

formula.
BEAUTY CLUB

MARKETING & SALES TOOLKIT · NO. 02

ATTRACTING & CONVERTING CLIENTS

DM & Text Sales Scripts

Thirty messages for the conversations that decide whether someone books — or quietly disappears.

Inside: 30 word-for-word scripts · what not to send, every time
the price question · objections · no-shows · complaints · win-backs
response-time standards · six phrases to delete · **printable quick-reference card**

BEFORE YOU START

Most clients are lost in writing

Not in the chair. In a DM at nine in the evening, in the ninety seconds between “how much?” and the moment she opens someone else's page.

Every message in this guide exists because it earns money or saves it. Each one comes with the version to **stop** sending, the words to send instead, and the reason it works — so you can adapt it in your own voice instead of copying it blindly.

Replace anything in **[brackets]** with your own service, price and times. Say it out loud once before you send it: if it doesn't sound like you, change the words, keep the structure.

THREE RULES THAT MAKE EVERY SCRIPT WORK

- **Never send a number alone.** A price with nothing around it is an invitation to compare you with someone cheaper.
- **End with a question or a specific time.** “Let me know” ends the conversation. “Thursday at 2, or Saturday at 10?” continues it.
- **One message, not five.** A wall of separate bubbles reads as anxious. Write it once, read it once, send it once.

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A note on tone. These are written for an American client: direct, warm, and short. If you are writing to a Russian-speaking client, the same structure works — but keep the warmth and lose the exclamation marks. The RU edition of this guide has both versions side by side.

THE METHOD

Why some messages get answered

01 **Answer the question they asked, then ask one back**

A message that ends in a full stop ends the conversation. A message that ends in a question — a real one, easy to answer — keeps it alive. Half of all lost clients are simply conversations nobody continued.

02 **Give two options, never an open field**

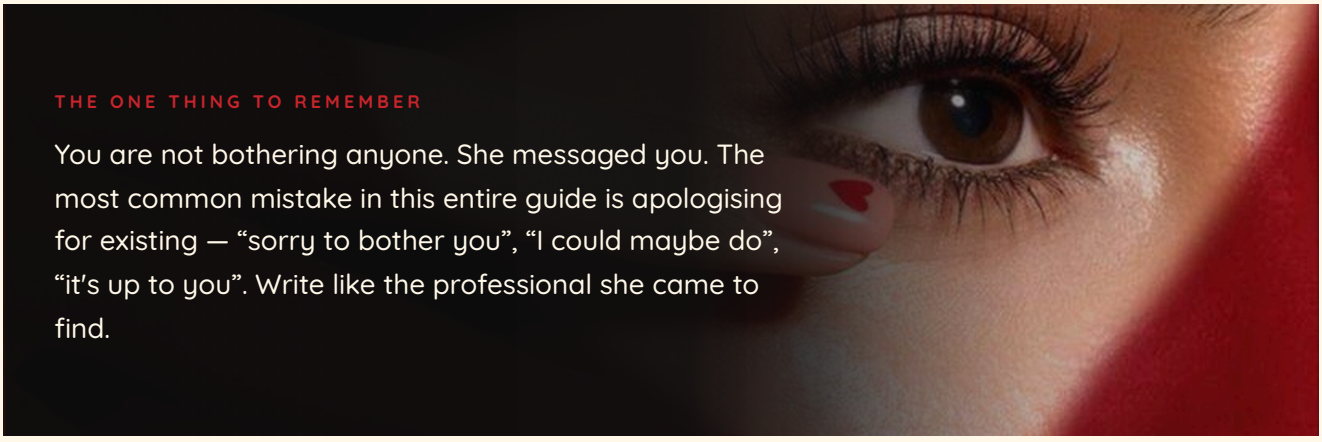
“When would you like to come?” asks a stranger to do work. “Thursday at 2, or Saturday at 10?” asks her to pick. Two named times convert far better than an open calendar, and they make you look busy — because you are.

