THE FREE PLAYBOOK



The Empty *Chair Fix*

7 Automations Top Clinics Use to Fill Their Calendar, Reduce No-Shows and Bring Back Past Clients, Without Spending More on Ads.

VIRTUALLY AKHIMI & CO.

A NOTE BEFORE WE BEGIN

Your work is *exceptional.* Your calendar should be too.

Most clinic owners I speak with don't have a talent problem, or even a lead problem. They have a *leak* problem. Enquiries arrive at 9 pm and book somewhere else by morning. Clients forget appointments. Happy clients drift away because no one reminded them it was time to come back.

Every one of those moments is an empty chair, and an empty chair is revenue you never get back.

> "The difference was never talent. It was the system behind it."

This playbook shares the seven automations we build first for every clinic we partner with. None of them require a bigger ad budget. They work quietly in the background, so the clients you already attract actually book, show up and come back.

Use it as a checklist. Set up what you can this week. And if you'd like us to look at your marketing with you, the last page explains how to book a free Growth Audit.

Akhimi

FOUNDER & CREATIVE STRATEGIST · VIRTUALLY AKHIMI & CO.

INSIDE THIS PLAYBOOK

Seven automations, *one* full calendar

01 The 60-Second Reply — 04
Book the enquiry before a competitor answers

02 Missed-Call Text-Back — 05
Turn every missed call into a conversation

03 Deposit & Confirmation — 06
Secure the booking and set expectations

04 The Reminder Sequence — 07
Cut no-shows with three well-timed messages

05 No-Show Recovery — 08
Rebook the missed appointment the same day

06 Treatment-Cycle Rebooking — 09
Invite clients back right when results fade

07 Past-Client Reactivation — 10
Fill gaps from the list you already have

BEFORE YOU START · WHAT IS AN EMPTY CHAIR COSTING YOU?

Average treatment value × open slots each week × 52

AVERAGE TREATMENT VALUE

OPEN SLOTS EACH WEEK

REVENUE LEFT ON THE TABLE EACH YEAR

01

GOAL
BOOK MORE NEW ENQUIRIES

The 60-Second *Reply*

Clients enquiring about a treatment often message several clinics at once, and many book with whoever replies first. An instant, personal reply, day or night, keeps the conversation with you.

HOW IT WORKS

- **Trigger:** a new enquiry from your website form, Instagram or Facebook DM, or a lead ad.
- **Within 60 seconds:** send a warm text and email from your clinic name, with your booking link.
- **No reply after 1 hour:** send a gentle follow-up with one helpful question.
- **Next morning:** notify your front desk to call any enquiry that still hasn't booked.

SCRIPT TO ADAPT

INSTANT TEXT

Hi [First name], thank you for reaching out to [Clinic]! I'd love to help with [treatment]. You can choose a time that suits you here: [booking link]. Any questions, just reply to this message.

1 HOUR LATER

Hi [First name], just checking in. Is there anything you'd like to know about [treatment] before booking?

TRACK	TRACK	AIM FOR
Average reply time	Enquiry-to-booking rate	Under 5 minutes, always

PRO TIP

Sign every message with a real first name from your team. People reply to people, not to "Admin".

02

GOAL
NEVER LOSE A CALLER

Missed-Call *Text-Back*

When you're mid-treatment, the phone goes unanswered, and most callers won't leave a voicemail. They simply call the next clinic. An automatic text turns that missed call into a conversation you can pick up between clients.

HOW IT WORKS

- **Trigger:** an incoming call to your clinic number that isn't answered.
- **Within 1 minute:** send a friendly text with your booking link.
- **Route replies:** send them to one shared inbox your team checks between appointments.
- **After hours:** use a version that sets expectations for when you'll reply.

SCRIPT TO ADAPT

DURING OPENING HOURS

Hi, it's [Name] from [Clinic]. Sorry we missed your call, we're with a client! How can we help? You can also book directly here: [booking link]

AFTER HOURS

Thanks for calling [Clinic]! We're closed for the evening, but we'll reply first thing tomorrow. To grab a time now: [booking link]

TRACK	TRACK	AIM FOR
Missed calls each week	Replies to text-back	Every caller gets a reply

PRO TIP

Check that your clinic number can send texts, and include opt-out wording where your local messaging rules require it.

03

GOAL
BOOKINGS THAT STICK

Deposit & *Confirmation*

A small deposit at booking is one of the simplest ways to filter out casual bookings and protect your time. Pair it with a beautiful confirmation that tells clients exactly what to expect, and they arrive prepared and committed.

HOW IT WORKS

- **At booking:** take a deposit through your booking page, credited to the treatment.
- **Immediately:** send a confirmation text and email with date, time, address and parking.
- **Include:** pre-treatment guidance, your cancellation policy and a link to reschedule.
- **Internally:** tag the client and alert your team to new bookings.

SCRIPT TO ADAPT

CONFIRMATION TEXT

You're booked, [First name]! [Treatment] on [date] at [time] with [Practitioner]. Your deposit is secured and comes off your treatment. Everything you need to know is in your inbox. See you soon!

POLICY LINE

Need to change your time? Just reschedule here at least [24/48] hours before: [link].

TRACK	TRACK	AIM FOR
Bookings with a deposit	Late cancellations	Deposit on every booking

PRO TIP

Make rescheduling easy. A client who moves their appointment is a client kept; one who feels trapped simply doesn't show.

04

GOAL
REDUCE NO-SHOWS

The Reminder *Sequence*

Most no-shows aren't rude, they're forgetful. Three well-timed reminders, each with a quick way to confirm or reschedule, keep your appointments top of mind and give you time to fill any gap.

