



PROBLEM/INTRO

SOLUTION/STORY

CALL TO ACTION/TAKEAWAY

Tire Tales: Sue's Sapphire

On the morning of her granddaughter's wedding, Grandma Sue had a three-inch spiral shank deck nail in the tire of her Honda.

She had picked up the nail while running errands all day for her granddaughter. Late and in a hurry to get to the wedding, Sue panicked when she saw the tire was completely flat on the big day.

Here's how Grandma Sue made it to the church just before the ceremony to give her granddaughter a sapphire ring—"something blue"—that had been in the family for four generations.

We'll Get You to the Wedding!

Desperate, Sue remembered she always saw a light on in the tire shop around the corner early on Saturday mornings. So she click-clacked down the street in her heels and was relieved to see the light even though John's Tire Service wasn't open yet.

Sue peered through a window, saw someone and knocked. I answered the door.

Sue told me about the flat, the wedding, the sapphire and her granddaughter. And she told me she didn't have a spare. Or a lot of time.

I've probably changed 10,000 tires, but even I couldn't do it in the time Sue had before the ceremony. So I grabbed a few clean towels, chucked them over the passenger seat of the tow truck and asked her where the church was.

After I dropped off a grateful Sue and her sapphire, I went back to her driveway and changed her tire. Then I had an employee drive her car to the church and leave the keys with an usher who knew Sue well.

You might be wondering why Sue didn't use a mobile phone to call an Uber. Well, her granddaughter got married in 2005, and Sue didn't have a phone.

But I still see Sue regularly. She's still a client. So's her granddaughter. And her granddaughter's husband.

Over the last 15 years, I've sold the family six sets of new tires and repaired four more flats. And every winter, I swap Sue's all-season tires out for winter tires so she can drive to visit her great-granddaughter.

Every time I see her, she thanks me for getting her to the wedding on time.

I thank her for helping me create our most popular service. After I got Sue to the wedding, I realized that flat tires always come at the very worst times. So we created a solution: On-call tire changing available anywhere in town seven days a week.

When You've Got a Flat

You'll never know when you're going to need tire repair. But when you do, it will be because you need to go somewhere. When you're standing in a driveway looking at a flat, remember Grandma Sue. Then call John's Tire Service.

We've been getting people where they need to go for over 15 years, and we'll get you to your destination on time.