

The 3-Minute Guide to The Gift-Pack Clock

ONE DATE ON THE PACK,
THREE NAMES IT MIGHT BE,
AND A ROW THAT STAYS BLANK



The Paper

TWO CARDS ON THE SAME DESK

Offer breakdown: A studio sells a ten-class pack and a gift card from the same desk. The website often puts a date on one of them. New Hampshire treats a gift card, a class pack and a season pass as three different things, and the page usually names only one:

1

THE GIFT CARD

Under two hundred fifty dollars, a New Hampshire gift card keeps its value. The date is not supposed to be the story.

2

THE CLASS PACK

Ten classes, paid up front. It might be a gift, a pack, or something else — the page rarely says which.

3

THE SEASON PASS

A pass can have an end date. Calling a ten-class pack a season pass does not make it one.

The Big Fix difference: One row per offer on the public page: the name they used, any date they printed, and the three possibilities written down — not chosen.

1





The Box

SOMEBODY FILLED IN THE BOX

Date breakdown: The booking software has a box that says expiry. Someone types a date because the box is there. A customer asks how long the pack lasts, and the answer is whatever went in:

1

THE SETTING

A date in the software is a setting.
It is not a decision about which
kind of offer this is.

2

THE ASK

How long does the ten-class pack
last. The person at the desk
answers from the screen, and the
screen never names the three
kinds.

3

THE BLANK

If the page cannot tell a gift card
from a class pack from a season
pass, the honest line is we don't
know. That belongs on the paper.

What it costs: A customer question answered from a software box, and a date that was typed because a form asked for one.



The Line WHAT ACTUALLY RUNS

Workflow breakdown: It files nothing and it never guesses. It reads the public website and prints one row per offer. A person at the desk reads the row:

1

IT READS

The class-pack and gift-card pages. No login. The name, the price if they stated one, the expiry date copied word for word.

2

IT WRITES

Gift card. Class pack. Season pass. All three, every time. A problem only when it is clearly a gift card of two-fifty or less with a date on the page.

3

IT STOPS

If it cannot tell, the expiry row stays blank and the page prints CHARACTERIZATION NOT SETTLED. A person decides what to tell the customer.

The outcome: The sheet sits on the desk with the offer. The blank stays a person. Nobody guesses.

3





The Gate

THE SEQUENCE, IN FULL

Gate breakdown: Every step is named, and the last one is a person. This is the whole chain, in order — there is no step after the signature and no way to skip to it:

1

THE WEBSITE IS READ

The public class-pack or gift-card page is copied and dated. No login. The owner writes the offer the way they already do.

2

THE THREE POSSIBILITIES ARE WRITTEN DOWN

Gift card. Class pack. Season pass. All three are named. None is chosen.

3

IF WE CANNOT TELL, WE SAY SO

When it could be more than one of those, the printout writes we don't know. Calling a ten-class pack a

4

A PROBLEM IS MARKED ONLY WHEN IT IS CLEAR

Only if it is a gift card of two hundred fifty dollars or less AND the website puts an expiry date on it. A

5

A PERSON READS THE PRINTOUT

Who answers the customer is a human decision. The printout lists the possibilities. It does not guess.

The rule: Nothing sends, files or closes itself. The workflow prepares the decision; a named person makes it.

4

rule.



When It Is Wrong

BECAUSE SOMETIMES IT WILL BE

Failure breakdown: Every workflow is wrong sometimes. What matters is whether it tells you, and whether it can act on its own while it is wrong. Ours is built so the answer to the second is no:

1

**IF WE CANNOT
TELL WHICH
KIND IT IS**

The printout writes we don't know. It never guesses to make a neater page.

2

**IF THEY CALL A
TEN-CLASS PACK
A SEASON PASS**

Do not treat it as a season pass just because someone used that word. Write we don't know.

3

**IF THE ONLY
EXPIRY CAME
FROM A
SOFTWARE BLOG**

A blog is not the law. The row quotes the website, or it quotes nothing.

4

**IF YOU WANT
THE WORDS IT
WILL NOT SAY**

Illegal. In violation. Noncompliant. The page refuses all three.

Why this page exists: We could not find a competitor in this trade publishing a failure path. We would rather print ours than have you discover it.

5

Thanks for reading.

THE WORKFLOW FILM, THE SPEC SHEET AND THIS GUIDE ALL PRINT FROM ONE BRIEF.

PRODUCED BY

mrwilson

FOR

NEW HAMPSHIRE INDEPENDENT YOGA AND SPA STUDIOS

The audit is free, and it produces this guide again for your shop — your records, your obligations, and the one thing worth fixing first.

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