




Easy directions for listing your business on www.ReUSEMN.org

About this guide:

This 5-step guide will lead you through the process of creating/editing your business' listing on ReUSEMN.org so anyone can find your business – by location, by the type of items or services you offer, or alphabetically.

We offer this promotion of your business as a value service because ReUSE MN is working to *make reuse happen* in Minnesota by connecting Minnesotans to your business. Thriving local reuse businesses are an imperative for healthy, sustainable, connected communities.

You can be listed at a minimal level for free. However, businesses that **join ReUSE MN** as paying members get **enhanced listings**. For \$40 a year (\$200 for large business), your business will get Premium Member listing features:

- Up to 5 photos
- Facebook, Twitter, and Pinterest links,
- Customer reviews, and
- ReUSE MN member star .

ReUSE members also ensure this site continues and become part of the tight-knit ReUSE Minnesota member business community that helps your businesses thrive. ReUSE Members say it is the B2B connection with other reuse businesses that is the primary benefit of membership – gaining them customers, more items they can sell, and partners that can sell items they can't.

Ready to list? Let's get started...

Step 1: Create your account.

Note: If you're already a ReUSE MN member/have an account, skip to Step 2.

- a. If your business is already listed in our directory, you already have an account. **Skip to Step 2!**
Not sure? Check if you're listed by going to <http://ReUSEMN.org> and clicking on the "Where to Reuse" tab, top of the page. Search alphabetically for your business. If it's there, you have an account. **Skip to Step 2.**
- b. If your business doesn't already have an account, create one. Go to <http://reusemn.org> and click on "Join Our Network" at the top of the page.



- c. Click "Select Membership" under the type of membership you want. Tip: You can be listed for free, but paying members get more photos, social media links, customer reviews, and priority listing.

What type of Membership?

<p>\$200</p> <p>Large Organizations</p> <p>Greater than \$1 million operating budget</p> <p>For Organizations operating in the reuse, rental, and repair sector. Organizations may vote and members may hold office. Includes ReUSE MN membership, voting rights and the following website listing features: 5 business photos, URL link, Facebook, Twitter, pinterests links and preferential search ranking.</p> <p>Select Membership</p>	<p>\$40</p> <p>Small Organization or Businesses</p> <p>Less than \$1 million operating budget</p> <p>For small business and organizations interested in utilizing and promoting the reuse, rental, and repair sector. Includes ReUSE MN membership, voting rights and the following website listing features: 5 business photos, URL link, Facebook, Twitter, pinterests links and preferential search ranking.</p> <p>Select Membership</p>	<p>Free</p> <p>Small Organization or Businesses</p> <p>Free Basic Listing</p> <p>For free business and organizations of any size interested in utilizing and promoting the reuse, rental, and repair sector. Includes the following website listing features: 1 business photo, and a URL link.</p> <p>Select Membership</p>
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- d. Complete the Membership Application (information with an * is required) and payment if required. Click "Submit". Then you should see:



- e. Click "Update Profile Now".
- f. **Skip to Step 3.**

Step 2: Log in

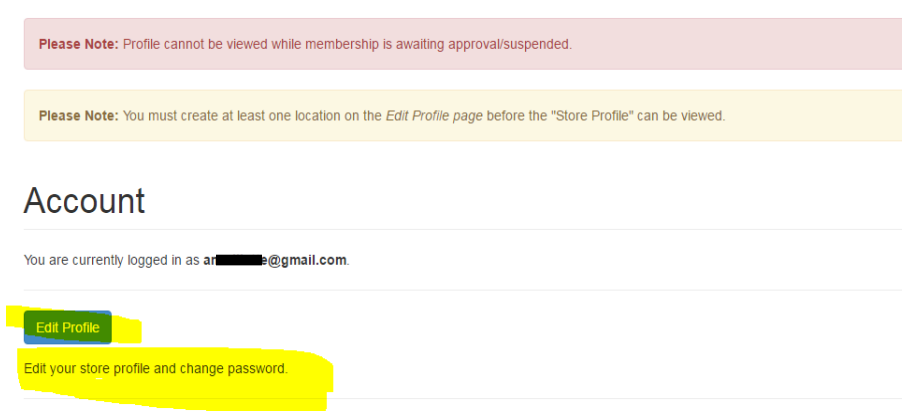
(For those who are already ReUSE MN members and have accounts)

