

● FOR THE FRONT DOOR

SAY ONE THING. GET REFERRED FOR IT.

↳ Two artifacts. One decides **what you say** before you say it anywhere. The other turns the trades who already trust you into a growth channel — on purpose, not by accident.



01



The Messaging House

One promise, three reasons to believe it, and who it's actually for — the page every other piece of marketing has to trace back to.

02



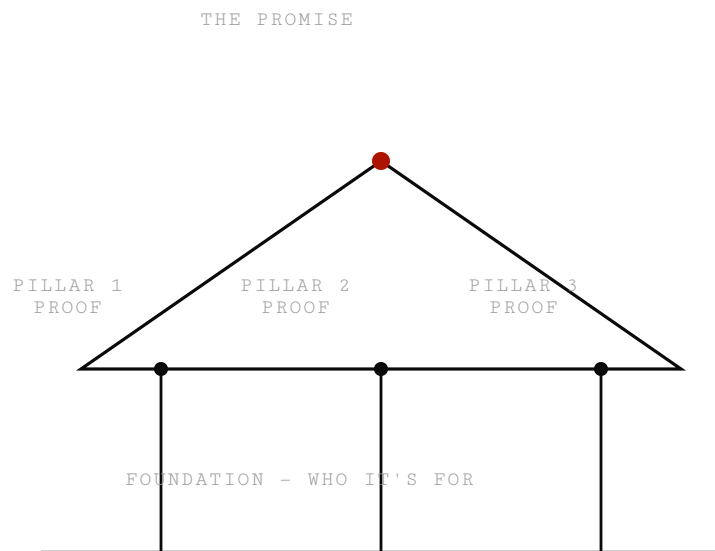
The Referral Loop

Who refers you, when to ask, what they get, and how you say thanks — engineered instead of hoped for.

● ARTIFACT 01

THE MESSAGING HOUSE

- ↳ A house stands because the roof rests on pillars, and the pillars rest on a foundation. Your pitch works the same way — if the promise isn't held up by proof, and the proof isn't built on who it's actually for, the whole thing wobbles the first time someone asks "why you?"



THE PROMISE

one sentence - what a client gets, not what you do

PILLAR 1

e.g. sites built for how plumbers actually get calls

PILLAR 2

e.g. live in 2 weeks, not 2 months

PILLAR 3

e.g. one flat price, no surprise invoices

WHO IT'S FOR

e.g. licensed plumbers & landscapers, 1-15 trucks

WHO IT'S NOT

saying no here is what makes the promise credible

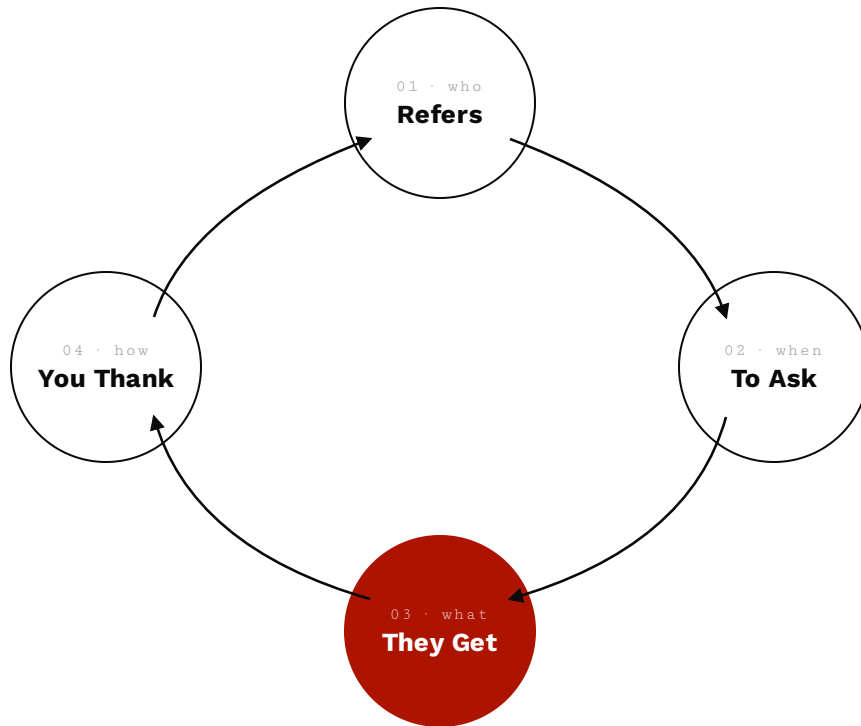
TONE

3 words this brand is, and 1 it never is

● ARTIFACT 02

THE REFERRAL LOOP

- ↳ Trades refer trades constantly — a plumber already tells three other plumbers who did their site. Right now that loop runs on luck. Naming the four moments below is what turns it into a channel you can actually count on.



WHO REFERS

past clients, or complementary trades (electricians, HVAC)

WHEN TO ASK

the trigger moment - e.g. the week the new site goes live

WHAT THEY GET

a fixed reward, not "I'll figure it out if it happens"

HOW YOU THANK

the follow-through that makes them do it again

THIS QUARTER

asked

landed

thanked