

For pottery and craft studios

The Private Events Kit

Parties book whoever answers first.

Do you do birthday parties for 12?

Yes! Everything's included. Saturday the 3rd
or the 17th?

The 17th! Can you hold it?

The Private Events Kit

Birthday parties, bridal showers and team outings can be some of a studio's best nights: one booking, a full room, paid up front. People asking about them are often asking a few places at once, so the studio that answers first with a clear price and two real dates usually wins.

One play at a time

Start with play 1. Each one is a small change to how you already work, not a new system.

Swap in your words

Words in braces, like {first} and {time}, are yours to fill in: the customer's first name, your open times, your link.

Track one number

Every play ends with the one number to watch. Check it before you start and again a month later.

Text people who said yes

Only text customers who agreed to get texts from you, and give them an easy way to stop. Email is fine for the rest.

What's inside

1	Answer every inquiry the same day	1 text
2	Ask the 4 questions that price it	1 text
3	Send one clear menu	
4	Hold the date with a deposit	1 text
5	Follow up twice, then let it go	2 texts
6	Confirm the week before	1 text
7	Turn guests into students	1 text
+	Your party menu	to copy

Play 1

Answer every inquiry the same day

People planning an event compare a few studios and pick the one that makes it easy. A fast, complete answer beats a perfect one tomorrow.

Do this

1. Reply within a few hours, even if it's short.
2. Give the price per person, what's included and how long it runs.
3. Offer two specific dates.

Text to send

First reply

Thanks for asking about a {event}! Private events are {price} per person for {length}, everything included. We have {date1} or {date2} open. Want me to hold one?

Track: Hours to first reply, and inquiries that book.

Play 2

Ask the 4 questions that price it

You can't quote without the basics, and asking them all at once saves a day of back and forth.

Do this

1. Ask the group size, the dates, the occasion, and wheel or hand-building.
2. Ask in one message, not four.
3. Send the quote in your next reply.

Text to send

The questions

Happy to help! So I can give you a price: about how many people, which dates work, what's the occasion, and would you like the wheel or hand-building?

Track: Inquiries quoted within a day.

Play 3

Send one clear menu

People decide faster with three choices than with "it depends." A menu also keeps your prices the same for everyone.

Do this

1. Make 3 packages: a hand-building party, a wheel party and a premium night.
2. Put the price per person, the minimum group, the length and what's included on each.
3. Send it as one image or one page (the template at the end).

No script needed for this one: it's a change to how you run things.

Track: Inquiries that pick a package.

Play 4

Hold the date with a deposit

A date isn't booked until it's paid for. A deposit also cuts last-minute cancellations.

Do this

1. Ask for a deposit to hold the date, and say when the rest is due.
2. Write your cancellation terms in plain words.
3. Send a confirmation the moment it's paid.

Text to send

Deposit

Great choice! A {deposit} deposit holds {date} for you, and the rest is due {due}. Here's the link to pay: {link}

Track: Held dates that turn into paid bookings.

Play 5

Follow up twice, then let it go

Most people who go quiet are busy, not gone. Two friendly nudges bring many of them back.

Do this

1. Day 2: ask if they have questions.
2. Day 5: offer to hold their date for a day.
3. Then stop, and note them for next season.

Texts to send

Day 2

Hi {first}, any questions about the {event}? {date1} is still open.

Day 5

Just checking in! I can hold {date1} for you until tomorrow if you'd like.

Track: Quiet inquiries that book after a follow-up.

Play 6

Confirm the week before

A short check-in the week before prevents surprises: the headcount, the arrival time, who's bringing the cake.

Do this

1. Text the organizer 5 to 7 days before.
2. Confirm the final headcount and arrival time.
3. Share parking and what to wear.

Text to send

Week before

Looking forward to the {event} on {date}! Can you confirm the final headcount and arrival time? Tell everyone to wear clothes that can get a little clay on them.

Track: Events with a confirmed headcount a week out.

Play 7

Turn guests into students

Every guest just had a great night in your studio. Some of them will want to come back on their own.

Do this

1. Hand each guest a card with your beginner classes.
2. Send the organizer a thank-you with a link to share.
3. Email the guests who gave you their address.

What to say

Thank-you

Thank you for celebrating with us! If anyone wants to come back, here are our beginner classes: `{link}`

Email subject to guests

Loved the party? Your first class is waiting

Track: Bookings from event guests within 60 days.

Copy this

Your party menu

Send this as one page or one image. Swap in your packages and prices.

Hand-building party: `{price1}` per person, `{length1}`. At least `{min1}` guests. All clay, glazes and firing included. Pieces ready in about `{weeks}` weeks.

Wheel party: `{price2}` per person, `{length2}`. At least `{min2}` guests. Everyone gets time on the wheel.

Premium night: `{price3}` per person. The studio to yourselves, plus `{extra}`.

To book: a `{deposit}` deposit holds your date, and the rest is due `{due}`. Cancel by `{cutoff}` and we refund your deposit.

Your first week

Four things to do this week.

- ☐ Write your first-reply text and save it.
- ☐ Make your 3-package menu.
- ☐ Set your deposit and cancellation terms.
- ☐ Answer every open inquiry today.

The plays at a glance, and what to track

#	Play	Track
1	Answer every inquiry the same day	Hours to first reply, and inquiries that book.
2	Ask the 4 questions that price it	Inquiries quoted within a day.
3	Send one clear menu	Inquiries that pick a package.
4	Hold the date with a deposit	Held dates that turn into paid bookings.
5	Follow up twice, then let it go	Quiet inquiries that book after a follow-up.
6	Confirm the week before	Events with a confirmed headcount a week out.
7	Turn guests into students	Bookings from event guests within 60 days.

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Free to use and share. The plays are advice on what to do and what to track, not a promise of results, and the templates aren't legal advice. Example names and times in the texts are fill-ins. OPER8, 2026.