03 **Explain the price before you say it**

“It's $105” lands very differently from “it's $105, and that's 75 minutes, European gel and a two-week guarantee.” Same number. One of them is a cost, the other is a service.

04 **Answer inside two business hours**

Not instantly — nobody expects that — but before she has time to message the next salon. If you cannot, an honest auto-reply with your hours does most of the work for you.



THE ONE THING TO REMEMBER

You are not bothering anyone. She messaged you. The most common mistake in this entire guide is apologising for existing — “sorry to bother you”, “I could maybe do”, “it's up to you”. Write like the professional she came to find.

First contact

SCRIPTS 01–06

01 “How much?”

DON'T SEND “$105.”

> Hi [Name]! A signature gel manicure is **$105** — that's 75 minutes, shaping and full cuticle work, and it holds for three weeks without lifting. Are you looking for a specific date, or just planning ahead? I have **Thursday 2pm** and **Saturday 10am** open this week.

WHY A bare number sends her comparison-shopping. Price, what's inside, a question, two real times — that turns a quote into a booking.

02 “Do you have availability?”

DON'T SEND “When would you like to come in?”

> Hi [Name]! Yes — this week I have **Wednesday 4pm** and **Friday 11am**, and next week is open from Tuesday. Which works better for you? I can hold it for a couple of hours while you check.

WHY Two named times beat an open calendar. The soft hold creates a gentle deadline without any pressure.

03 The vague first message — “hi”, “info?”

DON'T SEND “Hi, what would you like to know?”

> Hi [Name]! Happy to help. Quick question so I point you the right way — are you after **nails, brows or pedicure**? And is it for a particular date? Here's my full menu with prices in the meantime: [link]

WHY Two questions and one link. You qualify her and give her something useful in the same message, so there's no dead end.

First contact

SCRIPTS 01–06

04 She was sent by another client

DON'T SEND "Who told you about me?"

> Hi [Name]! [Referrer] has excellent taste — I'm so glad she sent you. She usually books the **signature manicure**; want me to set you up with the same? I have **Thursday 2pm** or **Saturday 10am**. And I'll add a little thank-you to her next visit.

WHY Names the connection, borrows her friend's trust, offers a default choice, and rewards the referral out loud — which is how you get the next one.

05 Someone new followed you

DON'T SEND Nothing at all — or "thanks for the follow!"

> Hi [Name], thanks for following! I'm [Your name] — I do [Russian manicure and pedicure] in [neighborhood]. First-time clients get [a free brow tidy] with any service, if you ever want to try. No rush at all — I'm here when you are.

WHY Introduces you, gives one concrete reason to come, and removes pressure. The "no rush" is what makes this one get answered.

06 The three questions to ask before every new booking

DON'T SEND "Great, see you Thursday!"

> Perfect — **Thursday 2pm** is yours. Three quick things so I can prep properly: **1)** Is there anything on your nails right now — gel, acrylic, extensions? **2)** Any allergies or skin conditions I should know about? **3)** Anything you didn't love about your last appointment elsewhere? Answer whenever, no rush.

WHY Prevents the two disasters that ruin a first visit: the wrong appointment length and the wrong expectations.

Price & objections

SCRIPTS 07–12

07 “That's expensive”

DON'T SEND “I can do $90 for you.”

> I hear you — it's a real number. It's **$105** because you get 75 minutes, European gel that holds three weeks, and every tool sterilised in an autoclave. Most of my clients stretch it to four weeks rather than two. If the budget is tight this month, my **express manicure at $85** gets you the same clean finish in less time — want me to book that instead?

WHY No apology, no discount. You defend the price once, then offer a lower *tier* — never a lower price for the same work.

08 “Why is it more than the place down the street?”

DON'T SEND Anything critical about the other salon.

