

# The 5-Message Booking Sequence

Stranger to confirmed client — use this sequence for every new WhatsApp lead

## 1 Warm Acknowledge

"Hi [Name]! 🤗 This is [Your Name] from [Salon]. So lovely to have you reach out! How did you hear about us?"

🕒 SEND WITHIN 10 MINUTES

## 2 Curiosity Question

"Wonderful! What's bringing you in — special occasion or trying something new? (Helps me suggest the right service!)"

🕒 AFTER THEIR REPLY TO MSG 1

## 3 Specific Offer

Match their need: service name + price + duration. Give 2 options. Make a recommendation with a brief reason.

🕒 AFTER THEIR REPLY TO MSG 2

## 4 Easy Confirmation

"Perfect! I have: 📅 [Day 1] at [Time] / 📅 [Day 2] at [Time]. Which works better?"

🕒 ALWAYS OFFER 2 SPECIFIC SLOTS — NEVER ASK "WHEN ARE YOU FREE?"

## 5 Booking Lock

Confirm service + date + time + location + stylist. Request deposit via UPI. Send pre-care instructions.

🕒 ENTER CALENDAR BEFORE SENDING THIS MESSAGE

### 💡 IF THEY GO QUIET AFTER MSG 3-4

Wait 48 hours, then: "No rush at all! I held a slot on [day] informally for a day — if it works, let me know and I'll confirm it." One follow-up only.