
STARTER EDITION · VOL. 1

Support Locals Go™

The Founder's Playbook

How to Build a Local Business Movement That Brings Communities Together Through Discovery, Rewards, and Gamification.

BY THE FOUNDER OF SUPPORT LOCALS GO

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This Starter Edition includes the Introduction, Chapters 1–2, and one bonus template. Additional chapters will be released as free updates to buyers.

INTRODUCTION

Why This Playbook Exists

Small businesses are the heartbeat of every neighborhood. They are the coffee shop where the barista knows your order, the barber who cut your dad's hair, the boutique whose owner remembers your kid's name. When a local business closes, a piece of the community's memory closes with it.

The problem is not that people don't care about local — it's that local is invisible. It's out-shouted by chain stores with billion-dollar ad budgets and algorithms engineered to keep attention on themselves. If you want a movement, you don't need a bigger budget. You need a better system.

This playbook is that system. It's the exact framework behind Support Locals Go — a discovery, rewards, and gamification engine that turns everyday people into loyal champions of the businesses that make their city feel like home.

You don't need to be a technologist. You don't need venture capital. You need a story, a map, and a promise — and the willingness to walk into a hundred storefronts and offer to help.

"A local business is not a transaction. It's a relationship the whole neighborhood participates in."

CHAPTER 1

Why I Built Support Locals Go

I built Support Locals Go because I watched too many good people close good businesses for bad reasons. Not because their food wasn't excellent. Not because their service wasn't warm. But because no one in their own city knew they existed.

In the same week I walked past three empty storefronts on my street, I opened my phone and saw an ad for a national chain offering me a free coffee two hours away. The math of modern attention is broken. Local doesn't lose on quality — it loses on visibility, and it loses because there is no shared game that rewards you for showing up.

So I built the game.

The Three Beliefs Behind the Build

Belief 1 — Discovery beats advertising. People will happily explore a business they've never heard of if the exploration itself is fun. A map, a mission, a streak — these outperform any billboard because they invite participation.

Belief 2 — Rewards should come from the business, not the platform. Points that redeem for a free pastry at the actual bakery you love build loyalty. Points that redeem for platform credits build addiction. We chose loyalty.

Belief 3 — Community is the product. You are not competing with Google Maps. You are building a shared identity — a badge people wear, a leaderboard neighbors compete on, a story a whole city tells about itself.

What You'll Take From This Chapter

- Local businesses don't have a product problem — they have a visibility problem.
- Gamification is not manipulation; it's an invitation to participate.
- The founder's real job is to translate community love into repeatable rituals.

"If a movement is going to outlive you, it has to belong to the people, not to the platform."

CHAPTER 2

The Psychology Behind Local Communities

Every strong local community runs on three quiet forces: belonging, reciprocity, and story. Ignore any one of them and your movement will stall. Honor all three and it becomes almost impossible to stop.

Force 1 — Belonging

People don't just want to buy from a local business. They want to be seen as the kind of person who supports local. That's why an avatar, a badge, or a founder title is not decoration — it's identity. When a customer says "I'm a Founding Explorer," they're not describing an app; they're describing themselves.

Force 2 — Reciprocity

Support flows both ways or it doesn't flow at all. When a business rewards the customer who walked in on a rainy Tuesday, the customer comes back on Friday with a friend. The reward doesn't have to be big — it has to be real, and it has to feel like it came from a human, not a coupon algorithm.

Force 3 — Story

Every business has a story. Most never tell it. A movement that helps a business translate their story into a mission — "visit 3 family-owned bakeries this weekend" — gives the customer a reason to care beyond price. A story turns a transaction into a memory.

Designing For All Three

- Give every customer a name they can wear (Explorer, Champion, Founder).
- Give every business a reward only they can offer (their signature item, free).
- Give every visit a story arc (mission → check-in → badge → shareable moment).

"When belonging, reciprocity, and story stack on top of each other, you no longer have customers. You have a congregation."

BONUS TEMPLATE

Founder Welcome Letter

Send this letter (email or handwritten card) to every founding member and founding business the day they join. Personalize the bracketed sections.

Dear [First Name],

Welcome to Support Locals Go. You are officially a **Founding [Explorer / Business]** — one of the first people to believe that our city's small businesses deserve a movement, not a memorial.

Being a Founder means three things:

1. Your name is written into the story of this city. Every new business we bring on, every neighborhood we light up, starts with people like you saying yes first.
2. You have early access — to missions, rewards, and features before anyone else. When we launch [next mission / new city / new perk], you'll be first in line.
3. You have a direct line to me. If a local business you love should be on the map, send me their name. If a reward isn't landing, tell me. Founders shape the movement — they don't just participate in it.

Here's what to do this week:

- Visit one business you've never been to before.
- Check in on the app.
- Tell one friend why you joined.

That's it. Three small acts. That's how a movement starts.

Thank you for showing up early. This city is going to feel different because of you.

With gratitude,

[Your Name]

Founder, Support Locals Go

[email] · supportlocalsgo.shop

WHAT'S NEXT

Keep Building the Movement

This Starter Edition is the foundation. Chapters 3 through 10 — covering city mapping, reward design, gamification mechanics, founding-business recruitment, launch week, scaling, and legacy — will arrive as free updates for every buyer.

Between now and the next release, do the smallest possible version of the work:

- Pick one neighborhood — not a whole city.
- List ten local businesses you personally love in that neighborhood.
- Visit two of them this week and tell the owner what you're building.
- Write down what surprised you. That's the beginning of your playbook.

"Support local isn't a slogan. It's a stack of small decisions repeated in public until a city can't imagine itself without them."

Thank you for supporting local. · supportlocalsgo.shop