



The Loyal Customer Playbook

7 Proven Ways to Keep Customers Coming Back

Worthify Rewards



01

Make Up A Reason

“

People don't buy for logical reasons. They buy for emotional reasons. — Zig Ziglar

Customers don't need a reason. But give them one anyway.
Harvard proved: people act more if there's a reason.
Even if the reason is dumb.

Examples:

- Muffin Monday 🧁
- Fresh Fade Friday 🎨
- Self-Care Sunday 🧖‍♀️
- Thirsty Thursday 🍷

Any reason works better than none.

Action step:

- Name one day this week.
- **Announce** it.
- See who comes.
- **Track** who shows up (I'll explain how later).

Pro Tip:

Tie your reason to the calendar (seasons, holidays, or quirky days like National Donut Day).



02

Celebrate Customers

“

People will forget what you said... but never how you made them feel. — Maya Angelou

Birthdays = the cheapest way to make someone feel special.



People expect a gift on their birthday.

You give → they remember you → they come back.

Examples:

- Free slice of cake 🍰
- Free Birthday drink 🍹
- \$5 off next visit 📅

Small cost. Huge emotional payoff.

Action step:

- Check next week's birthdays.
- **Plan** one small gesture.
- Do it.
- **Track!**

Pro Tip:

Automate birthday messages 7 days before. More time = more redemptions.



03

Run Theme Days

“

What gets scheduled gets done. — **Michael Hyatt**

Themes turn normal days into events.

Humans love rituals.

Give them one. They'll come back for it.

Examples:

- Taco Tuesday 🌮
- Wine Wednesday 🍷
- Fade Friday 🧵
- Mani Monday 💅

Themed days = predictable traffic.

Action step:

- Pick a theme.
- Run it every week.
- Stick with it.
- **Track!**

Pro Tip:

Consistency wins. Customers should be able to say:
“Oh, it's Tuesday, that means tacos here.”



04

Announce New Stuff

“

In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible. — Seth Godin

If you don't tell them... they won't know.

Social posts get buried.

Direct reminders get seen.

Examples:

→ “Fall menu drops today 🍂 — first sip on us.”

→ “New fades, new styles. Book now 📅.”

→ “Holiday colors are in 🎨 — come try them out.”

Launch → Announce → Repeat.

Action step:

→ Pick one new item this month.

→ **Tell customers directly.**

→ See who comes for it.

→ **Track!**

Pro Tip:

Announce to existing customers first. They're your easiest sales.



05

Remind Them to Come Back

“

Sometimes the difference between making a sale and losing one is just a follow-up. — Hatem, Founder Worthify

Most people don't forget you...

They just get busy.

A simple nudge brings them back.

Examples:

→ “Haven't seen you in 10 days. Free coffee if you're back this week ☕.”

→ “Miss your fade? Come in before Friday 🕒.”

→ “Your nails miss you 💅. Book today.”

Action step:

→ Pick one gap (7 days, 14 days, 30 days).

→ Send a reminder.

→ Track!

Pro Tip:

Set different reminders: Quick for cafes (7 days), Longer for salons (3–4 weeks)



06

Reward Beyond Discounts

“

People don't buy goods and services. They buy relations, stories, and magic. — Seth Godin

Discounts are lazy. **Recognition is better.**

Customers don't just want “10% off.” **They want to feel valued.**

Examples:

- Free coffee after 7 visits ☕
- Free touch-up for barbers 🪄
- Free polish upgrade at nail salons 💅

A perk beats a price cut. Every time.

Action step:

- Swap one discount for a perk this week.
- Tell customers why.
- See who bites.
- **Track!**

Pro Tip:

Pick perks that spark conversation. Customers brag about experiences, not percentages.



07

Track What Works

“

What gets measured gets managed. — **Peter Drucker**

Guessing is gambling.

Tracking is winning.

The smartest businesses run on data, not hope.

Examples:

- Who came back after a birthday gift?
- Which promo drove repeat visits?
- What days are busiest?

What you measure, you can multiply.

Action step:

- Pick one thing to track this week.
- Visits, redemptions, or referrals.
- Write it down.

Pro Tip:

Start with one metric:

Repeat visit rate = returning ÷ total.



Avoid Rookie Mistakes

“

The biggest risk is not taking any risk. — **Mark Zuckerberg**

Most businesses screw this up. **Don't.**

Common Mistakes:

- Only offering discounts.
- Forgetting to collect names/emails.
- Using generic punch cards.

These kill your loyalty before it starts.

Action step:

- Audit your loyalty.
- Cross out one mistake you're making.
- Fix it this week.

Pro Tip:

Stop using tools that don't give you data back.



Why Loyalty Beats Ads

“

“Acquiring a new customer is 5 to 25 times more expensive than retaining an existing one.” — Harvard Business Review

Ads bring strangers. **Loyalty brings profits.**

It costs 5x more to get a new customer than to keep one.

Repeat customers spend more, visit more, and bring friends.

Stop chasing strangers. **Start keeping the people you already earned.**

Action step:

- Look at your last 10 customers.
- Which 5 have been back more than once?
- Think about how to double that number.

Pro Tip:

Measure lifetime value (LTV). You'll spend smarter on ads.



Make It Easy

“

“Simplicity is the ultimate sophistication.” — Leonardo da Vinci

You can do all of this by hand. **Or you can automate it.**

I've created a software tool to make it simple:

- Branded digital cards
- Push/email campaigns
- Birthday reminders
- Customer tracking

Less guessing. More loyalty.

We only onboard 3 new businesses per week to make sure each one gets white-glove setup. Book your spot this week because once they're filled, we won't have room until next week.

Book A Demo →

Bonus:

If you book this week, I'll walk you through the entire onboarding personally so you get started on the right foot. Otherwise, you'll still be able to set everything up yourself, but without my hands-on help.

Pro Tip:

Automate the boring stuff so you can focus on delighting customers.