

Confirmations and reminders that kill no-shows

The prompts

Write a booking confirmation message for [BUSINESS NAME], a [TRADE OR INDUSTRY] business in [SUBURB OR CITY]. The message is going by [SMS / EMAIL] to a customer who just booked [SERVICE OR APPOINTMENT TYPE] for [DATE AND TIME]. This is the first thing they hear from the business after booking, so it needs to do one job well: make them certain the booking is real and locked in.

Requirements:

- Confirm the date, time, and what the appointment is for, in plain language, in the first line.
- State only facts I've given you above. Do not add a price, an arrival window, a technician's name, or any promise I haven't specified. If I haven't given you a detail, leave it out rather than guessing at something plausible.
- Include one plain line on how to cancel or reschedule: [HOW THEY CAN DO THIS, e.g. "reply STOP" or "call [PHONE NUMBER]"]. This line matters as much as the confirmation itself, it's what makes the whole lifecycle work later.
- Keep it under [MAX LENGTH, e.g. "40 words"] if this is a text message, longer is fine for email, but don't pad it out with filler just to fill space.
- Tone: warm, plain, no exclamation marks, no corporate phrasing like "we look forward to serving you" or "your satisfaction is our priority."
- Sign off as [BUSINESS NAME], not a generic "the team" or "customer care."

Write two versions: one for SMS, one for email, even if I only asked for one channel above, so I can compare tone.

Write a morning-of reminder message for [BUSINESS NAME] for a customer with [SERVICE OR APPOINTMENT TYPE] booked today at [TIME]. This message goes out on the day of the appointment, after a confirmation has already been sent when they first booked.

Requirements:

- Assume the customer already has the full details from an earlier confirmation. This message is a short nudge, not a re-explanation of the whole booking.
- State the time and what the appointment is for, and nothing else new. Do not re-explain pricing, location details, or anything that belongs in the original confirmation.
- Include the same cancel or reschedule instruction as the confirmation: [HOW THEY CAN DO THIS]. Use the identical wording so it reads as one consistent system, not two different tools that don't talk to each other.
- Keep it under [MAX LENGTH, e.g. "30 words"]. Shorter than the confirmation, always.
- Do not add urgency language like "don't forget" or "last chance" or "this is your final reminder." State the fact plainly, once, and let it land on its own without pressure.
- If [TIME] is more than a few hours away, note that gently rather than implying the appointment is imminent.

Write a cancellation acknowledgement message for [BUSINESS NAME], for a customer who just cancelled or rescheduled their [SERVICE OR APPOINTMENT TYPE] originally booked for [ORIGINAL DATE AND TIME]. This message replaces every reminder that was ever going to be sent about the original booking, so it has to say that plainly.

Requirements:

- If cancelled: confirm plainly that the appointment is cancelled, and state clearly that no further reminder will be sent about it. Invite them to rebook if they'd like to: [HOW THEY CAN REBOOK].
- If rescheduled to a new time: confirm the new date and time clearly, confirm the old time is no longer active, and note that a fresh reminder will come ahead of the new appointment instead.
- Tone: neutral and warm. Not apologetic on their behalf, and not guilt-tripping them for cancelling. This is an acknowledgement, not a sales recovery message.
- Keep it under [MAX LENGTH, e.g. "35 words"].
- The single most important sentence in this message is the one that says no further message will come about the old time. If you only get one thing right, get that one right.

File 1: booking-lifecycle-prompts.txt (the three prompts above, saved together)

File 2: Booking Lifecycle Checklist

BOOKING LIFECYCLE CHECKLIST

MOMENT 1: ON BOOKING

- [] Confirmation sends within minutes of the booking, not hours later
- [] Confirmation states date, time, service, and how to cancel or reschedule
- [] Confirmation contains zero details you haven't actually confirmed (price, arrival window, extras)

MOMENT 2: MORNING OF

- [] Reminder time chosen: _____
- [] Reminder is short: date, time, service, cancel instruction, nothing more
- [] Reminder tone checked: no invented urgency, no guilt language

MOMENT 3: ON CANCELLATION

- [] Confirmation is cancelled from the queue immediately, not "next time someone checks"
- [] Reminder is cancelled from the queue immediately
- [] Customer receives a plain acknowledgement, with a clear "no further message about this" line
- [] Rebooking path offered: _____

MOMENT 4: ON RESCHEDULE

- [] Old time is fully cleared, no lingering reminder pointed at it
- [] New time is confirmed with the same plain message as a fresh booking
- [] Reminder is re-set against the new time, not the original one

OWNER SIGN-OFF

Who checks this weekly to confirm nothing's slipping through: _____

Last checked: _____