- a. If your business is already in the directory, that means ReUSE MN staff already created an account for you. If so, you should've received an e-mail from us that included your initial username and password. If you don't have that, contact us at info@reusemn.org
- b. Go to <http://reusemn.org> and click on the login icon , upper right corner of homepage.

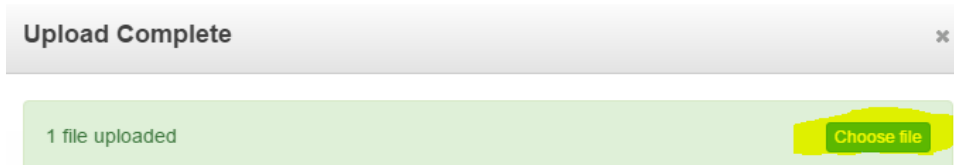
Step 3: Create/edit business or organization profile.

New hours or location? No problem. You can add or change all information related to your listing and manage your account or change password.

- a. Click "Edit Profile".



- b. Click the "Basic Information" tab and enter information.
- c. Add a photo (or up to 5 for premium members). Click on "Upload Images" tab. Click box that says "Choose New File".
- d. A space will open up. Drag the photo anywhere into the space and the photo.
- e. Click the green "Choose file" button. The picture should appear under the upload image tab.

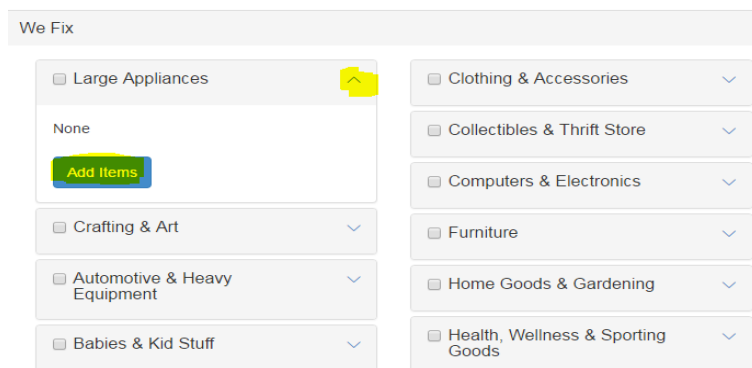


- f. Under the "Configure Capabilities" tab, select the boxes that best fit your business (If you repair appliances, click "We Fix."; If you accept donations, click "We Accept"). You can click several of these!

Step 4: Add items you sell, accept, buy, fix or rent – the more, the better!

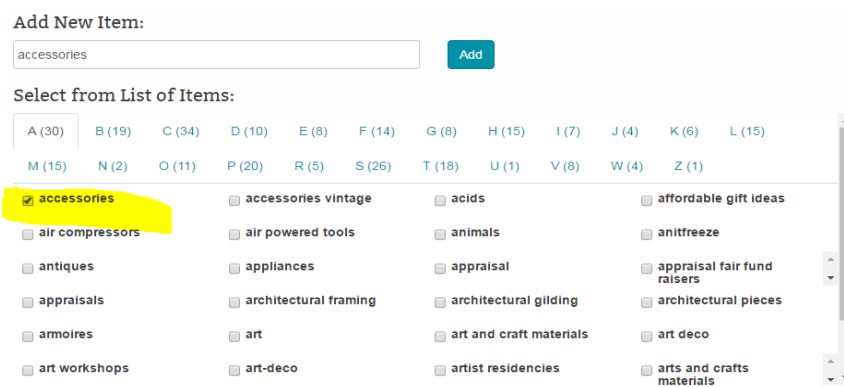
THIS IS A CRUCIAL STEP: You must add items in categories for your business to be searchable by the public. ***The more items you add in more categories, the more likely your business will come up in searches.***

- a. For each Capability (We Fix, Sell, Rent, etc.) you selected, you will see several category drop downs (Large Appliances, Crafting & Art, etc.).
- b. Click the blue down arrow that corresponds to the item category to open the category and then click “Add Items”.

