

5-Message SMS Booking Sequence

Same sequence architecture as WhatsApp — shorter messages, no emojis unless client uses them

- 1

Warm Acknowledge

"Hi [Name]! This is [Your Name] from [Salon Name]. Thanks for reaching out! How did you hear about us?"

🕒 UNDER 160 CHARS · SEND WITHIN 10 MIN
- 2

Curiosity Question

"Great! What are you looking for — special occasion or a new look? Helps me point you to the right service."

🕒 AFTER THEIR REPLY TO MSG 1
- 3

Specific Offer

"Perfect — for [service]: [Option 1] \$[price] ([time]) / [Option 2] \$[price] ([time]). Includes [what's included]. Most go with [option] — [brief reason]. Want me to check availability?"

🕒 KEEP UNDER 300 CHARS
- 4

Easy Confirmation

"I have [Day 1] at [time] or [Day 2] at [time]. Which works? (Happy to find other times too)"

🕒 ALWAYS 2 SPECIFIC OPTIONS — NEVER OPEN-ENDED
- 5

Booking Lock

"Confirmed ✓[Service] / [Date] at [Time] / [Address]. I'll send a \$[deposit] deposit link to hold the slot. Reminder the day before! See you [Day], [Name]"

🕒 ENTER CALENDAR FIRST. SEND DEPOSIT LINK VIA VENMO/SQUARE.

📱 INSTAGRAM DM VERSION

Same 5 messages — but match the client's energy. If they use exclamation marks and emojis, you do too. If they're formal, be formal. Mirror their tone.