

Local Client Outreach Pack

The exact scripts to land your first paying local clients for loyalty & gift-card setups.

Bonus value: \$97

1. Read this first — what you're actually selling

You are not selling software, an app, or "a loyalty platform." Local business owners don't buy tools — they buy outcomes. You are selling exactly two outcomes:

- **Repeat customers.** A customer who comes back one extra time a month is pure profit for a barber, café, or salon.
- **Cash up front.** Gift cards are money collected today for services delivered later — and a chunk never gets redeemed.

Every script in this pack talks about those two outcomes. Never mention the word "software" in a first message. The tool (Rewardsly) only comes up in the demo, as *how* you deliver the outcome.

2. Who to contact first (in this order)

Tier	Businesses	Why they say yes
1 — start here	Barbers, hair & nail salons, lash/brow studios	High visit frequency, personal relationships, punch cards already normal — you're upgrading a habit they already have.
2	Cafés, ice cream shops, takeaway restaurants	Daily-visit potential; loyalty visibly moves revenue fast.
3	Gyms, spas, massage, pet groomers, car washes	Higher ticket price; gift cards perform strongly here.

Building your list (30 minutes): open Google Maps, search "barber" in your town, and note every business with 4.0★+ and an active profile (photos in the last month = an owner who cares about marketing). Ten names per tier is plenty. You want owners who already invest effort — they buy fastest.

3. Cold email sequence (4 emails)

Merge fields: **[NAME]** owner's first name · **[BUSINESS]** business name · **[TOWN]** your town · **[YOU]** your name.

EMAIL 1 — THE OPENER (DAY 0) · SUBJECT: QUICK QUESTION ABOUT [BUSINESS]

Hi [NAME],

I was looking at [BUSINESS]'s reviews — clearly people love what you do.

Quick question: when a first-time customer walks out, what brings them back — habit, or luck?

I set up digital loyalty programs for [TOWN] businesses (think punch cards, but on the customer's phone — nothing for them to download, nothing for you to manage). It typically nudges regulars to one extra visit a month.

Worth a 10-minute look? I'll show you exactly how it'd work for [BUSINESS] — no charge to see it.

[YOU]

EMAIL 2 — THE BUMP (DAY 2-3) · REPLY IN THE SAME THREAD

Hi [NAME] — just floating this back up.

One thing I didn't mention: the same system sells digital gift cards for you. That's revenue collected today for visits that happen later. For most shops that alone pays for the whole thing.

10 minutes this week?

[YOU]

EMAIL 3 — THE STORY ANGLE (DAY 6-7) · SUBJECT: HOW A BARBER FILLS TUESDAYS

Hi [NAME],

Short version of why I keep emailing: a loyalty program works best for exactly your kind of business. Example — a barber sets "every visit = 1 point, 10 points = a free cut." Regulars stop drifting to whoever's closest, because they're "7 points in" with you.

Customers join by scanning a QR at the counter. That's the whole ask for them.

If I set this up for [BUSINESS] and you don't like it, you've lost ten minutes. Want to see it?

[YOU]

EMAIL 4 — THE BREAKUP (DAY 12–14) · SUBJECT: CLOSING THE FILE ON THIS

Hi [NAME],

I'll stop emailing after this one. If repeat business ever becomes a priority — a loyalty program is the cheapest way I know to move it, and I can have one live for [BUSINESS] in an afternoon.

My number's below if that day comes.

All the best,
[YOU] · [PHONE]

Why the breakup email works: it routinely gets the highest reply rate of the sequence. Owners who were "meaning to reply" finally do. Never skip it.

4. DM scripts (Instagram / Facebook)

DMs are for businesses that post actively. Shorter, more casual — match their energy.

INSTAGRAM DM — V1 (COMPLIMENT + QUESTION)

Hey! Love how you guys run your page — that [recent post] did numbers 🍷

Random q: do you have anything that gets first-timers coming back? I set up digital punch-card programs for [TOWN] shops (customers scan a QR, earn points, nothing to download). Happy to show you how it'd look for you — takes 10 min. Interested?

