

JLC STUDIO

Referral Marketing Game Plan

Florals · Event Decor · Custom Tailoring · Sarasota, FL

THE IDEA

People on Facebook Marketplace want to make money.

Someone sees your post. They know a bride, a planner, a friend planning a party — they send them to jlcstudio.art/referral, fill out the form.

You're not running ads. You're paying your community to find you clients.

Where To Drop The Cards

I. BRIDAL & WEDDING

Wedding dress boutiques & bridal shops
Alterations shops
Wedding cake & bakery shops
Jewelry stores (engagement rings = weddings)

III. FLORALS & PLANTS

Local flower shops
Garden centers & nurseries
Grocery store floral departments

V. LIFESTYLE & COMMUNITY

Coffee shops & cafes (bulletin boards)
Laundromats & community centers
Churches & places of worship
Salons & spas (waiting areas)

II. VENUES & SPACES

Wedding venues & banquet halls
Event spaces & party rentals
Hotel lobbies & event coordinators
Country clubs

IV. PROFESSIONALS

Wedding photographers & videographers
DJs & event entertainment
Wedding & event planners
Caterers & private chefs

VI. OTHER SPOTS

Real estate offices (new homeowners)
Grocery store bulletin boards
Boutique clothing stores
Conference centers

\$50

Cost per referral
Only fires when someone books

\$\$

Avg. service value
Florals & packages run way more than \$50

∞

Word of mouth
Referrers talk. It compounds.

jlcstudio.art · (941) 769-7526 · jlcstudiollc@gmail.com

PRINTABLE MATERIALS

Referral Cards

8 versions for different locations · Print on cardstock · 3.5" × 2" business card size

FLOWER SHOPS

Know someone planning
a wedding or event?

Refer them to JLC Studio.
We handle florals, decor & more.

JLC Studio
jlcstudio.art
(941) 769-7526

\$50
PER REFERRAL

BRIDAL BOUTIQUES

She found the dress.
Now the florals.

Refer your brides to us for
custom wedding florals & decor.

JLC Studio
jlcstudio.art
(941) 769-7526

\$50
PER REFERRAL

WEDDING VENUES

The venue is booked.
Let us make it bloom.

Full floral design & event decor
for weddings of any size.

JLC Studio
jlcstudio.art
(941) 769-7526

\$50
PER REFERRAL

EVENT PLANNERS

Every event needs
a floral story.

Florals, decor & styling — we work
directly with planners, seamless.

JLC Studio
jlcstudio.art
(941) 769-7526

\$50
PER REFERRAL

PHOTOGRAPHERS

Beautiful florals make
beautiful photos.

Refer your wedding & event clients.
We make the moments worth shooting.

JLC Studio
jlcstudio.art
(941) 769-7526

\$50
PER REFERRAL

ALTERATIONS & TAILORS

We do custom tailoring
too. Refer & earn.

Bespoke tailoring, alterations &
custom garment work — Sarasota.

JLC Studio
jlcstudio.art
(941) 769-7526

\$50
PER REFERRAL

CATERERS

Great food deserves
a great setting.

Refer your event clients for florals
& full table decor. \$50 your way.

JLC Studio
jlcstudio.art
(941) 769-7526

\$50
PER REFERRAL

GENERAL

Florals. Decor.
Custom tailoring.

Know someone who needs it? Send
them our way. You get \$50.

JLC Studio
jlcstudio.art
(941) 769-7526

\$50
PER REFERRAL

DIGITAL OUTREACH

Facebook Marketplace Post

Copy and paste into Marketplace → Services

**Facebook Marketplace — Services**

Sarasota, FL · Floral Design & Event Decor

Custom Florals & Event Decor — Sarasota, FL

JLC Studio — Florals, Event Decor & Custom Tailoring based in Sarasota.

Whether it's a wedding, gala, corporate event, or just a stunning arrangement for your space — we handle it all. Handcrafted, personalized, and done right.

What we do:

- Bridal & wedding florals
- Full event decor & styling
- Custom arrangements (any occasion)
- Gala & corporate design
- Custom tailoring & alterations

Referral program: Know someone planning an event? Refer them to us and earn \$50 when they book. Drop the form at the link below.



Sarasota, FL 34232



(941) 769-7526



jlcstudio.art

jlcstudiollc@gmail.com

jlcstudio.art/referral

Refer & Earn **\$50**

HOW TO POST ON FACEBOOK MARKETPLACE

1. Open Facebook Marketplace
2. Tap **Sell** → **Services**
3. Use the copy-ready text above as your title & description
4. Set location to **Sarasota, FL**
5. Add a photo — any nice floral arrangement or setup you have

WHAT TO EXPECT

Week 1: Slow Burn — Referrals won't come in immediately. People need to see it, remember it, then actually know someone who needs your services.

Week 2–3: First Wave — You'll start getting referral submissions to your email. Some will be solid (real weddings, real events). Some will be vague — ignore those. When a real one comes in, respond same day.

Ongoing: Word Spreads — Every person who earns \$50 becomes someone who talks about you. That's the influencer play.