> Fair question. The honest answer is time and product: I book **75 minutes** per client instead of 40, use [brand] gel, and sterilise in an autoclave rather than a soak. That's what you're paying for, and it's why it lasts. If a faster, simpler service is what you need today, my express option is **$85**.

WHY Facts, not defensiveness. Criticising a competitor makes you look small; explaining your own standard makes you look expensive on purpose.

09 “Any chance of a discount?”

DON'T SEND “Okay — just this once.”

> I don't discount my services — it wouldn't be fair to the clients paying full price. What I can do: a **package of four visits** brings each one down to $95, or I'll add a paraffin treatment to your first appointment on me. Which sounds better?

WHY A firm no with two yeses attached. “Just this once” becomes her permanent price, and she will tell her friends about it.

Price & objections

SCRIPTS 07–12

10 She went quiet after you sent the price

DON'T SEND "Hello?? Still interested?"

> Hi [Name] — no pressure at all, I'm just closing out next week's schedule. Are you still thinking about **Thursday**, or shall I release that slot? Either answer is completely fine.

WHY Send it after 48 hours. Giving her an easy way out is exactly why she replies — "shall I release it?" gets an answer where "still interested?" never does.

11 "Do you have any specials right now?"

DON'T SEND An invented promotion you'll regret.

> Nothing running at the moment, but two things worth knowing: first-time clients get [a free brow tidy] with any service, and if you rebook while you're still in the chair you always get first pick of my best times. Want me to get you in this week?

WHY Turns a discount hunter into a booking by trading value that costs you almost nothing for a price you never touch.

12 Quoting a price that makes *you* nervous

DON'T SEND "It's $150… but I could probably do a bit less."

> That service is **$150**. It takes about two hours and includes [x, y and z]. I have **Friday at 1pm** — want it?

WHY State, explain, offer — then stop typing. The silence after your number is not yours to fill, and filling it is how prices get discounted by the person charging them.

Booking & scheduling

SCRIPTS 13–18

13 Turning “maybe” into a booked slot

DON'T SEND “Okay, let me know!”

> Totally understand. Want me to pencil you in for **Thursday 2pm**? If life happens, just tell me by Tuesday and I'll release it — no charge and no awkwardness.

WHY A reversible yes is far easier to give than a final one — and most penciled slots are kept.

14 Asking for a deposit without sounding cold

DON'T SEND “I require a deposit to book.”

> To hold the time I take a **$25 deposit** — it comes straight off your service, and it's what lets me keep a two-hour slot open just for you. Here's the link: [ ]. Once it's through, you're booked.

WHY Explains what the deposit buys *her*, not what it protects you from. Same rule, completely different feeling.

15 She wants a time you don't have

DON'T SEND “Sorry, I'm fully booked.”

> Saturday morning is fully booked — it's my busiest slot. I do have **Friday 5pm**, or I can put you first on my Saturday waitlist and text you the moment anything opens. Which would you prefer?

WHY Never end on “no”. A waitlist offer keeps a client who would otherwise book somewhere else this afternoon.

Booking & scheduling

SCRIPTS 13–18

16 A first reschedule

DON'T SEND A sigh in written form.

> No problem at all — things come up. I have **Thursday 2pm** or **Saturday 11am**. Which one? I'll move you over now.

WHY Friction-free. A first reschedule handled graciously buys more loyalty than almost anything else you can do in writing.

17 The client who reschedules every single time

DON'T SEND "Sure, no problem" — for the fourth time.

> Of course, let's find you a new time. I'll be straight with you: this is the third move, and the slot I hold is one I turn other clients away from. So from now on let's book with a **$25 deposit** that carries over whenever you give me 48 hours' notice. Does that work?

WHY Names the pattern once, without blame, and attaches a rule instead of resentment. Most people agree immediately — and the ones who don't were costing you money.

18 After a no-show

DON'T SEND An angry message. Or nothing.

> Hi [Name] — I had you down for 2pm today and wanted to check you're okay. That slot goes unfilled when this happens, so my policy is a [50%] fee before we rebook. Honestly though, I'd much rather just get you back in the diary. Want to pick a new time?

