COUP DE POING

THE VISUAL FRAMEWORKS

Points, statuses, or benefits: your selection grid

Start with the behaviour you want to encourage.

01

Points

Rewarding verifiable action

KEY TEST: Is the first benefit achievable?

02

Status levels

Recognizing a long-term relationship

KEY TEST: Are progression and maintenance clear?

03

Benefits

Providing utility between purchases

KEY TEST: Are the offers actually being used?

Combine models only when each adds clear value.

COUP DE POING

From insight to action

01 How to use this comparison in a workshop

Choose a target audience and a priority behavior. Then, walk through each model with three profiles: new member, regular member, and less active member. For each, describe the initial benefit, progression, and management effort. Points, statuses, and the club can complement each other if their roles remain distinct; combining them is not a requirement for quality.

02 Your decision worksheet

Criteria	Question	Element to produce
Usefulness	Why would the member return?	A specific and readily available benefit.
Accessibility	When does the first benefit become achievable?	A simulation with real-world usage.
Readability	Is the rule understandable without assistance?	An explanation tested with participants.
Execution	Who keeps the promise over time?	A manager, a cost, and a support process.

Apply it to your programme

Decision to make:

Evidence to gather:

Owner and next review: