

The Win Back Road Map

1

Stage 1

Reminder message:
Sent to clients when they are due to book but have yet to.
No offer required here more a simply it's time to book your appointment message to remain in your clients consciousness.

How many times has a client arrived saying they have meaning to book for ages?

2

Stage 2

Contact your client when they are a little overdue. approximately 10 weeks after their last booking when no future booking made.
Avoid an incentive at this stage, use the communication to simply make contact.

3

Stage 3

Sent when your client has missed a booking. This is where we recommend your first incentive or offer. Something relevant but subtle. Ensure that you include a valid till period to give your client a reason to book.

4

Stage 4

Sent to your client when they have almost surely been elsewhere. Leave approximately 20 weeks and make your offer hard to resist. Remember to always personalise your message, include a clear call to action and make it valid until to encourage clients to book soon.

5

Stage 5

Sent to cold clients. These are clients who are disengaged with your business.
Create an irresistible offer and promote a team member looking to get established and more concerned with building. clients than generating immediate cashflow.