



CLIENT BOOKINGS / PRACTICAL GUIDE

The Rebooking Routine

A practical booking kit for
independent nail technicians

A four-week implementation plan

24 messages to adapt to your business

Worksheets and a weekly review tracker

SET UP. USE. REVIEW.

Pilot edition | September 2026

START HERE

Give every appointment a clear next step

A client leaves happy. The next appointment is never discussed. A cancellation opens tomorrow. You remember three people who might want it, but you cannot remember who asked to be contacted. This kit gives those moments a simple place in your week.

Who this is for

You work independently, already have clients and can take bookings. You want a repeatable way to invite rebooking, handle released appointments and see what happened. This kit supports those tasks. It does not replace your booking app or promise a full diary.

Use the four files together

1. Read this guide and complete the setup sheet on page 16.
2. Edit the 24 messages in message-templates.txt to match your voice and actual policies.
3. Use rebooking-tracker.xlsx for 13 weekly reviews and up to 100 active waitlist entries. Start a fresh copy when needed.
4. Keep START-HERE.txt with the files so you can find the first step again.

Your weekly routine

Review last week's counts. Choose one change. Check the next seven days for released appointments. Contact only suitable clients who asked to hear about those openings. Record the result at the end of the week.

Begin with a small change

Choose one service and make a consistent rebooking invitation at checkout. Use the service timing that you already recommend professionally. Record what clients actually choose; a polite decline is a valid answer.

Your finish line: a routine you can repeat, messages you can use honestly, and counts you can explain.

Audit the journey you already have

Before adding another message, walk through a real booking from the client's point of view. The aim is to find the specific moment that needs attention.

Check five moments

1. Booking: is the service, duration, date, time and location clear?
2. Confirmation: can the client see how to change the booking?
3. Reminder: does your system send one, and is the timing sensible for your actual change policy?
4. Checkout: is there a comfortable invitation to book the next appointment?
5. Released time: do you have a short list of people who asked about that service and time?

Use a test booking

Where your software allows it, make a test appointment using your own contact details. Check the confirmation, links and reminder settings. Cancel the test so it cannot occupy a real slot. If you already have reliable automation, keep it and remove duplicate manual messages.

Choose one problem

If people attend but rarely leave with another appointment, work on checkout. If clients say they forgot, check the reminder experience. If cancellations leave space despite an interested waitlist, work on matching and clear offers. If nobody wants the available times, a reminder will not create demand.

Record a starting point

Use one full week of actual records if you have them. If you do not, leave the baseline unknown and record the next week. Do not reconstruct convenient numbers from memory. Write the specific change you will try on the setup sheet.

Ask: what is the smallest part of this process that I can make clearer this week?

Make rebooking a useful invitation

The simplest moment to discuss another visit is when you are already speaking with the client. Keep the invitation clear, optional and connected to the service they received.

Offer a real choice

Try: 'Would you like to arrange your next visit now, or would you prefer the booking link?' If they want to book, offer two suitable options you have actually checked. Do not invent limited availability or book a time without their agreement.

Use their preference

A regular client may prefer to book ahead. Another may have a changing work schedule. Record a simple preference in your existing system when appropriate. Asking once and accepting the answer usually gives you more useful information than repeating the request.

When they are unsure

Send the booking link only if they want it. Avoid a chain of unrequested messages. If the recommended service timing is uncertain, use your professional judgement and relevant training; this kit does not prescribe treatment intervals.

Record the decision accurately

1. Attended: the appointment took place.
2. Asked: you made a clear invitation to arrange the next visit.
3. Rebooked at checkout: the client agreed to a next appointment before that checkout ended.
4. A later online booking is useful, but it is not a checkout rebooking. Keep the definition consistent.

A next booking is an agreement about a real date and time. Interest alone is not a booking.

Let reminders do one job

A useful reminder helps a client recognise the appointment and find the next action. It does not need a promotion, a long list of rules or several duplicate follow-ups.

Include the essentials

1. Client name, booked service, date, time and location.
2. The correct link or contact method for questions or changes.
3. A short reference to the terms they already accepted, if relevant.
4. An accurate reply expectation if you cannot check messages while working.