INSTAGRAM DM — V2 (GIFT CARD ANGLE, GREAT BEFORE HOLIDAYS)

Hey [NAME]! Quick one — do you sell gift cards right now?

I ask because I set local businesses up with digital gift cards (sold from a link in your bio / your Google page — money hits your account same day). With [holiday] coming up it's basically free revenue. Want me to show you what it'd look like for [BUSINESS]?

FACEBOOK PAGE MESSAGE

Hi! Customer-facing question 😊 If I visited [BUSINESS] once, what's your system for getting me back a second time? Most [TOWN] shops don't have one — I fix that with a digital loyalty program locals actually use. 10-minute demo, no strings. Open to it?

5. Phone / walk-in script

THE 30-SECOND VERSION (SAY THIS STANDING AT THE COUNTER, QUIET MOMENT ONLY)

"Hi — are you the owner? I'll be 30 seconds. I set up digital loyalty programs for [TOWN] businesses — like a punch card, but on the customer's phone. Your regulars scan a QR code, earn points per visit, get a reward you choose. It quietly adds an extra visit a month per regular. Could I show you on my phone? Takes two minutes."

Then ask, don't pitch:

- "How do you currently get a first-timer to come back?"
- "Do you sell gift cards? How many a month?"
- "If your Tuesday regulars came one extra time a month, what's that worth?"

Their answers write your close for you. End with: *"Give me one afternoon and £0 risk — I'll set it up, you watch it run for two weeks, then we talk about whether it's worth paying for."*

6. Objection handling

They say	You say
"We already do paper punch cards."	"Perfect — that means your customers already like loyalty. The digital version just never gets lost in a wallet, and it messages them when they're one visit from a reward. I'm not changing the habit, just upgrading it."
"No budget right now."	"That's exactly why I'd start with gift cards — it's not a cost, it's revenue you're not collecting yet. The loyalty side rides along free."
"I'm not technical."	"You never touch it. I build it, I maintain it, your only job is what it's always been — being great at [service]. Your customers just scan a QR."
"Let me think about it."	"Totally fair. Can I set up a free two-week demo while you think? If it does nothing, I delete it and we part friends."
"Can't I do this myself?"	"You could — the tools exist. Same way you could cut your own hair. The value I add is that it's live tomorrow, it's done right, and you never think about it."
"Will customers actually use it?"	"The ones who matter will — your regulars. This isn't for the tourist who visits once. It's insurance on the 30 people who pay your rent."

7. Pricing your service

Model	Price	What's included	Best when
Setup + retainer (recommended)	\$297–\$497 setup, then \$97–\$197/mo	Build, signage QR file, staff one-pager, monthly promo email/SMS for them, tweaks	You want recurring income (the whole point)
Free setup, higher monthly	\$0 setup, \$197– \$297/mo	Same, with a 3-month minimum	Owner is price-sensitive up front
One-off build	\$497–\$997 once	Build + handover + 30 days support	Owner insists on owning it — fine, but no recurring

Anchor with their numbers: "One extra visit a month from 20 regulars at \$30 a visit is \$600/month. I charge \$147." Price is never the real objection once you've done that math out loud.

8. The follow-up cadence

- ☐ Day 0 — Email 1 (or DM v1)
- ☐ Day 2–3 — Email 2 (bump, same thread)
- ☐ Day 6–7 — Email 3 (story angle)
- ☐ Day 12–14 — Email 4 (breakup)
- ☐ Any reply → answer within 1 hour if you can; propose a specific time ("Tue 2pm or Wed 10am?")
- ☐ No reply after breakup → stop. Re-approach in 90 days with the seasonal gift-card angle.

9. First-client sprint checklist

- ☐ List built: 10 Tier-1 businesses from Google Maps
- ☐ Sent 10 opener emails/DMs (personalize the first line of each — 2 minutes apiece)
- ☐ Follow-ups scheduled (calendar reminders on day 2, 6, 12)
- ☐ Demo store built in Rewardsly with THEIR branding before the meeting (takes 20 min, closes deals)
- ☐ Offer made with the free two-week demo close
- ☐ After the yes: use the Loyalty Program Setup Checklist (your other bonus) to deliver

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