



Your messaging cheat sheet

These ready-made message templates are designed for every step of your client journey – from custom online booking questions to rebooking reminders. Save time, reduce no-shows and create an experience your clients will love.

How do you describe your hair length: short, medium or long?

Do you have any allergies, medical conditions, or sensitivities?

Hi, this is a friendly reminder of your upcoming appointment on `BOOKING_DATE`.

Happy birthday `FIRST_NAME`! To celebrate, get 10% off your next appointment.

Please confirm your age if booking a restricted service (e.g. brow tattooing).

Hi, this is a friendly reminder of your upcoming appointment on `BOOKING_DATE`.

Hi, this is a friendly reminder of your upcoming appointment on `BOOKING_DATE_TIME`.

Thanks for visiting us today! We'd love it if you could leave a quick review! [\[LINK\]](#)

Hi, this is a friendly reminder of your upcoming appointment on `BOOKING_DATE`.

Hi, this is a friendly reminder of your upcoming appointment on `BOOKING_DATE_TIME`.

It's time to treat yourself! Book your next appointment at Hot Tips Salon.

Hi, this is a friendly reminder of your upcoming appointment on `BOOKING_DATE_TIME`.

Online bookings – custom questions

Use these optional questions in your online booking form to make sure clients get the right service.

Hair appointments

How would you describe your hair length: short, medium or long?

Is your hair thick or fine?

Are you looking for a major change or just a trim?

Beauty appointments

Do you currently have gel, shellac or acrylic on your nails?

Are you wearing extensions or lash lifts from another salon?

Have you had a brow tattoo or tint in the past six months?

For mobile services

What's the address for your appointment?

Is there parking available at your location?

General questions to ask

Please confirm your age if booking a restricted service (e.g. brow tattooing)

How did you hear about us?

Is there anything else we should know before your appointment?

Digital consultation forms

For aesthetics, massage and other beauty services you'll want to ask specific treatment questions – but here are some general, go-to questions that work across most consultations. Pick and choose to suit your needs!

Questions to ask

What is your main goal for this appointment?

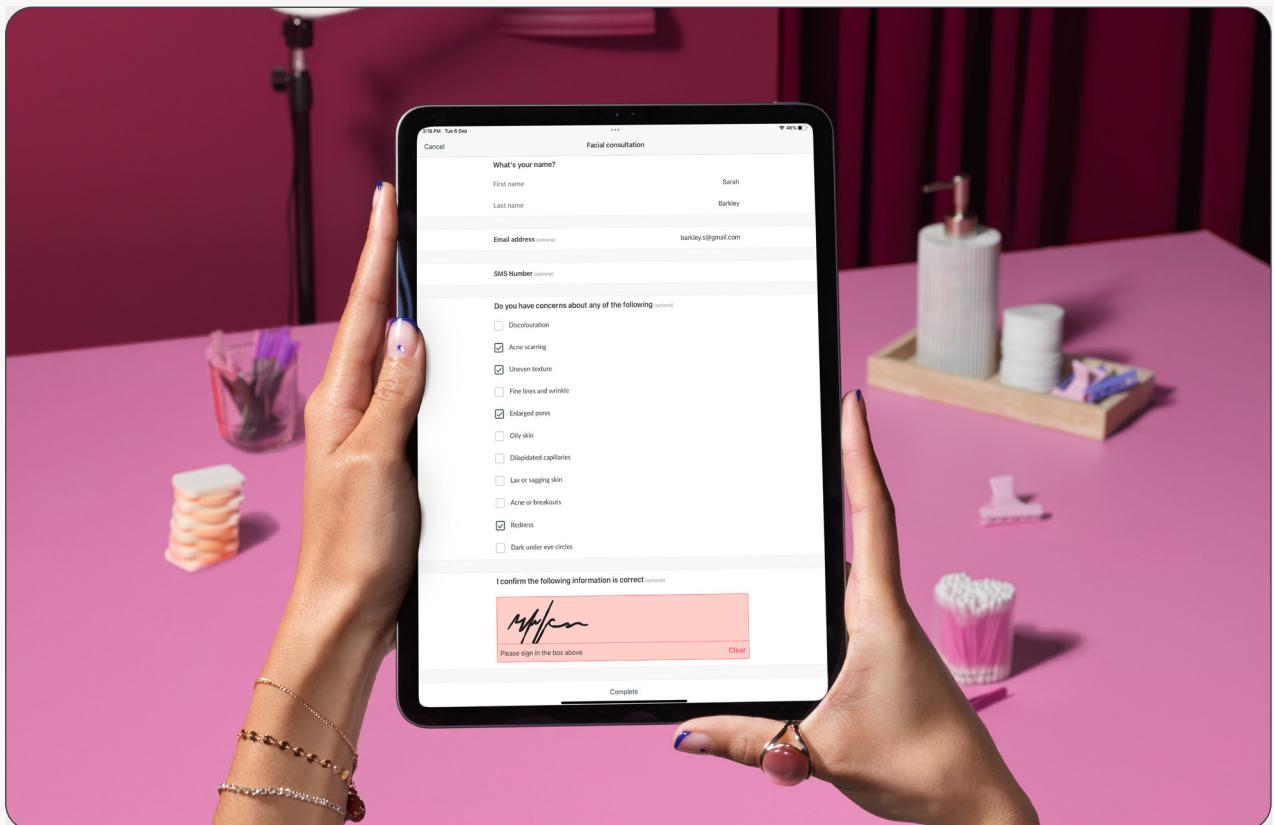
Do you have any allergies, medical conditions, or sensitivities we should know about?

