

For pottery and craft studios

The Pottery Studio Fill-Up Playbook

Your next class is already in the room.

Thursday, 7:00 PM

Wheel 101



✓ Every seat booked

The Pottery Studio Fill-Up Playbook

Most studios don't have a traffic problem. They have a second-visit problem and an empty-seat problem. These plays fix the leaks first, because most of them cost nothing and every ad works better once they're fixed.

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	Book the second class before they leave	
2	The kiln-out text	1 text
3	Reminders plus a waitlist that refills seats	2 texts
4	Answer event inquiries the same day	1 text
5	Win back past students each season	1 text
6	Ask for the review at pickup	1 text
7	Gift cards before the holidays	
8	Fill slow nights with a theme	

Play 1

Book the second class before they leave

A first-timer is most excited at the end of class, with their piece drying on the shelf. That's the moment to book, not a week later.

Do this

1. Keep the next 3 beginner-friendly classes on a tablet or a QR code at checkout.
2. Tie it to their piece: the glaze class is how they finish it.
3. Offer to hold a seat. Holding feels like a favor, not a sale.

What to say

Say this · At checkout

Your piece needs about two weeks to fire. Want me to hold a seat at the glaze class that week so you can finish it?

Track: Out of every 10 first-timers, how many book another class within 2 months.

Play 2

The kiln-out text

The day their piece comes out of the kiln is the emotional high point. It's the best time to ask for the next visit, and a photo does the selling.

Do this

1. When a firing comes out, text each student a photo or a note that it's ready.
2. Add one line about their next class and a booking link.
3. Send between 10am and 7pm, never late at night.

Text to send

Kiln-out

Hi {first}, your {piece} just came out of the kiln and it looks great! Pick it up any time this week. Ready to make the next one? {link}

Track: Bookings made within 7 days of a kiln-out text.

Play 3

Reminders plus a waitlist that refills seats

A no-show seat is rent, clay and a teacher's time you already paid for. Reminders cut no-shows. A waitlist fills the ones that still happen.

Do this

1. Text a reminder the day before and the morning of class.
2. Give an easy way out: reply CANCEL. A freed seat is better than an empty one.
3. Text the waitlist the moment a seat opens. First reply gets it.

Texts to send

Day before

Hi {first}, see you tomorrow at {time} for {class}! Can't make it? Reply CANCEL and we'll give your seat to someone on the waitlist.

Waitlist

A seat just opened in {class} today at {time}. Reply YES to grab it. First reply gets it.

Track: Booked seats that went empty each month, before and after.

Play 4

Answer event inquiries the same day

Parties and team events book whoever answers first with a clear price. A slow reply is a lost event.

Do this

1. Write one reply template with price per person, what's included, and length.
2. Always offer 2 specific dates.
3. Follow up on day 2 and day 5 if they go quiet.

Text to send

Event 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: Event inquiries in, events booked, and hours to first reply.

Play 5

Win back past students each season

Past students already know and like you. A new class calendar with one personal line brings some back for free.

Do this

1. Each season, pull students who haven't booked in 3+ months.
2. Send what's new: a glaze, a workshop, a date night.
3. Keep it personal and short. No discount needed.

Text to send

Win-back

Hi {first}, it's {owner} from {studio}. We just added {new thing} and thought of you. Here's the new calendar: {link}

Track: Past students who book within 30 days of the note.

Play 6

Ask for the review at pickup

People are happiest holding the finished piece. That's when a review ask feels natural, and more reviews mean more people find you on Google.

Do this

1. Send the ask the day they pick up.
2. Link straight to your Google review page.
3. Ask everyone. Never pay for reviews or ask only happy people.

Text to send

Review ask

Thanks for picking up your piece, {first}! Would you share a quick review? It helps other people find us: {review link}

Track: New Google reviews per month.

Play 7

Gift cards before the holidays

A class is a great gift, and a gift card brings in a brand-new student who arrives already paid for.

Do this

1. Put a "Gift a class" button on your homepage from November on.
2. Tell past students first, then run a small local ad.
3. When a gift card is used, run play 1 on the new student.

What to say

Email subject

The gift they'll actually use: a class at {studio}

Track: Gift card sales, and how many get redeemed.

Play 8

Fill slow nights with a theme

Tuesday at 7 is hard to sell as "wheel class." It's easy to sell as date night or sip and spin.

Do this

1. Pick your emptiest recurring slot.
2. Give it a theme, a pair price, and one great photo.
3. Promote it to past students first, then run ads to people nearby.

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

Track: Seats filled on that slot, month over month.

Four things to do this week.

- ☐ Start play 1 at your next class.
- ☐ Turn on day-before reminders.
- ☐ Write your event reply template.
- ☐ Send one kiln-out text.

The plays at a glance, and what to track

#	Play	Track
1	Book the second class before they leave	Out of every 10 first-timers, how many book another class within 2 months.
2	The kiln-out text	Bookings made within 7 days of a kiln-out text.
3	Reminders plus a waitlist that refills seats	Booked seats that went empty each month, before and after.
4	Answer event inquiries the same day	Event inquiries in, events booked, and hours to first reply.
5	Win back past students each season	Past students who book within 30 days of the note.
6	Ask for the review at pickup	New Google reviews per month.
7	Gift cards before the holidays	Gift card sales, and how many get redeemed.
8	Fill slow nights with a theme	Seats filled on that slot, month over month.

Rather we ran this for you?

OPER8 does this work every day for owner-run businesses: one real person, your client success lead, with AI agents doing the routine work inside your rules. You approve the big stuff with one text.

Book a free 20-minute call: oper8.co/book

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.