

THE GIFT-PACK LINE CHECKLIST

YOGA · CLASS PACKS AND GIFT CARDS

MR. WILSON

ONE FIX AT A TIME.
YOU KEEP THE KEYS.

Run this against every class pack and gift card on the public website. Every line is something the page already says or does not. The point is one row per offer, dated, before a customer asks how long the pack lasts.

READ THIS FIRST — This is not legal advice and it is not a finding. A gift card, a class pack and a season pass are three different things. If the public page cannot tell which, leave the expiry row blank and write CHARACTERIZATION NOT SETTLED. A software blog is not the law. Check this against your own counsel and your own copy.

THE OFFER

- ☐ The name as the website printed it, copied not paraphrased
- ☐ The price, if they stated one — and if they did not, write NO PRICE, not a blank
- ☐ What they called it: gift card, class pack, season pass, or some other words

THE DATE ON THE PAGE

- ☐ Any expiry date, copied word for word from the website
- ☐ If the only date came from a software blog, quote nothing
- ☐ A problem is marked only when it is clearly a gift card of two hundred fifty dollars or less AND the website itself puts an expiry date on it

THE DESK

- ☐ One row per offer, dated the day the website was read
- ☐ A person at the desk has the printout before a customer asks
- ☐ Nothing on the page says anyone did anything wrong

THE THREE NAMES

- ☐ Could this be a gift card. Write yes, no, or we don't know
- ☐ Could this be a class pack. Same three answers
- ☐ Could this be a season pass. Same three answers — calling it a season pass does not make it one

WHEN WE CANNOT TELL

- ☐ If more than one of the three could be true, write we don't know
- ☐ Leave the expiry row blank. Do not guess to make a neater page
- ☐ Print CHARACTERIZATION NOT SETTLED on that row

CHECKED AND SIGNED BY

DATE

When we cannot tell, a person looks at the printout. The printout does not guess for them.