Check your existing system first

Square and Fresha document appointment messaging features. Check your own plan, region and current settings before relying on any feature. You do not need either product to use this routine. A calendar and an appropriate contact method can also support it. See the source links on page 20.

Choose timing for your process

Use a timing that gives the client a practical chance to respond under your actual booking terms. There is no universal best schedule in this kit. Check what your system already sends before adding anything. If clients report too many messages, reduce duplication and review the experience.

Separate service updates from promotion

An appointment reminder and an offer to fill a new opening are different messages. Use the appropriate permission and channel for each. Respect opt-outs and the platform's rules. Do not assume that having a client's number authorises every kind of message.

Read your reminder aloud. Can the client tell when to arrive and how to make a change?

Use a calm cancellation process

When a client changes plans, first make the booking record accurate. Then decide what happens to the released time. Keep policy decisions separate from frustration in the moment.

Follow four steps

1. Confirm which appointment the client means and update its status.
2. Apply only the actual terms the client accepted and the relevant requirements for your business.
3. Offer a new booking route if appropriate; do not pressure them to choose immediately.
4. Check whether the released slot is still usable and suitable for your waitlist.

Do not improvise fees

This kit supplies communication examples, not a universal cancellation contract. Before introducing deposits or changing fees, check your booking provider and applicable local requirements. Communicate agreed terms clearly before a client commits. Do not paste a fee into a template unless it really applies.

If a client does not arrive

Check that the appointment information was correct. Use a brief, neutral message to ask about the situation and explain the next step under your actual process. Do not send repeated messages while you are upset. If there is a dispute, keep the record factual.

Count consistently

In the workbook, a cancelled slot is a booked time released by cancellation or rescheduling before its start. Count the released original slot once. Record a no-show separately, not as a cancelled slot as well. A client's replacement appointment is a different booking record.

Before sending: correct appointment, accurate terms, clear next step, neutral tone.

Keep a small, relevant waitlist

A useful waitlist records what someone wants and whether they asked to hear from you. A long list of client numbers is not enough.

Capture a specific request

Ask which service, days and times could suit them and how long they want to stay on the list. Confirm the contact method in your existing booking system. The companion workbook uses client IDs; keep phone numbers, sensitive notes and treatment records in your established system.

Match before you message

Check that the service fits the released time, the client still wants contact, their date range is current, and the slot is still available. If your booking app already handles this well, use that feature and skip a duplicate manual list.

Use one clear offer

State the actual service, date, time, duration where helpful, price and how to book. If you promise a hold until a particular time, reserve the slot for that period. If you are not holding it, say that availability is confirmed when the booking is completed. Do not promise the same held slot to several people.

Close the loop

Mark the result: booked, declined, expired or stopped. Check availability again before any second offer. Respect a request to stop immediately. Remove old entries when they no longer serve a current request, using your normal data-retention practice.

Keep the count about slots

If you contact three people about one cancelled opening, that is one offered gap. Count it as refilled only when a replacement booking is confirmed into that same original time. It is still a booking count, not proof of attendance or revenue.

Stay helpful after the appointment

A follow-up should have a reason that makes sense to the client. Use their request, a promised link or a relevant service update rather than a sequence that continues regardless of their response.

Deliver what you promised

If you offered a booking link, send the right link. If you promised your established aftercare information, send that document. Do not invent clinical advice from this kit. Questions about symptoms, reactions or suitability belong with your professional process and appropriate qualified help.

Invite useful feedback

Ask one straightforward question about the booking experience. For example: 'Was anything unclear when you booked or changed your appointment?' Do not imply a reward for positive feedback or edit a customer's words into an endorsement they did not give.

For clients who have not booked again

Where you have appropriate permission, one relevant invitation can be enough. Include an easy way to decline future contact. Do not repeatedly chase a nonresponse. If the person is a poor fit for the offered times, ask for a preference only when it is useful and welcome.

When there is a complaint

Acknowledge the concern, identify the booking and use your established complaint process. Keep private details out of public replies. Do not push a new booking while an unresolved service issue needs attention.

Use the message bank as editable wording, not an automatic campaign. Every message needs a real reason to be sent.

Measure what actually happened

The workbook uses a few simple counts. Their purpose is to help you notice where to investigate. A percentage on its own does not explain why a client booked or cancelled.

