that contributed to the region you live in, would you not be more willing to support them?

Through this initiative, our goal is to help people connect with local businesses in a more meaningful way - more than just a simple transaction. One of the ways to we can do this is by helping you tell your story because stories have a way of cutting through the noise. They exude emotion and tug at the heart strings enabling you to make more personal connections with your customers. They build emotional interest and trust. These are things that really set supporting a local business a part from shopping online or elsewhere.

How can you tell your story so that consumers can understand the impact their purchase makes on their community?

1. Your business is continually growing and evolving and so should your "About Us" page on your website. Keep adding chapters to your business story. Talk about the passion you have for what you do and the story behind it. Don't forget to include your staff and interesting facts about them, after all , they are your company's greatest asset.

2. Social media is a powerful marketing tool. Leverage it to tell your story by including posts of why you got into business, how a certain product/service helped a customer overcome a problem; share photos of your workspace, your employees or even your customers (with their permission, of course). Knowing there are real people behind your business will go a long way to building trust and relationships. People also love to see the behind the scenes stuff – so bring your camera to you next staff meeting, or event.

3. Join the Prairie Sky Chamber of Commerce. We know how important your business is to our region and work tirelessly to connect and promote local businesses allowing you to tell your story.

4. Our local newspapers are a great platform to help share local stories.

5. Have a bulletin board showcasing the local community organizations you have helped support.

6. Include a little note in each shopping bag or invoice thanking your customers for their support. Provide an example of what your business is doing to give back to the community. Add a special touch by personally signing it.

7. One of the most effective and easiest ways to give back to the community is collaborating and promoting with other local businesses. Lead by example!

8. Participate in the WMBEXA Awards – nominate other businesses you support that you feel are doing great things. WMBEXA is a great way to celebrate all the amazing businesses we have in our region that contribute to the vibrancy of our community.

The Love What's Local movement needs all of us to each do our part to spread the word about the importance of supporting local business. By telling your stories, you are connecting with people and creating relationships.
If we want our region to be better than it is today -
if we want a healthier economy, a more vibrant place to live –
then make sure your story is being told.

PRAIRIE SKY
CHAMBER OF COMMERCE