WHY Concern first, policy second, invitation third. That order keeps the client *and* keeps the rule.

Around the appointment

SCRIPTS 19–24

19 The reminder that actually prevents no-shows

DON'T SEND "Reminder: appointment tomorrow, 2pm."

> Hi [Name]! Looking forward to seeing you tomorrow at **2pm** — I've got [the shade you liked] ready for you. Reply **Y** to confirm, or tell me if anything's changed.

WHY A personal detail plus a one-character reply. Confirmation rates jump when answering takes a second, and a confirmed appointment is rarely a no-show.

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20 You are running late

DON'T SEND "Running a bit behind, sorry!!"

> Hi [Name], I'm running about **15 minutes** behind and I'm sorry. If it's easier to come at 2:15 instead of 2:00, that's completely fine — or come as planned and I'll get you settled. Either way you get your full time.

WHY A number, a choice, and a guarantee she loses nothing. Vagueness is what makes people angry, not the delay.

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21 She is running late

DON'T SEND "No worries, take your time!"

> No problem — come when you can. Just so you know, I have a client at 4: with a 15-minute late start we can still do everything, but past that we'll need to simplify the design. See you soon!

WHY Kind, but states the consequence *before* it happens. Otherwise you are arguing about it at the till with a nail file in your hand.

Around the appointment

SCRIPTS 19–24

22 The add-on, sold before she arrives

DON'T SEND Nothing — then ask in the chair, "anything else today?"

> Hi [Name], see you Thursday! One thing — your last set was starting to lift at the edges, so I'd suggest adding a **strengthening base** this time. It's $15 and adds about ten minutes. Want me to include it?

WHY Sent in advance, an add-on is a considered decision instead of pressure in the chair — and the yes rate is far higher.

23 Rebooking, after she has left

DON'T SEND "Let me know when you want to come back!"

> Thank you for today, [Name] — [that shade] really suits you. Going by your growth you'll want me again around **[date]**. I have **[day] at [time]** that week — want me to hold it?

WHY It does the calendar maths for her and names one specific slot. "Let me know" is where retention quietly dies.

24 Asking for a review

DON'T SEND "Please leave me a 5-star review 🙏"

> So glad you love it! If you have thirty seconds, a Google review genuinely helps a small business like mine: [link]. And if anything wasn't perfect, please tell me first — I'd much rather fix it than read about it.

WHY Makes the ask small, says why it matters, and gives an unhappy client a private door instead of a public one.

Difficult conversations

SCRIPTS 25–30

25 “It chipped after three days”

DON'T SEND “That's not possible, I did everything correctly.”

> I'm sorry — that shouldn't have happened. Could you send me a photo? If it's something I can put right, come in this week and I'll take care of it at no charge. I want you happy with what you're wearing.

WHY Apologise for the experience, ask for evidence, offer a fix with a date. Winning the argument costs far more than the redo.

26 A free fix, well outside your policy

DON'T SEND A reluctant yes you'll resent all week.

> I'd love to help. My guarantee covers the first **seven days**, and we're at day nineteen — at that point it's normal wear rather than a fault in the work. I can do a repair at **[$X]**, or a full new set at your usual price. Which would you like?

WHY States the rule, gives the reason it exists, and offers two ways forward — so there is nothing left to negotiate.

27 She disputes the price after the service

DON'T SEND A long defensive paragraph.

> Today came to **$150** — that's the extension price we agreed when you booked, plus $20 for the design, which I confirmed before I started. Going forward I'm happy to quote the full total before we begin every time, so there are never any surprises. Would that help?

WHY Calm, factual, and it ends on a process improvement rather than on who was right.

Difficult conversations

SCRIPTS 25–30

28 A rude or demanding message

DON'T SEND The same tone back. Or five apologies.

