

J L C S T U D I O

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 jl cstudi o.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)

II. VENUES & SPACES

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

III. FLORALS & PLANTS

- Local flower shops
- Garden centers & nurseries
- Grocery store floral departments

IV. PROFESSIONALS

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

V. LIFESTYLE & COMMUNITY

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

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.

PRINTABLE MATERIALS

Referral Cards

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

FLOWER SHOPS	BRIDAL BOUTIQUES
<p>Know someone planning <i>a wedding or event?</i></p> <p>Refer them to JLC Studio. We handle florals, decor & more.</p> <p>JLC Studio jlctudio.art (941) 769-7526</p>	<p>She found the dress. <i>Now the florals.</i></p> <p>Refer your brides to us for custom wedding florals & decor.</p> <p>JLC Studio jlctudio.art (941) 769-7526</p>
WEDDING VENUES	EVENT PLANNERS
<p>The venue is booked. <i>Let us make it bloom.</i></p> <p>Full floral design & event decor for weddings of any size.</p> <p>JLC Studio jlctudio.art (941) 769-7526</p>	<p>Every event needs <i>a floral story.</i></p> <p>Florals, decor & styling — we work directly with planners, seamless.</p> <p>JLC Studio jlctudio.art (941) 769-7526</p>
PHOTOGRAPHERS	ALTERATIONS & TAILORS
<p>Beautiful florals make <i>beautiful photos.</i></p> <p>Refer your wedding & event clients. We make the moments worth shooting.</p> <p>JLC Studio jlctudio.art (941) 769-7526</p>	<p>We do custom tailoring too. <i>Refer & earn.</i></p> <p>Bespoke tailoring, alterations & custom garment work — Sarasota.</p> <p>JLC Studio jlctudio.art (941) 769-7526</p>
CATERERS	GENERAL
<p>Great food deserves <i>a great setting.</i></p> <p>Refer your event clients for florals & full table decor. \$50 your way.</p> <p>JLC Studio jlctudio.art (941) 769-7526</p>	<p>Florals. Decor. <i>Custom tailoring.</i></p> <p>Know someone who needs it? Send them our way. You get \$50.</p> <p>JLC Studio jlctudio.art (941) 769-7526</p>

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

jlcestudio.art

jlcestudiollc@gmail.com

jlcestudio.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 & Plantscapes** — 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
- **Powell 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

- Café Divan — 6568 Superior Ave

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

COMMUNITY & OTHER

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

- 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

jl cstudi o.art/referral · How it works

When someone visits jl cstudi o.art/referral, they see a simple form. Upon submission, it opens their email app with a pre-filled message to jl cstudi ollc@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:jl cstudi ollc@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 jl cstudi ollc@gmail.com for referral submissions
- When a real one comes in — respond same day
- Repost on Marketplace every 2–3 days to stay visible

JLC Studio

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