

Read your customer list: 8 checks

Market, Message and Media still matter. The fourth M is Momentum: the right message at the right point in each customer's relationship with you. RFM is how you see that point.

☐	1 MARKET: you know exactly who you are talking to. A specific person, with a specific problem, at a specific stage of life. WHY The more precisely you define your market, the more powerful everything else becomes.
☐	2 MESSAGE: it speaks to what they worry about right now. Read it as they would before you send it. WHY Not what you want to say. What they need to hear.
☐	3 MEDIA: you reach them where they actually are. The channel your market uses, not the easiest one for you. WHY The best message on the wrong channel goes nowhere.
☐	4 MOMENTUM: a regular never gets a first-timer's message. Ask where each person is in their relationship with you before anything goes out. WHY "Welcome, first time?" to someone who comes every week tells your most loyal customer you have no idea who they are.
☐	5 RECENCY: you can see when each customer last visited. Last week, or two months ago? WHY It shows who is warm and who is starting to cool down.
☐	6 FREQUENCY: you can see how many times each one has come. Once on a welcome offer, or 12 times? WHY It shows who is building a habit and who hasn't committed yet.
☐	7 MONETARY: you know your biggest spenders by name. Total spend over the whole relationship. They never get the same messages as everyone else. WHY Businesses lose them not to bad service, but because nobody noticed they were drifting.
☐	8 Each type of customer gets its own message. First visit: a warm nudge back. Regular: a reward that says "we notice you". A regular gone quiet: a message BEFORE they are gone. WHY Catch the drifting regular before they become someone else's regular.

1 more habit from the video

- Capture the date of every visit and how much was spent. That alone is enough to see Recency, Frequency and Monetary for every customer.