Have you had this treatment before? How was the experience?

Are you currently on any medications (oral or topical) that affect your skin?

Please upload any inspo pics or styles you love!

What products are you currently using at home?



SMS reminders

Use SMS reminders to give clients a gentle nudge when their appointment's coming up. In Timely, you can personalise each message automatically with dynamic fields – so it feels tailored, without any extra effort from you! If you're not yet a Timely customer, you can adjust your message for each customer.

Hi FIRST_NAME, this is a friendly reminder of your appointment with BUSINESS_NAME on . We look forward to seeing you then! Please note, a 24 hour cancellation policy applies.

Hi FIRST_NAME, just a reminder that you're booked in with BUSINESS_NAME on BOOKING_DATE_TIME. See you then!

Follow-up messages

Send aftercare messages, review requests and special offers to keep your business humming and your clients coming back. In Timely, you can send automatic follow-up messages through email or SMS and you can create unique follow-up messages for specific services.

Aftercare message example:

Hi, thanks for coming in today! Remember to [insert treatment details] to make the most of your appointment. See you soon!

Special offer example:

Happy birthday FIRST_NAME! To celebrate, get 10% off your next appointment with BUSINESS_NAME in the next four weeks. Stay gorgeous!

Review request example:

Thanks for visiting us at BUSINESS_NAME today! If you enjoyed your treatment, we'd love it if you could leave a quick review! [LINK]

Rebooking reminders

Give clients the nudge they need to rebook an appointment. In Timely, you can schedule your rebooking reminders to send a set number of weeks after an appointment.

SMS examples

Hi FIRST_NAME, it's been a while since your last visit to BUSINESS_NAME. Book your next appointment now [LINK].

Hi FIRST_NAME, this is your friendly reminder to book your next appointment at BUSINESS_NAME. We can't wait to see you! Book online now [LINK].

Email example

Subject line: Time for a little self-care?

Cc Bcc

Email text:

Hi!

It's time to treat yourself! Book your next appointment at Hot Tips Salon today to lock in your ideal time.

Book now [LINK].

Look forward to seeing you soon!

The team at Hot Tips Salon



Ready to put your client comms on autopilot?

These message templates are even more powerful when they're automated. With Timely, you can set up personalised messages to send at every stage of the client journey – from booking to rebooking without lifting a finger.

Save time, reduce no shows, and deliver a seamless client experience. Not using Timely yet? Start a 14 day free trial to find out how easy salon automation can be.

[Start your free trial](#)