Tell Us a Story Local

The Podcast Spotlighting Local Businesses That Make Our Communities Strong

What is the Tell Us a Story Local Podcast?

A guided, podcast-style conversation featuring local business owners, spotlighting the businesses and people who strengthen our communities.



One Conversation. Ongoing Visibility.

In collaboration with Belmont City Press LLC, a Boston-based public relations and marketing firm specializing in entrepreneurs and sales professionals, the program delivers practical, ready-to-use marketing resources built around four core principles:

- Establish credibility
- Brand your expertise
- Simplify your marketing
- Create opportunities for more business

Meet Your Host

Red Hilton, founder of the AskForRed.com Real Estate Team and host of "Tell Us a Story Local."

- 30+ years: Local real estate experience and community involvement.
- Four-time author, business coach, and community educator.
- Former director of real estate for NeighborWorks Massachusetts.
- Certified housing and credit educator; instructor of 250+ classes.
- Consultant to local and national housing-focused organizations.
- Former board member of multiple housing and community organizations.

Our Philosophy: Educate first, then build relationships and create opportunities that strengthen communities.

A Simple Process

PREPARE: A short Zoom session with Red to refine your 30-second elevator pitch and shape interview questions.
RECORD: A relaxed, guided conversation focused on the community you serve.
SHARE: Use your new content to stay visible and connected with customers.

What Does It Cost?

Nothing. This community outreach initiative is offered at no charge to participating businesses. It's our way of giving back to the local business community by providing professional marketing resources, increased visibility, and opportunities for media exposure that help small businesses grow and thrive.

Who Is This For?

Local Business Owners:
Independent small businesses and entrepreneurs serving the communities where we live, work, and serve. We serve Plymouth, Norfolk, and Bristol counties and surrounding Massachusetts communities.
Established or Growing Businesses: Owners looking to strengthen their message and expand visibility.
Community-Minded Entrepreneurs: Businesses that value relationships, connections, and local engagement.

Benefits to You

Develop a clear message: Craft a business-specific elevator pitch and speak to your ideal clients with reusable talking points.
Marketing opportunities: Receive approximately 15–20 social media-ready video clips from your interview to share across your website, email, and social channels.
Press release feature: Be featured in a professionally prepared and distributed press release, creating opportunities for potential local and national media exposure, including AP News, WPRI, and local network affiliates of CBS, NBC, ABC, and more. Media pickup is not guaranteed.

Press Coverage

Our very own community outreach has appeared in The Patriot Ledger, AP News, and The National Law Review, as well as outlets affiliated with NBC, ABC, and CBS, including WPRI/Providence.

AP

The Patriot Ledger

THE NATIONAL LAW REVIEW

Your Story Matters

Local businesses. Real stories. Real visibility.

Why We Do It

Strong communities are built by the people and businesses within them. When independent businesses thrive, neighborhoods become stronger.

A Rising Tide Lifts All Boats

The program is offered as a way to provide practical value and give back to the communities that support our work. When local businesses grow, they strengthen the entire community.

What You Receive

A Professionally Crafted 30-Second Elevator Pitch: Clearly communicate what you do, who you serve, and what makes your business unique.

15–20 Ready-to-Use Social Media Video Clips: Professional sound bites from your interview to share across your social media channels, website, and email marketing.

A Professionally Written and Distributed Press Release: Feature your business and podcast appearance, creating opportunities for local and national media exposure.

SEO-Boosting Exposure: Opportunities to increase your online visibility through press release distribution and potential media pickup.

Reusable Marketing Content: Strengthen your message, establish credibility, showcase your expertise, and stay connected with your customers.

Building Connections

As real estate agents, our relationships with clients extend well beyond buying or selling a home. We regularly connect homeowners with trusted local businesses and service professionals, whether it's a seller who needs repairs before listing or a buyer looking for a reliable tradesperson years after closing.

We maintain a database of **local referral partners,** and Tell Us a Story Local helps us expand that network by getting to know the people behind the businesses. It's an opportunity to discover exceptional local professionals, build meaningful relationships, and identify businesses we're proud to recommend to our clients.

Community Outreach

As part of our ongoing community engagement effort, we highlight the shops, services, studios, and family-owned small businesses we recommend to our clients, helping them share their stories, strengthen their visibility, and stay connected to the people they serve.

Time Commitment?

Approximately 90 minutes, typically across two sessions: a preparation session and a recorded conversation.

See Your Neighbors In Action

Local businesses featured in the AP News:

ARROW HOME INSPECTIONS

Jili LATIN DANCE

team BOREAL Ordinary People. Extraordinary Athletes.

Your Story Is Your Strongest Asset

See examples:

This is where PR meets marketing.

Let’s Tell Your Story

Schedule your session today!

As a local real estate team, we believe in giving back to the communities where we live, work, and serve.

TellUsAStoryLocal.com

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