SYSTEMS NINJAS.COM

FREE CHECKLIST

Does your loyalty card reward the right guests?

Buy nine, get the tenth free pays the regulars who were coming anyway. Tick these 7 against what you run today, and fix the NOs.

- [ ] **1 The reward starts at visit one, not visit ten.**
  A first-timer gets something to use on their NEXT visit.
  WHY The second visit is where a guest turns into a habit.

- [ ] **2 It is small and specific.**
  A dessert. Their first drink. Not a free main course.
  WHY Small and specific beats big and vague.

- [ ] **3 It has their name and a date on it.**
  “Before the end of the month”, never “anytime”.
  WHY People mean to use it, then forget.

- [ ] **4 It asks them to come BACK, not to spend more.**
  “Spend this, get that off” is a sum. “Dessert is on us next time” is an invitation.
  WHY People come back for invitations, not sums.

- [ ] **5 It lives in their phone, no app to download.**
  In Apple Wallet or Google Wallet. One tap.
  WHY When they say yes, you get their name and a way to reach them.

- [ ] **6 Someone notices when a regular goes quiet.**
  Against THEIR rhythm: weekly regular gone 3 weeks = look. Special-dinner couple = on schedule.
  WHY Often they come back simply because somebody noticed they were gone.

- [ ] **7 You only offer what you can afford forever, and nothing spends margin without your yes.**
  Start small, add later. Some software switches discounts on by default.
  WHY Taking a reward away feels worse to guests than never having it.

When a regular goes quiet

- Send an invitation, not a coupon: “Have not seen you in a while. Your usual table is free this week if you fancy it.”
- Ask for the second visit at the end of the first one. Never promise anything you will have to take back.

From the YouTube video **Your Loyalty Program Rewards the Wrong Customers** by Uldis, Systems Rockstar.

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