Build demand around real openings

Choose one waxing service, verify the calendar and make the first visit easier to book.

Type in the fields or print. Save your copy; use concise notes and keep details in your records. This is a business planning tool. Service preparation and return timing come from your service professional.

1 Choose a service and confirm capacity

Business / service as named in the booking menu

Plan start date

Review date

Appointment minutes

Extra buffer, if not included

Total block minutes

Count full blocks within each uninterrupted opening, rounding down separately. Do not combine scattered gaps or count a buffer twice. Exclude existing commitments and time reserved for returning clients.

Provider / date	Opening start / end	Usable minutes / block minutes	Full slots / start times

Total verified first-visit openings

Room / equipment checked

Exact dates and times to promote, or scheduling change needed

Make the next step easy to take

Test the journey on your phone before sending more people to it.

2 Check the first-visit experience

- [ ] Service name matches the booking menu; provider selection is clear.
- [ ] Location, parking, arrival instructions and appointment terms are visible.
- [ ] Visitors can ask a question and reach the correct service on a phone.
- [ ] Preparation and suitability questions go to the service professional.

Date tested / broken step or unanswered question

First repair and how you will confirm it works

3 Plan one way to attract inquiries

Channel / local audience

Destination page

Message: service, question answered and next step

Write a useful reply that answers the question before asking for a booking

How replies are covered during appointments and outside staffed hours

Put the plan on your calendar

Four weeks is a planning period, not a promised results window. Keep following later return visits.

4 Turn the priorities into scheduled actions

Focus	Your action / evidence	Date
1. Verify openings		
2. Fix first-visit journey		
3. Test one channel		
4. Review and rebook		

5 Review the same inquiry group

Inquiry dates: from / through

Source / crediting rule

Unique new inquiries

First appointments 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. Future bookings are not attendance; keep returns and reschedules separate.