



ORANGE PARK MEMBER RESOURCE

Consumer, Retail & Creative Businesses

For retail, travel, automotive, printing, marketing, beauty, and experience-driven businesses.

Put this into practice

- ✓ Show a concrete use case: an event invitation, a vehicle fleet issue, a gift deadline, a trip plan, or a business launch.
- ✓ Give members a simple way to share your offer: one photo or service sheet, an accurate price starting point if relevant, and a direct link.
- ✓ Ask permission before placing a customer's photo, review, name, or story in promotional material.
- ✓ When a deadline matters, state availability and turnaround clearly instead of assuming the member can take the request.
- ✓ Thank people who introduce you and report the outcome without revealing private purchase or project details.

Use these words

If someone is planning [occasion or project] and needs [specific outcome] by [time], you can share my site or introduce us after checking with them.

What would make this a useful introduction for your customer right now?

Write your own version

My best-fit customer or member: _____

A clear situation that tells me to act: _____

The first step I will take this week: _____



Make it repeatable

Use this page as a short working sheet. Assign a next step before the conversation ends.

Before you share or recommend

- ✓ Is the business available for this date, location, and budget?
- ✓ Are product and service claims current and supportable?
- ✓ Did I get approval to use images, testimonials, or a client story?
- ✓ If there is a paid referral or endorsement, is it disclosed appropriately?
- ✓ Did I provide a direct link or simple next step?

Your next 30 days

- ✓ Week 1: Pick one high-value customer scenario and prepare a shareable example.
- ✓ Week 2: Explain your lead time and intake process to two members.
- ✓ Week 3: Test one useful cross-promotion with a complementary business.
- ✓ Week 4: Measure inquiries and refine the scenario.

Track the outcome

People I contacted: _____ Useful introductions: _____ Follow-ups completed: _____

One thing I learned this month: _____

My next specific ask: _____

Further reading

Federal Trade Commission, Endorsement Guides FAQ:

[ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking](https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking)

These are practical discussion tools, not guarantees of referrals or business outcomes. Respect privacy, obtain consent before sharing contact details, and follow applicable professional rules.