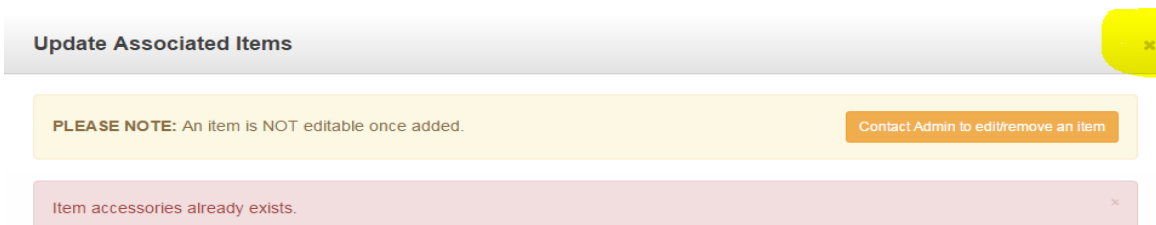


- c. Add items by typing them into the “Add New Item” box or selecting from the huge list of items already in the database. If you try to “Add New Item” and it’s already in the database, a red box will appear above the “Add New Item” box. To select items already in the database, search by alphabet, scroll through, and click the box left of the item(s).

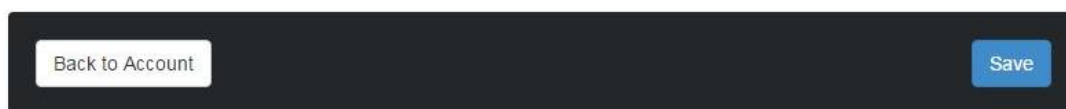
Tip: Go for a mix of general terms (like “clothes”, “furniture”, or “vintage”) and specific terms (like “wedding dresses”, “couch”, or “antique jewelry”).



- d. Once you're finished adding items, click the "x" at the top right of the "Update Associated Items" dialog box to save them to your profile. (You can add and remove items at any time. Spelling errors in items can only be corrected by ReUSE MN).



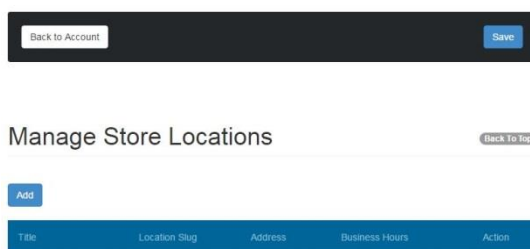
- e. Make sure you add items for all your businesses Capabilities and in as many categories as you wish. Save often using the "Update Associated Items".
- f. Save the whole profile at any time using the blue "Save" button.



Step 5: Finish up the profile and **add location(s)**

THIS IS A CRUCIAL STEP: You must enter a location or your business will not show up in the directory.


- a. If you have clicked the blue "Save" button, you are back at your Account page. Click on "Edit Store Profile" to complete the profile.
- b. Click on "Social Links" tab and a website URL.
- c. Now, **add at least one store location so that your business will show up in the directory.** Scroll down below the black bar with the blue "Save" button and click the blue "Add" button.



- d. Complete the pop-up form, and click the "Add" button on the form. You will see the location listed now in the "Manage Store Locations" section.
- e. Add any additional locations, clicking "Add" after you fill in each pop-up form.

- f. Click the blue “Save” button. (If you fail to click “Save”, your locations will not be entered.)



- g. Have you clicked the blue “Save” button?
- h. From your “Account” page, you can click “View Public Profile” to check that you have everything correct.
- i. Log Out: If it’s all correct, log out using the exit door icon  top right.

Congratulation! You’re all done!