Beyond “How Much?”

A Spa Owner’s Guide to Capturing Inquiries and Following Up Toward a Booking



Help interested people take the next step

You put care into your treatments, your space, and your customers’ experience. But an online inquiry often starts with just two words: “How much?”

Then, after you send the price, the conversation goes quiet.

This guide helps you give potential customers something useful to respond to, capture their interest, and follow up without making them feel pressured.

Start with one service and one simple conversation.

Give people a reason to choose you



When someone sees several spas offering similar services, price may be the easiest thing to compare. Help them understand what the experience includes before asking them to book.

Choose one service you want more inquiries about. Describe three things: who it suits, what happens during the appointment, and what makes your approach worth considering.

For example, instead of posting only “Relaxation massage available,” try:

EXAMPLE SERVICE MESSAGE

“Been carrying the week in your shoulders? Our relaxation massage gives you time to slow down. Before your session, we’ll ask about your preferred pressure so you can tell us what feels comfortable. Ask us about available appointments.”

Use details that are true for your spa. These might include a quieter treatment space, a clear consultation process, or convenient evening appointments.

Then give readers one next step: request the service details and available times.

Ready to use template

“For people who want [specific experience], our [service] includes [what happens]. You can expect [real detail about your approach]. Request the details and available appointments.”

A clear offer gives potential customers something more meaningful to consider than price alone.

Make the next step easy



An interested person should not have to search through old posts to work out how to inquire. Give them one clear place to request information about your featured service.

This could be a short inquiry page linked from your social profile or service post. Repeat the service description, explain what they will receive, and keep the form brief.

Start with these form fields

First name • Email address • Service of interest • Preferred appointment day or time

Make a phone number optional unless you need it to handle the inquiry. Avoid asking for sensitive health information at this stage.

Use a specific button such as “Send Me Details and Availability” instead of “Submit.”

EXPLAIN THE FOLLOW UP

“We’ll email you the service details and follow up about your inquiry. You can ask us to stop at any time.”

After submission, show a confirmation message explaining what happens next. Only promise a response time your team can consistently meet.

Before sharing your link

☐ Is the service easy to understand?
☐ Is the next step obvious?
☐ Does the form work on a phone?
☐ Does the confirmation explain what to expect?

Follow up with something helpful



Silence does not always mean someone has lost interest. They may be checking their schedule, comparing services, or simply handling a busy day.

Instead of sending “Any update?”, make your follow-up useful. Start by answering their original question. If they asked for the price, share it clearly, along with the session length and what is included. Then ask one easy question.

FIRST REPLY

“Hi Mia! Our relaxation massage costs [current price] for [session length]. It includes [accurate inclusions]. Would a weekday or weekend appointment suit you better?”

If they have not replied, send a gentle follow-up the next business day:

“Hi Mia, just checking whether you had any questions about the massage details I sent. If you’re still considering a visit, I can check times for your preferred day.”

A few days later, close the conversation kindly:

“I’ll leave this with you for now. Whenever you’re ready, reply here and we can check availability.”

Adjust the timing to your team’s working hours. Stop if someone declines or asks not to receive messages. The goal is to make getting help easier, while leaving the decision with them.

Keep every inquiry from getting forgotten



A helpful reply only works if someone remembers to send it. Keep a simple inquiry tracker your team can check each working day.

You do not need a complicated system to begin. Record the customer’s name and contact details, service requested, inquiry date, last reply, next follow-up date, and status: new, waiting, booked, or closed.

EXAMPLE TRACKER ENTRY

Mia | Relaxation massage | Asked Monday | Details sent Monday | Follow up Tuesday | Waiting

Keep access limited to the people handling inquiries. Mark a conversation closed when the person declines, asks you to stop, or finishes your follow-up sequence without replying.

Your daily inquiry checklist

☐ Answer new inquiries.
☐ Send follow-ups due today.
☐ Update booked and closed conversations.
☐ Give each active inquiry a next step.

A lead funnel can connect these pieces: a focused service page, a short inquiry form, an immediate email, and scheduled follow-ups. Your team can then handle questions and confirm appointments.

LET’S TALK ABOUT YOUR SPA

Want help putting this process in place? Reply to the email that delivered Beyond “How Much?” and tell me about your spa. We can discuss my done-for-you lead funnel service.

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