

THE LOCAL BUSINESS WORKBOOK

Your regulars. Your first creator campaign.

A practical plan for inviting customers to share their experience - and thanking them with a reward after approval.

ONE ACTION. ONE REWARD. A CLEAR PROMISE.

01 Plan the invitation

Choose the action, evidence, deadline, and reward.

02 Make it easy to join

Adapt a script and publish a campaign link or QR sign.

03 Review and follow through

Check submissions and redeem each approved reward once.

04 Learn from the pilot

Record participation, real costs, and one change to test next.

Use this workbook on screen or print it and write in your plan. It does not create a campaign or change settings in the product.

01 / YOUR CAMPAIGN BRIEF

Make the promise clear.

Complete the brief before inviting anyone. Use one specific customer action and criteria your team can review consistently.

Business name

Owner / reviewer

Deadline: date, time & time zone

Campaign title

Customer questions: contact

Eligibility / participation limits

Goal: the behavior you want to encourage or understand

Customer action and channel

Evidence to submit: HTTPS post link or written details

Review criteria: what makes a submission eligible

Reward: exact item / value

Reward validity / expiry

Reward restrictions and redemption process

Disclosure: how customers should explain the reward

Content reuse: separate permission process, if needed

Keep it honest. Customers should describe their actual experience. A favorable opinion is not a condition of receiving the reward.

02 / CUSTOMER INVITATIONS

Ask like a neighbor.

Replace every bracketed field before sharing. Keep the wording consistent with your published campaign and make participation optional.

AT THE COUNTER

"We're inviting regulars to share [experience]. If you'd like to join, this link explains the action and reward after approval. No pressure to take part."

ON A RECEIPT

"Your usual order has a story. See our customer campaign and its terms: [link]."

ON A QR SIGN

"Share [action]. Earn [reward] after an eligible submission is approved. Scan for full instructions."

IN A SOCIAL MESSAGE

"Thanks for sharing your visit. This optional campaign might interest you: [link]."

IN AN EMAIL

"We're inviting regulars to share [experience]. Read the action, disclosure instructions, and reward terms: [link]."

WHEN THEY ASK FOR A FOLLOW-UP

"Here are the campaign details you asked for: [link]. It closes [date]. Let us know if anything is unclear."

Use messages only where contacting the customer is appropriate. Do not repeatedly pressure someone who declines, or promise an instant reward when a review is required.

03 / REWARD BUDGET

Plan for every promise.

Use the actual cost to fulfill the reward, not its menu or retail price. Include staff time and other campaign costs.

YOUR INPUTS	YOUR ESTIMATE
A Approved participants	people _____
B Expected redemption fraction	0 to 1; e.g. 0.60 _____
C Cost to fulfill one reward	\$ _____
D Staff hours	hours _____
E Hourly labor assumption	\$ / hour _____
F Other campaign costs	\$ _____
Estimated total	$A \times B \times C + D \times E + F$

If every reward is redeemed **$A \times C + D \times E + F$**

Worked example - illustrative only

20 approvals $\times$ 0.60 expected redemption $\times$ \$1.50 reward cost + 2 staff hours $\times$ \$20 + \$10 other costs = **\$68**.

If all 20 rewards are redeemed, the total is **\$80**.

[Open the reward-budget calculator](#)

Avoid counting the same labor cost twice. These are planning costs, not a prediction of new customers, impressions, or return on investment.

04 / TEAM HANDOFF & REVIEW

Make follow-through easy.

Give the owner, reviewer, and counter team the same instructions. A reward is a promise your team needs to be ready to honor.

Before the first invitation

- ☐ Open the published campaign invitation together.
- ☐ Rehearse the short invitation and make “no thanks” easy.
- ☐ Confirm eligibility, disclosure, evidence, deadline, and reward terms.
- ☐ Assign the person who reviews submissions and answers questions.
- ☐ Practice checking and redeeming a single-use reward code.
- ☐ Route used codes or unclear cases to the assigned owner.
- ☐ Record actual staff time and confusing steps.

Use the same review rubric every time

- ☐ Does the proof demonstrate the stated customer action?
- ☐ Does it meet the published timing and eligibility rules?
- ☐ Is the incentive relationship disclosed as instructed?
- ☐ Are requested changes tied to the published criteria?
- ☐ Have you avoided requiring a favorable opinion?
- ☐ Is the reward promise consistent with the invitation?

Keep the decision clear. Approve eligible proof or explain the specific criterion that needs attention. Staff should check and redeem the code while fulfilling the reward.

05 / YOUR COUNTER SIGN

Put the invitation in reach.

Create the sign after publishing your campaign. The online builder makes a QR code for your invitation with the counter source.

01 Publish and copy the invitation link

Finish your campaign in Nanocreator World, publish it, and copy its invitation link.

02 Make your counter sign

Open the starter kit online. Enter the business name, customer action, reward after approval, and published invitation link.

03 Print and test it

Generate the sign, check the destination, then scan the printed QR code on a phone before putting it on display.

SIGN COPY STARTER

Share [specific customer action].

Enjoy [reward] after approval.

Scan for instructions, disclosure requirements, deadlines, and full reward terms.

Open the counter-sign builder

- ☐ Wording matches the live campaign terms.
- ☐ The QR code opens the correct published invitation.
- ☐ The printed code scans easily on a phone.

The printable sign comes from your live campaign link. This workbook is not a customer-facing offer and does not contain a campaign-specific QR code.

06 / END-OF-PILOT SCORECARD

Find your next small change.

Keep later redemptions with their original campaign cohort. Participation counts help you improve the process; they do not prove incremental revenue.

Campaign / cohort

Pilot dates: start / end

Countable
invitations

Joins

Submissions

Approvals

Redemptions

Actual reward cost

Staff hours / other costs

What confused customers?

What was hard for staff?

One change to test in the next campaign

Keep your working tools close

[Create a campaign in Nanocreator World](#)[Get the tracker, budget worksheet, and sign builder](#)

Keep the promise clear. Rewarded endorsements can require disclosure. Do not use this kit to request incentivized Google Maps reviews. Arrange appropriate permission before reusing customer content.

SOURCE GUIDANCE

[FTC: Disclosures 101 for Social Media Influencers](#)[Google Maps: Prohibited and restricted content](#)

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