One-sentence rule and cost-check sheet

LoftyBiz 180 · Customers & Community · A Simple Loyalty Programme

These are examples, not promises. Figures are illustrative, in US dollars, and are not targets, forecasts or typical results. General business education, not advice.

A simple loyalty programme — stamps, points or a small reward — should sit on top of a good product, not substitute for one. Write the rule in one sentence, check that you can afford the reward, record stamps or points at payment, and set a date to review. Keep the rule and the review in Systex, our own product at loftybiz.net.

Write the rule in one sentence

A customer should be able to repeat it at the till. Examples from the lesson (illustrative, not a required offer): “Buy nine coffees, and the tenth is on the house, same size.” “Each paid haircut is one point; six points can be used for a free basic cut, or a set add-on of similar value.”

My one-sentence rule: _____

Cost check

Ask whether you would still be glad to honour the reward on a quiet Tuesday and on a busy Saturday. If the answer is no, choose a smaller reward or a longer path before you print anything.

Item	Tess (Kansas City coffee shop)	Samir (Orlando barbershop)
Setting	Kansas City, USA · figures in USD	Orlando, USA · figures in USD
The rule	Buy 9 coffees, 10th on the house, same size. One stamp per drink. No stamps on the free one. A lost card starts again.	Each paid haircut = 1 point. 6 points = a free basic cut, or a set add-on of similar value. Points older than 12 months are cleared.
Cost you can see	Typical coffee in this example: $4. The free tenth costs $4. Nine paid drinks = $36 for ten drinks if the card is completed ($3.60 effective).	The shop chooses a reward of similar value to a basic cut. Review redemptions each quarter. If too many points are used in a short window, slow the earn rate or reduce the reward before the till feels the strain.
Review	After six weeks: completed cards, till questions, cost. In this example one line was added: stamps are for the person named on the card, not a collected stack.	Record the point at payment and say the new total aloud. Mention the 12-month expiry when someone joins, not only when a balance disappears.

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This is not a VIP club

A VIP list is a small, chosen group with a different kind of care (see the earlier lesson, Your Best Customers: A VIP Programme for the 20% Who Bring Most of the Profit). A loyalty loop is a public, simple thank-you. Do not mix the two, and do not sell a membership you cannot support.

This week

- Write your loyalty rule in one sentence a customer can repeat.
- Check that you can afford the reward on a busy week and a quiet one.

- Decide how you will record stamps or points at the moment of payment, and tell the team.
- Set a date to review completions, questions and cost.
- Do not launch a second scheme until the first one is easy to run.
- Put the rule and the review date into Systex so the steps stay clear.

Settings: Tess’s example is set in Kansas City; Samir’s is set in Orlando. All money figures in this video and this sheet are in US dollars. No phone numbers or private contacts are included. “No stamps on the free one” is a programme rule, not a contact.

Systex is our own product. Find it, and the free downloads, at loftybiz.net. Planned path (not a live page): https://loftybiz.net/free/loyalty-rule-cost-check