Checkout rebooking rate

Divide appointments rebooked at checkout by appointments attended that week. If 6 of 20 attended appointments ended with a confirmed next booking, the rate is 30%. Do not call this retention: retention would require tracking whether clients actually return over a defined period.

Released-slot refill rate

Divide refilled gaps by cancelled gaps offered to the waitlist. If you offered 3 separate cancelled openings and filled 1, the rate is about 33%. If there were no offered gaps, the rate is not applicable. Do not count people contacted as the denominator.

Use the same counting point

Close the week after its final appointment. Count only outcomes known at that time. Record a pending offer in your note rather than assuming it will book. If a confirmed replacement later falls through before your review, update the refill count so the week reflects the final status you are reviewing.

Choose a practical response

1. Few clients were asked: make the checkout invitation easier to remember.
2. Many were asked but few booked: investigate timing, availability and preference.
3. Offers were made but gaps stayed empty: check service and time fit before sending more.
4. Reminders caused confusion: correct wording, links or duplicate automation first.

Compare cautiously

Use several comparable weeks before drawing conclusions. Holidays, client mix and available hours can change the counts. A small improvement after a change does not prove the change caused it. Keep notes and choose one next experiment.

WORKED EXAMPLE

One fictional week, explained

The following numbers are invented to demonstrate the tracker. They are not a case study, a benchmark or a promised result.

Measure	Count	Meaning
Attended	20	20 appointments took place
Asked to rebook	14	14 received a clear invitation
Rebooked at checkout	6	6 confirmed the next visit at checkout
Cancelled slots	4	4 original times were released
Offered gaps	3	3 of those openings were offered
Refilled gaps	1	1 offered opening was rebooked
No-shows	1	1 did not attend; counted separately

Read the results

Checkout rebooking: $6 / 20 = 30\%$. Released-slot refill: $1 / 3 = 33.3\%$. Six attended appointments were not asked about rebooking. The first experiment could be a consistent checkout invitation rather than a bigger marketing campaign.

What the numbers cannot tell you

They do not show why clients declined, whether the next bookings will be attended or how much profit was earned. They also do not show whether the missed invitation was appropriate in each situation. Review the context before changing the process.

Write one useful note

Example: 'Next week I will ask each suitable client once at checkout and record their preferred booking method. I will keep the same reminder settings so I can evaluate the checkout change separately.'

A four-week implementation plan

Use this as a suggested sequence. It is a schedule for installing a routine, not a deadline for increasing bookings. Continue serving clients through your existing system throughout.

Week 1 / Observe and set up

Complete the audit, test your booking messages and start the weekly review. Choose one service and one checkout invitation. Record real counts, including zeros. Leave missing data blank rather than estimating it.

Week 2 / Make checkout consistent

Use the invitation with suitable clients, offer genuine available times and accept their preferences. Edit the wording if it sounds unnatural. At the review, look at how many attended appointments received the invitation.

Week 3 / Try a small waitlist

Invite interested clients to state their service and availability. Use your current software if it already supports the task. For each released opening, check fit and permission, send a clear offer and record its final status.

Week 4 / Keep what helps

Review the counts, message experience and time spent. Retain a useful change, simplify anything that creates extra administration and choose one next improvement. Ask a few clients whether booking and changing appointments were clear.

Your repeatable review

1. Close last week's counts using the definitions on page 9.
2. Check the next week's actual calendar and current waitlist requests.
3. Resolve unfinished promises or messages without repeated chasing.
4. Write one change and the observation that will help you judge it.

If your system already does a task accurately, use it. The routine should reduce friction, not create a second diary.

Words you can make your own

Replace every bracketed detail. Use only messages that fit the real situation and the client's permissions.

01 / Checkout invitation

At the end of a suitable appointment.

Would you like to arrange your next [service] now, or would you prefer the booking link? I can check times that suit you.

02 / Two genuine options

The client wants to book again and both times are available.

I have [option one] or [option two] available for [service]. Would either suit you? I will confirm the appointment once you choose.

03 / The client prefers later

Accepting their decision to book in their own time.

Of course. You can book whenever you are ready using [link]. Would you like me to send that link, or do you already have it?