> I understand you're frustrated, and I'm happy to keep working this out with you — I'd just ask that we keep it respectful. Here's what I can do: [offer]. Let me know if that works.

WHY One boundary, stated once, with a concrete option attached. Over-apologising invites more of it; matching the tone loses a client you might still keep.

29 Saying no to work you shouldn't take

DON'T SEND "Sure, I can try."

> Thanks for thinking of me! That's not something I do — and I'd rather send you to someone who does it beautifully than do it half-well. [Name] at [salon] is excellent with that. If you ever want [your service], my door is always open.

WHY A referral makes a "no" feel like service. Those clients come back for what you *do* do, and the other artist starts sending people to you.

30 She came once and vanished

DON'T SEND "We miss you! 😢 Book now!"

> Hi [Name]! It's been a while since your [service] back in [month] — I still have [your shade] on file. If you'd like to come back, I have **[day] at [time]** this week. And if you've found someone closer to home, absolutely no hard feelings — just say the word and I'll stop messaging.

WHY Send it at 60–90 days. The explicit permission to say no is what makes people answer — and roughly one in five books.

SET THE RULES ONCE

Response standards

SITUATION	YOUR STANDARD
A new enquiry	Answer within **2 business hours**
Outside working hours	Auto-reply with your hours and your booking link
A complaint	Same day, always — even if the answer is “let me look into it”
A price negotiation	Never after 9pm, and never when you're tired
Voice notes	Fine for warmth with a regular. Never for a price or a policy — those go in writing
Message length	One message. Read it once before sending

Six phrases to delete from your messages

- × **“Sorry to bother you”** — she messaged you. You are not a bother, you are the professional.
- × **“I could maybe do…”** — maybe is an invitation to negotiate. Say what you do.
- × **“It's up to you”** — she came to you precisely because it isn't. Recommend something.
- × **“Whatever works for you”** — hands her your calendar. Offer two times instead.
- × **“I know it's expensive, but…”** — you just agreed with the objection before she made it.
- × **“Let me know!”** — as a closing line it ends conversations. Close with a question or a time.

ONE HABIT WORTH BUILDING

Save your best six messages as shortcuts on your phone — iPhone Text Replacement or Android keyboard shortcuts. Type **;price** and the full answer appears. Ten minutes to set up, and it removes the thing that makes most people answer badly: writing the same message for the two-hundredth time, at nine at night.

PRINT THIS PAGE · TAPE IT BY YOUR STATION

Quick-reference card

The first line of the ten messages you send most. The full versions are on the pages listed.

WHEN SHE SAYS	OPEN WITH	PG
"How much?"	Price + what's included + two specific times.	04
"Do you have availability?"	Two named slots, and an offer to hold one.	04
"Hi" / "info?"	Which service, which date — plus your menu link.	04
"That's expensive"	"I hear you — it's $X because…" then a lower tier, never a lower price.	06
"Any discount?"	"I don't discount — what I can do is…" with two alternatives.	06
Silence after the price	"Shall I release that slot? Either answer is fine."	07
"Maybe"	"Want me to pencil you in? Tell me by Tuesday and I'll release it."	08
A time you don't have	An alternative slot *or* first place on the waitlist. Never just "no".	08
"It chipped"	"I'm sorry — send me a photo, come in this week, no charge."	12
Nothing, for two months	"I still have your shade on file — [day] at [time] this week?"	13

IF YOU ONLY CHANGE ONE THING

Stop ending messages with "let me know". Replace it with a question or a specific time, in every single conversation, for one week — then look at how many more of them turned into appointments.

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Now they answer.
Next: make them stay.

The rest of the Marketing & Sales Toolkit is included in every Formula membership — templates, scripts, campaigns and calculators, added every month.

- **No. 01** Service Pricing Calculator
- **No. 03** Client Retention Calendar
- **No. 14** No-Show & Cancellation Policy Kit
- **No. 24** Reviews Engine

Want a script for a situation that isn't here?
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