

Follow-Up Message Templates

Simple, professional messages you can adapt.

SAME-DAY THANK YOU

Hi [Name], thank you for coming in today. I really enjoyed working with your hair. Let me know if you have any questions over the next few days.

CARE REMINDER (2–5 DAYS LATER)

Hi [Name], just a quick note to remind you about [specific care tip]. This will help maintain your results until we see each other again.

REBOOKING NUDGE (BASED ON SERVICE)

Hi [Name], this is a friendly reminder that most clients with your service schedule their next appointment around now. Let me know if you'd like me to hold a spot for you.

PRODUCT FOLLOW-UP

Hi [Name], here are the products I recommend to help maintain your results. If you have any questions, I'm happy to help.

Reminder:

Professional follow-up feels supportive — not salesy.