Fill the appointments you actually want

Choose one service, confirm real openings and make the first visit easy to book on a phone.

Type in the fields or print. Save your copy; use concise notes and keep client details in your normal business system. Treatment suitability, preparation and return timing come from the professional.

1 Choose a service and confirm capacity

Business / service as named in the booking menu

Provider

Plan start date

Review date

Appointment minutes

Turnover minutes, if not included

Total block minutes

Count full blocks inside each uninterrupted opening, rounding down separately. Scattered short gaps do not add up to more appointments. Keep time reserved for regular clients and yourself.

Date	Opening start / end	Usable minutes / block minutes	Full slots / start times

Total verified first-visit openings

Room and supplies checked

Make the first visit easy to picture

Test the path on your phone, as a stranger would, before sending more people to it.

2 Check the first-visit page

- [ ] Service name matches the booking menu and the provider is clear.
- [ ] A real photo of you and your room; what the first visit includes in plain words.
- [ ] Location, parking, arrival instructions and cancellation terms are visible.
- [ ] Visitors can ask a question; suitability questions go to the professional.

Date tested / broken step or unanswered question

First fix and how you will confirm it works

3 Improve one way nearby clients find you

Channel

Select...

Destination link

What you will change or ask, and by when

A useful reply to a price or availability question, with real times offered

Put the plan on your calendar

Four weeks is a planning period, not a promised result. Keep following return visits after it ends.

4 Turn the priorities into scheduled actions

Focus	Your action / evidence	Date
1. Confirm openings		
2. Fix first-visit page		
3. Improve one channel		
4. Review and rebook		

5 Review the same inquiry group

Inquiry dates: from / through

Source / crediting rule

Unique new inquiries

First visits booked

First visits attended

Still upcoming / rescheduled

Not booked / unknown

Canceled / missed

Return visits booked

Return visits attended

Next review date

What the records show; one next change

Count each person once per stage. A future booking is not attendance; keep returning clients separate from new ones.