

Hub Speak

What to say when talking about your Rewards Hub

Introducing the Rewards Program to Members

▶ *I'm so excited to tell you about our Rewards Program! As a member of our program, you'll get your own rewards card. You'll earn points at each visit for things like being on time being on time to your appointment. You can keep earning points between visits when you play contests, complete surveys, and more. You already have 10 points on your card just for coming in today. If you would like to get started today, you'll earn an additional 25 points.*

▶ *You can access your Hub by downloading the Hubbux app or clicking the link on our website. Once you logged in you can earn more points for participating in our contests, surveys, following us on social media and leaving a review. You can easily refer your friends through the app and you'll both get rewarded when they become members.*

▶ *When you earn enough points, you can trade them in for some awesome prizes like iTunes, Target, Starbucks and more! There is a ton to choose from that I know you're going to love!*

" You'll earn points at each visit for things like being on time to your appointment. You can keep earning points between visits when you play contests, complete surveys, and more."

Introducing the Rewards Program to Parents

▶ *Mom and Dad, we want you to be part of the fun, too, so here's login information for our Parent Perks rewards. There are lots of ways you can earn your own points, and then either share them with your child or keep them in your own account so you can both earn prizes.*

▶ *We'll link your rewards account with your child's to make it simple to manage both accounts at the same time. You're going to love how easy it is to earn points and have fun!*

Talking About the Rewards Program at Each Visit

Make sure every member hears these three things each time they're in the office:

1. This is what you earned points for today:
2. Are you saving your points for something special, like a Target or Amazon card?
3. Here's how you can earn more points at home:

For example: *You earned 10 points today for being on time for your appointment so you now have a total of 49 points. Are you saving your points for something special, like a Target or Amazon card?*

(wait for response)

That's great! If you haven't left us a review yet this is the perfect time to do so as we're currently awarding extra points for Hub reviews. I suggest doing it today while you're thinking about it because the promotion ends on April 30th.

Tip: Change your bonus rewards every 6 weeks so members hear a different suggestion each time they visit.

Here are some ideas for promotions:

- ▶ Referrals
- ▶ Reviews
- ▶ Social media follows
- ▶ Contests
- ▶ Surveys
- ▶ Practice or community events

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