

COMMUNITY CONNECTIONS REFERRAL TALKING POINTS

To be used when contacting your referrals

Why You're Reaching Out

You are inviting a business you trust to be featured on a page on your website. They feature you on theirs. Both sites get stronger. The 20-minute Zoom is where they learn how it works. It is free for them.

Three Versions — Pick the One That Fits

Use **Version 1** for a quick text or DM. Use **Version 2** for email. Use **Version 3** for a phone call or in-person conversation. Pick the one that matches how you normally talk to that person.

Version 1 — Short (Text or DM)

Hey [Name] — I'm having a Community Circle page built on my school's website featuring local businesses I trust, and I want to include you. It's a free feature with reciprocal links between our sites, and the marketing agency building it (Rev Marketing 2U) sets up a 20-minute Zoom with both of us to walk through how we can cross-promote. Worth a quick look? Here's the booking link: *(link)*

Version 2 — Medium (Email)

Subject: Including you on my new Community Circle page

Hi [Name],

I'm working with my marketing agency, Rev Marketing 2U, on a new section of my martial arts school's website called Community Circle. It features local businesses I personally trust and recommend — and I'd like to include yours.

The way it works: you get featured on my page with a link back to your website, and I get the same on yours. Both sites get stronger online, and your business gets in front of my students' families. The agency hops on a 20-minute Zoom with both of us to walk through how it works and help us brainstorm ways we can actually promote each other.

It's free for you. No catch. Just need 20 minutes on the calendar.

Here's the link to book a time that works: *(link)*

Looking forward to it, [Your Name]

Version 3 — Phone or In-Person

"Hey [Name], I've been working on something with my marketing agency I wanted to talk to you about. They're building me a page on my school's website called Community Circle — it features the local businesses I trust and partner with. I want you on it.

Here's how it works. You'd get a feature on my page with a link back to your website, and I'd get the same on yours. The agency, Rev Marketing 2U, is really good at this stuff — they handle the SEO side and the AI search side, which is where most people are finding businesses now. They hop on a quick 20-minute Zoom with both of us to walk through it and help us figure out real ways to promote each other to our customers.

No cost to you. I just need you on the Zoom. Want me to send you the booking link?"

What to Tell Them If They Ask

1. **What is it?** A featured page on my school's website spotlighting trusted local businesses, with a reciprocal link back to yours.
2. **Who's building it?** Rev Marketing 2U — my marketing agency. They're sharp. They handle SEO, AI search visibility, and direct response marketing. This is the kind of thing that actually moves the needle online, not a vanity page.
3. **What does it cost me?** Nothing. The agency builds it as part of my program. You just need to be on the Zoom and agree to a link back to my site from yours.
4. **Why does the reciprocal link matter?** Two reasons. First, Google and AI search engines (ChatGPT, Gemini, Perplexity) trust businesses connected to other trusted local businesses. Linking to each other strengthens both of us online. Second, it puts your business in front of my families and mine in front of your customers.
5. **What's the cross-promotion part?** The agency helps us figure out real ways to promote each other beyond the website. Newsletter mentions, lobby boards, drop-box giveaways, joint offers — whatever fits both businesses.
6. **What if I want my own Community Circle page?** Bring it up on the call. The agency can build one for you too.

Example to Bring Up If They Need It

"Think about it this way — I run a martial arts school. Say you're a chiropractor. On the call, the agency helps us figure out something real: maybe you put a card in your office for a free trial week at my school for kids of your patients, and I hand out a free posture screening offer from your office to my students' parents. Both of us get in front of each other's customers, and both of our websites get stronger online. That's what this is.

Same thing works if you're a daycare or a dentist. Daycare promotes the school to parents picking up their kids, school promotes the daycare to families looking for childcare. Dentist promotes the school to families in the waiting room, school promotes the dentist to my parents. It just works."

The Process for Your Referral

1. They book the 20-minute Zoom using your link.
2. They get a reminder from Rev Marketing 2U.
3. You, them, and our consultant meet on the call.
4. They agree to a reciprocal link from their site back to yours.
5. Their feature goes live on your Community Circle page.

Quick Tips

1. Reach out personally — don't BCC a list.
2. Use the version that matches how you normally talk to them.

3. Send the booking link in the same message.
4. Follow up once if you don't hear back in a few days.