04 / Requested booking link

The client asked you to send the link.

Hi [name], here is the booking link you asked for: [link]. You can choose [service] and view current availability. If anything is unclear, contact me through [method].

05 / New booking confirmation

Confirming an appointment that has actually been booked.

Hi [name], your [service] is booked for [date] at [time], at [location]. The booking details and agreed terms are here: [link]. For changes, please use [change method].

06 / Next visit confirmed

The client has agreed to the next date and time.

Your next [service] is confirmed for [date] at [time]. You can review or manage the appointment through [link]. Thank you, and I look forward to seeing you.

Words you can make your own

Replace every bracketed detail. Use only messages that fit the real situation and the client's permissions.

07 / Appointment reminder

A reminder is appropriate and not duplicating existing automation.

Hi [name], a reminder of your [service] on [date] at [time], at [location]. If you need to make a change, please use [method] and refer to your booking terms at [link].

08 / Location clarification

The client asks how to find you.

You will find me at [address]. The entrance is [clear detail]. [Accurate access or parking detail, if useful.] If you have trouble finding it, contact me through [method].

09 / Rescheduling acknowledged

The client asks to move an existing appointment.

Thanks for letting me know. I have received your request to move [date/time]. Please use [method] to choose another time. I will confirm the updated booking once the change is completed.

10 / Cancellation confirmed

The booking has been cancelled in your system.

Hi [name], your appointment on [date] at [time] is now cancelled. [Include any applicable next step under the terms already agreed.] If you want to book another time, use [link].

11 / Late arrival check

The client has not arrived and your schedule needs a clear decision.

Hi [name], I am checking on your [time] appointment. Please let me know if you are on your way. I will check what is still possible within today's schedule and your booking terms before confirming the next step.

12 / Missed appointment

An appointment was missed and you have checked the booking details.

Hi [name], we missed each other for your [date/time] appointment. Please contact me through [method] so we can clarify what happened and the next step under your booking terms.

Words you can make your own

Replace every bracketed detail. Use only messages that fit the real situation and the client's permissions.

13 / Waitlist invitation

A client wants an unavailable appointment or asks about openings.

Would you like me to contact you if a suitable [service] opening becomes available? If yes, let me know the days and times that work for you and how long you would like to stay on the list.

14 / Waitlist details confirmed

The client has requested contact and supplied preferences.

I have noted [service], [days/times], until [date], with contact through [channel]. Let me know if your plans change or you want me to stop. Joining the list does not reserve an appointment.

15 / Opening available, no hold

An actual suitable opening is available but is not reserved.

Hi [name], you asked about [service] openings. [Date/time] is currently available at [price]. You can book through [link]. I am not holding the slot; availability is confirmed when your booking is completed.

16 / Opening with a real hold

You have actually reserved this slot for this client until the stated time.

Hi [name], I can hold [date/time] for your [service] at [price] until [deadline]. Please [action] by then if you would like it. If not, no problem; I will release it after that time.

17 / The opening has been taken

A previously offered, unheld slot is no longer available.

Hi [name], the [date/time] opening has now been booked. I wanted to update you before you made plans. Would you like to remain on the list for your existing preferences, or should I remove the request?

18 / Offer declined

Accepting a client's no without pressure.

Thanks for letting me know. I will not book that time for you. Let me know if you want to change your waitlist preferences or stop receiving these offers.

Words you can make your own

Replace every bracketed detail. Use only messages that fit the real situation and the client's permissions.

19 / Permission to stay on the list

Checking an active request before its agreed expiry, if that contact is appropriate.

Hi [name], your request for [service] openings is due to end on [date]. Would you like to extend it with the same preferences? If I do not hear back, I will close the request at the agreed time.

20 / Contact stopped

A client asks to stop receiving opening offers.

Understood. I have removed your request and stopped these opening offers. Thank you for letting me know.

21 / Promised information

Sending an established resource the client requested.

Hi [name], here is the [booking / established aftercare information] you asked for: [link]. If you have questions, please use [appropriate contact method].

22 / Booking-experience feedback

A brief feedback request is appropriate.

Hi [name], I am reviewing how easy it is to book with me. Was anything unclear when arranging or changing your appointment? I would appreciate any feedback you would like to share.