HOW IT WORKS

- **3 days before:** email reminder with preparation tips.
- **24 hours before:** text asking the client to reply **YES** to confirm.
- **2 hours before:** short text with your address and parking.
- **No confirmation?** Alert your front desk to call, and offer the slot to your waitlist if needed.

SCRIPT TO ADAPT

24 HOURS BEFORE

Hi [First name], looking forward to seeing you tomorrow at [time] for [treatment]! Reply YES to confirm, or reschedule here: [link].

2 HOURS BEFORE

See you soon, [First name]! We're at [address]. [Parking note]. Can't wait to see you.

TRACK	TRACK	AIM FOR
Confirmation rate	No-show rate	Fewer empty chairs each week

PRO TIP

Keep a short waitlist of clients who want an earlier appointment. A cancellation becomes a happy client instead of an empty chair.

05

GOAL
SAVE THE MISSED VISIT

No-Show *Recovery*

When someone misses an appointment, the instinct is to let it go. But a kind, same-day message rebooks a surprising number of clients, and keeps a relationship that would otherwise quietly end.

HOW IT WORKS

- **Trigger:** the appointment is marked as a no-show.
- **Within 30 minutes:** send a warm, judgment-free text with a rebooking link.
- **Next day:** follow up by email if they haven't rebooked.
- **After 2 no-shows:** tag the client so your team requires a full deposit next time.

SCRIPT TO ADAPT

SAME DAY

Hi [First name], we missed you today! Life happens, no worries at all. Would you like to find a new time? Here's the link: [link]

NEXT DAY

We've saved a few times this week for you, [First name]. Let us know what works and we'll take care of the rest.

TRACK	TRACK	AIM FOR
No-shows rebooked	Days to rebook	Rebooked within 7 days

PRO TIP

Keep the tone gracious. Clients who feel welcomed back tend to become your most loyal regulars.

06

GOAL
TURN VISITS INTO REGULARS

Treatment-Cycle *Rebooking*

Every treatment has a natural rhythm. When results start to fade, your client is ready to come back, if someone reminds them. Timing the invitation to the treatment is what turns a one-time visit into a long-term client.

HOW IT WORKS

- **Trigger:** a completed appointment, tagged by treatment type.
- **Set the timing** to each treatment and your practitioners' guidance, for example every 4–6 weeks for facials or every few months for anti-wrinkle treatments.
- **Send** a personal text and email inviting them to book their next visit.
- **Bonus:** 2 days after each visit, ask happy clients for a Google review.

SCRIPT TO ADAPT

WHEN IT'S TIME

Hi [First name], it's been [X weeks] since your [treatment], which is usually the perfect time for a refresh. Shall we save you a spot? [link]

REVIEW REQUEST

Thank you for visiting [Clinic], [First name]! If you loved your experience, a quick review would mean the world to us: [review link]

TRACK	TRACK	AIM FOR
Rebooking rate	Visits per client per year	More regulars every month

PRO TIP

Invite clients to pre-book their next visit before they leave, and let the automation catch everyone who doesn't.

07

GOAL
FILL GAPS WITHOUT ADS

Past-Client *Reactivation*

Your past-client list is often the fastest source of bookings you have. These people already know and trust you. A thoughtful campaign to clients you haven't seen in a while can fill quiet weeks within days, without spending more on ads.

HOW IT WORKS

- **Audience:** clients who haven't visited in 90+ days and have agreed to hear from you.
- **Day 1:** a personal "we miss you" message with a reason to return, such as a new treatment or a limited set of appointments.
- **Day 3:** a reminder to anyone who opened but didn't book.
- **Day 7:** a final note that the appointments are almost gone.

SCRIPT TO ADAPT

DAY 1

Hi [First name], it's [Name] from [Clinic]. It's been a while and we'd love to see you! We've opened a few appointments this month for returning clients. Would you like one? [link]

DAY 7

Just a few appointments left this month, [First name]. Shall I hold one for you?

TRACK	TRACK	AIM FOR
Past clients contacted	Appointments booked	Quiet weeks filled

PRO TIP

Lead with care, not discounts. A personal invitation protects your pricing and attracts clients who value quality.

YOUR SETUP CHECKLIST

Put it *into* practice

- [ ] **Instant reply** is live for your website form, DMs and lead ads.
- [ ] **Missed-call text-back** is switched on, with an after-hours version.
- [ ] **Deposits** are taken at booking and credited to the treatment.
- [ ] **Confirmation** messages include address, parking, preparation and policy.
- [ ] **Reminders** go out 3 days, 24 hours and 2 hours before every appointment.
- [ ] **Unconfirmed bookings** alert your front desk, and you keep a short waitlist.
- [ ] **No-show recovery** sends a kind rebooking message the same day.
- [ ] **Treatments are tagged** so rebooking reminders match each treatment cycle.
- [ ] **Review requests** go to happy clients 2 days after their visit.
- [ ] **Past-client campaign** is ready for your next quiet week.
- [ ] **Consent** for texts and emails is collected and opt-outs are honoured.

REMEMBER

Start with automations 01 and 04. Replying instantly and reminding clients well usually make the biggest difference in the shortest time.

COMPLIMENTARY · 30 MINUTES · VIA ZOOM

Want us to build this *for you?*

Book your free Growth Audit. We'll look at your marketing together and show you exactly where bookings are slipping away.

01 Review your ads, Instagram, website and follow-up

02 Calculate what your empty chairs are costing you

03 Outline a 90-day plan to attract high-value clients

04 Confirm whether your area is available

BOOK YOUR FREE GROWTH AUDIT

virtuallyakhimi.co/growth-audit