

The 90-Second Rebook Protocol

Two versions — one for the stylist at the chair, one for the receptionist at the desk. The client never leaves without a next step.

IN CHAIR · STYLIST · T -5 MIN

Plant the window

92%Your [color/ends/style] will be ready for a refresh in about [X] weeks — want to grab your usual time now while you're here?"

AT CHECKOUT · RECEPTIONIST · T = 0

Close the loop

92%[Stylist] mentioned she'd love to see you back in about [X] weeks. Want to lock in your regular slot? You can always move it."

T + 3 HOURS · AUTOMATED TEXT

Catch the ones who slipped

SENT AUTOMATICALLY TO ANYONE WHO DIDN'T REBOOK

Hi [Name]! Hope you're loving your new look 🍷 If you'd like to lock in your next visit, just reply here and I'll set it up. [Salon Name]

Offering in chair + closing at desk + 3-hour text = 73% rebook rate vs 42% with no system.