23 / One relevant return invitation

You have appropriate permission to send this type of invitation.

Hi [name], if you are looking to arrange your next [service], current availability is here: [link]. No need to reply if the timing is not right. Let me know if you would prefer not to receive these invitations.

24 / Concern acknowledged

A client raises a concern and your complaint process needs to begin.

Thank you for telling me. I would like to understand your concern about [brief neutral description]. Please contact me through [private method] with the appointment details so I can review it and explain the next step.

Choose your first change

Complete this once, then revise it when your process changes. Use actual booking terms and service information.

Service I will start with

Where clients currently book

The booking moment I want to improve

What my system already sends automatically

The exact checkout invitation I will use

How I will respect a client who prefers to book later

Where my current terms can be read

My weekly review day and time

Finish check: I can explain the change in one sentence and identify what I will record.

Match one opening to one request

Use a client ID and keep contact details in your existing system. Complete this only for an actual request to hear about suitable openings.

Client ID and permission record location

Requested service and suitable days / times

Earliest suitable date and request expiry date

Released appointment: date, time and duration

Service fit and current availability checked

Hold promised until, or clearly not held

Offer sent through the agreed channel

Outcome and whether further contact was requested

Finish check: the client wanted this contact, the time fits, and the booking status is accurate.

One week, one useful decision

Use the spreadsheet for calculations or complete this page by hand. Counts refer to appointments or released slots, not unique people.

Week starting Monday

Attended / asked / rebooked at checkout

Cancelled slots / offered gaps / refilled gaps

No-shows, counted separately from cancellations

Checkout rebookings divided by attended appointments

Refilled gaps divided by offered gaps

What changed this week, including hours or client mix

One change for next week and what I will observe

A zero denominator means the rate is not applicable. Missing records mean the result is unknown.

Use the tracker with confidence

Open rebooking-tracker.xlsx in Excel. It contains two working tabs with blank input rows. Amber cells are yours to edit; the calculated rate columns are shaded differently.

Weekly review

Enter one Monday date and that week's counts on each row. Use nonnegative whole numbers. Asked cannot exceed attended, and checkout rebookings cannot exceed asked. Offered gaps cannot exceed cancelled slots, and refilled gaps cannot exceed offered gaps. A missing required count leaves the corresponding rate blank. Zero opportunities show n.a. Inconsistent counts show Check counts.

Waitlist

Enter a client ID, whether permission has been recorded, their service and time preferences, relevant dates, the latest offer and its status. Store the actual permission evidence and contact details in your booking system. This sheet is a manual record; it does not send messages, expire requests automatically or reserve appointments.

Start and extend

The workbook holds 13 weeks and 100 waitlist records. Start a fresh saved copy for another period. Keep active requests and archived records distinct. If you expand the workbook yourself, extend formulas and validation and check the new rows before relying on them.

Use the example correctly

The worked week on page 10 is fictional. You can enter its numbers once to understand the formulas, then clear those inputs before using your own records. Your actual data starts blank so example results cannot be mistaken for your performance.

The workbook tracks a process. It does not establish revenue, retention, causation or compliance.

Useful official resources

Checked September 2026. Software features, plans and regional availability can change. Consult your provider's current documentation before changing settings.

Square Appointments

The official feature overview describes appointment messaging and waitlist options. Use it to check whether your existing system already covers a task in this guide.

[Open official documentation](#)

Fresha reminders

The official help article explains the platform's appointment-reminder function. Check the settings and communications already active in your account.

[Open official documentation](#)

Using this edition

The routines, scripts and fictional examples were developed for this kit. They have not been tested in a customer trial. Use them as practical starting points, adapt them to your business and review actual results. No revenue or booking improvement is guaranteed.

Scope

This is a business-organisation resource. It does not supply nail-treatment instructions, a legal cancellation policy or personalised tax advice. Keep clinical details and customer contact information in your established systems and use the relevant qualified guidance when needed.

Files and access

The PDF, editable text messages and workbook can be saved locally. No software subscription or connection to the publisher is required to read the PDF or text files. A compatible spreadsheet application is needed to use the workbook. This purchase does not include an automated messaging service or personal coaching.