FIELD GUIDE

Real Places to Drop Cards

Sarasota · Longboat Key · Siesta Key · Downtown
80+ locations · Hit 10–15 this week



BRIDAL & WEDDING DRESS

- **The Perfect Dress** — 3750 S Osprey Ave, Sarasota 34239
- **Calvet Couture Bridal** — 1409 1st St, Suite A, Sarasota 34236 (Downtown)
- **Barbie's Boutique** — 1225 S Tamiami Trail, Sarasota 34239
- **Monica's Bridal Boutique & Alterations** — Sarasota
- **Tie the Knot Boutique** — Sarasota
- **Truly Forever Bridal** — Sarasota location
- **Serendipity Boutique & Formalwear** — Sarasota
- **Something Blue Bridal** — Bradenton
- **La Mariée** — Sarasota area
- **Camilyn Beth Studio** — Sarasota area



FLOWER SHOPS & FLORISTS

- **Uprooted Rose** — Downtown Sarasota (Palm Ave)
- **Beneva Flowers & Landscapes** — 6980 Beneva Rd
- **Siesta Key Island Florist** — Siesta Key area
- **Suncoast Florist** — 1227 S Beneva Rd
- **The Farmers Petals** — Sarasota
- **Artisan Florist** — 606 S Pineapple Ave (Downtown)
- **Gulf Gate Flowers** — Gulf Gate Estates
- **Flowers By Fudgie** — Sarasota
- **Blossmcart** — Sarasota floral studio



WEDDING VENUES & EVENT SPACES

- **The Resort at Longboat Key Club** — Longboat Key
- **Zota Beach Resort** — Longboat Key
- **The St. Regis Longboat Key** — Longboat Key
- **Lido Beach Resort** — Lido Key
- **The Ritz-Carlton, Sarasota** — Sarasota
- **Hyatt Regency Sarasota** — Downtown Sarasota
- **The Westin Sarasota** — Downtown
- **Sarasota Art Museum** — Downtown
- **The Ringling Museum** — Bayfront Gardens
- **Palma Sola Botanical Park** — Bradenton
- **Powel Crosley Estate** — Sarasota area
- **The Meadows Country Club** — Sarasota
- **Bay Preserve** — Sarasota
- **Mote Science Education Aquarium** — Sarasota
- **Studio 32** — Downtown Sarasota



WEDDING PHOTOGRAPHERS

- **Complete Weddings + Events** — Sarasota
- **Love and Style Photography** — Sarasota
- **Everence Photography** — Sarasota
- **Main Street Event Group** — Sarasota
- **Arbor Lane Studios** — Sarasota
- **Hannah Phillips Photography** — Sarasota
- **Island Time Production** — Sarasota
- **JVK Photography** — Sarasota



SALONS & SPAS

- **Sassy Hair on Siesta Key** — 209 Beach Rd
- **Key Salon & Boutique** — 7650 S Tamiami Trail
- **Siesta Key Salon and Spa** — 6543 Midnight Pass
- **Spa Hollywood** — Sarasota
- **Les Ciseaux Salon & Spa** — Sarasota
- **Ana Molinari Spa, Salon & Boutique** — Sarasota
- **Fresh Salon and Spa** — Sarasota
- **Sarasota Beauty Bar** — Sarasota



EVENT PLANNERS & COORDINATORS

- **NK Productions (Nicole Kaney)** — Sarasota
- **Main Street Co-op** — Sarasota
- **Swanky Soirée** — Sarasota
- **Faithful Grounds** — Sarasota area
- **Suncoast Wedding & Event Leaders** — Sarasota
- **Stella Rose Events** — Sarasota



COFFEE SHOPS & CAFES

- **Buddy Brew Coffee** — Palm Ave, Downtown
- **Kahwa Coffee** — 1487 2nd St, Downtown
- **C'est La Vie** — Main Street, Downtown
- **Pastry Art Bakery & Cafe** — 1512 Main St
- **Toastique** — S Lemon Ave, Downtown
- **Cedar Fox Coffee** — Downtown
- **Café on St. Armands** — St. Armands Circle
- **The Overton** — Rosemary District

- **Columbia Restaurant** — St. Armands Circle
- **The Clever Cup** — 6530 Gateway Ave

**BOUTIQUES & RETAIL**

- **Palm Avenue galleries & boutiques** — Downtown
- **Main Street shops** — Downtown Sarasota
- **First Street boutiques** — Downtown

**COMMUNITY & OTHER**

- **Sarasota Farmers Market** — Downtown, Saturdays
- **Marie Selby Botanical Gardens** — Sarasota
- **Sarasota Opera House** — Downtown

- **Café Divan** — 6568 Superior Ave

- **St. Armands Circle** — 130+ merchants
- **Morton's Gourmet Market** — Southside Village
- **Siesta Key Village shops** — Beach Rd

- **Van Wezel Performing Arts Hall** — Sarasota
- **Real estate offices** — Main St or Palm Ave
- **Churches** — Sarasota/Siesta Key/Longboat area

Total: 80+ real spots. Hit 10–15 this week. Come back and do another round.

DIGITAL CAPTURE

Referral Form

jlcstudio.art/referral · How it works

When someone visits **jlcstudio.art/referral**, they see a simple form. Upon submission, it opens their email app with a pre-filled message to **jlcstudiollc@gmail.com**.

YOUR NAME

e.g. Sarah Mitchell

FRIEND'S NAME

e.g. Jessica & Tom

WHAT ARE THEY PLANNING?

e.g. Wedding florals for ~80 guests, summer ceremony...

SEND REFERRAL →

THE PROCESS

1. Referrer fills out the form on their phone
2. Button triggers `mailto:jlcstudiollc@gmail.com` with subject line "Referral from [Name]"
3. Email contains referrer name, referee name, and event details
4. You receive the email and follow up with the lead
5. When they book, you pay the referrer \$50

QUICK CHECKLIST

- ☐ Print the cards (all 8 versions)
- ☐ Post on Facebook Marketplace (use the copy-ready text)
- ☐ Start dropping cards this week — hit 10–15 spots
- ☐ Check `jlcstudiollc@gmail.com` for referral submissions
- ☐ When a real one comes in — respond same day
- ☐ Repost on Marketplace every 2–3 days to stay visible

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