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Free guide, on us

For salons and barbershops

The Salon and Barbershop Rebooking Playbook

Your best marketing is already in your chair.

Next visit

Thursday, 6:00 PM

Cut and color with Jade

✓ Booked before she left

8 plays · 5 ready-to-send texts

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How to use this playbook

The Salon and Barbershop Rebooking Playbook

Your best marketing is the client already in your chair. These plays keep regulars on schedule, cut no-shows, and fill the gaps without discounting your work.

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	Rebook at checkout, every time	
2	Reminders plus a fair no-show policy	1 text
3	The "you're due" text	1 text
4	Fill slow days for regulars first	1 text
5	Ask for the review after every visit	1 text
6	Win back clients who drifted	1 text
7	Show real work, with permission	
8	Make the first visit easy to book	

Play 1

Rebook at checkout, every time

The easiest booking you'll ever get is the client standing at your desk.

Do this

1. Ask every client, not just regulars.
2. Suggest a specific date based on their usual timing.
3. Book it before they pay.

What to say

Say this · At checkout

Same time in {weeks} weeks? I have {day} at {time}.

Track: Out of every 10 clients, how many rebook before leaving.

Play 2

Reminders plus a fair no-show policy

No-shows cost you the whole slot. Reminders and a card on file cut them, and a waitlist fills the rest.

Do this

1. Remind the day before and 2 hours before.
2. Take a card on file, with a clear late-cancel policy.
3. Text your waitlist when a slot opens.

Text to send

Day before

Hi {first}, see you tomorrow at {time} with {stylist}! Need to move it? Reply R and we'll find a new time.

Track: No-shows per month, before and after.

Play 3

The "you're due" text

Clients don't forget you. They forget the date. A text when they're due brings them back on their normal schedule.

Do this

1. Use each client's usual gap between visits.
2. Text a few days before they're due.
3. Include 2 open times.

Text to send

You're due

Hi {first}, you're about due for your {service}! {stylist} has {day} at {time} or {day2} at {time2}. Want one?

Track: Bookings from due texts each month.

Play 4

Fill slow days for regulars first

Discounts train people to wait. Priority access rewards your regulars and fills the gap.

Do this

1. When a day is light, text your regulars first.
2. Offer the time, not a discount.
3. Open it to the waitlist after.

Text to send

Slow day
{stylist} just had a few spots open up tomorrow. Want first pick before we post them?

Track: Slow-day slots filled from regulars.

Play 5

Ask for the review after every visit

Reviews are how new clients choose between you and the shop down the street.

Do this

1. Send the ask a few hours after the visit.
2. Link straight to Google.
3. Ask everyone. Never pay for reviews.

Text to send

Review ask
Thanks for coming in, {first}! Would you leave a quick review? It helps other people find us: {review link}

Track: New Google reviews per month.

Play 6

Win back clients who drifted

A client 8 weeks past due might be trying someone new. A personal note brings many back.

Do this

1. Pull clients well past their usual timing.
2. Send a short personal note from their stylist.
3. Offer a time, not a discount.

Text to send

Win-back
Hi {first}, it's {stylist}! It's been a while and I'd love to see you. I have {day} at {time} if that works.

Track: Drifted clients who book within 30 days.

Play 7

Show real work, with permission

Real before-and-afters from your chair sell better than any stock photo.

Do this

1. Ask permission before taking photos.
2. Post 2 or 3 a week to Instagram and Google.
3. Tag the stylist and the service.

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

Track: Profile visits and booking-link taps from posts.

Play 8

Make the first visit easy to book

New clients book where it's easiest. Every extra step loses some of them.

Do this

1. Put Book on your Google profile and Instagram bio.
2. Show prices or starting prices.
3. Let new clients book online without calling.

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

Track: New client bookings per month.

Your first week

Four things to do this week.

- [ ] Ask every client to rebook at checkout.
- [ ] Turn on 2 reminders.
- [ ] Pull your due-this-week list.
- [ ] Ask 10 clients for a review.

The plays at a glance, and what to track

#	Play	Track
1	Rebook at checkout, every time	Out of every 10 clients, how many rebook before leaving.
2	Reminders plus a fair no-show policy	No-shows per month, before and after.
3	The "you're due" text	Bookings from due texts each month.
4	Fill slow days for regulars first	Slow-day slots filled from regulars.
5	Ask for the review after every visit	New Google reviews per month.
6	Win back clients who drifted	Drifted clients who book within 30 days.
7	Show real work, with permission	Profile visits and booking-link taps from posts.
8	Make the first visit easy to book	New client bookings per month.

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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.