



Spapreneur[®]

CEO COLLECTIVE'S

Full Schedule
Method

One Hour | One Email | One Full Schedule

SPAPRENEUR.COM

Road Map to Success

in the next week you're going to learn how to fill your business's appointment book easily and fully.

01

The type of invitation you need to send to clients to ensure they fill your empty spots

02

Choose the right days and times to send the messages

03

Use our easy templates to ensure success

04

Schedule to repeat weekly - using your CEO time well

Day 1

Choosing the right message

We're going to make a few assumptions:

1. _____ and _____ has _____ to work the Full Schedule Method.
2. You have an existing _____.
3. You're _____ to _____ to this program. Never _____ a week - _____ is the key when trying a new program

Why is _____ still a _____?

1. It's _____ and the _____ is amazing
2. Doesn't take _____ of time.
3. _____ use it more than _____. _____ of users have an _____ account. _____ if us check our _____ daily. Sometimes people check it _____ a day. Over _____ of the American public check _____ before doing anything else _____. In fact _____ remains one of the most _____ methods of getting your _____ in front of the people who want it most.
4. It's a _____ that they _____, _____, and _____ you. Showing up week after week builds _____ with clients you normally see _____.

But, _____, I _____ get any appointments.

Here are the real stats from my business:

1 Month - we sent out _____ emails - those resulted in _____ - our lowest priced service is \$_____. This meant an additional \$_____ - in revenue. And these are the _____ we tracked.

" _____ the only person in _____ way"

Day 1 *Choosing the right message*

Step 1: Decide on the right message

You're going to first pick the _____ you want to fill. There are three types - _____, _____, and _____.

Single, Specific Therapist Focused

The _____ - who get these emails need to be considered and addressed as _____. Make them feel special.

If the practitioners have _____ you're going to gather _____ practitioner's _____ and _____ to people who are either _____ clients or who potentially could be. Don't give the VIPs _____ of the openings. No more than _____. Bonus points to _____ a service to go with the _____ time. Maximize your open spots.

If they have _____ than _____ openings you'll gather the openings but in the email you need to highlight the _____ of openings. Suggest services to _____ the books completely. Offer a few _____ appointments for the _____. Just in case this week doesn't work.

If they have a completely filled week, _____ sending the email. Send an email that lets the clients know _____. Instead send out the remainder openings they have for _____ week or next _____.

Above all else do not _____ these emails to clients _____.

Day/Time of the Week

Like the single therapist, you only want to give them _____ available, and give _____ of time to fill the appointments. If you have openings on _____ send the email out no later than _____. If it's a _____ do it as early in the _____ as possible.

Day 1

Choosing the right message

Step 1: Decide on the right message.

Specific Service

You have to make a _____ for specific services. A why:

1. Are you trying to get _____ who have done _____ to _____ something different?
2. Do you have a _____ of practitioners who do a _____ you want to fill?

Next, choose the _____ of this service - no more than _____.

Finally, select times to fill. Again no more than 5-8. Too many _____ overwhelm people.

Homework

1. Choose the message you're going to send. - Gather the information to make it easy to fill out the template.
2. This is a dress rehearsal. We're practicing so the first time you do this you won't take too much time.
3. Share the data you've compiled in the Facebook Group

Day 2 *Choose the Day and Time*

There is a _____ and _____ to your messaging times and days.

Specific Service Provider

Remember we want to create a _____ of _____ but be mindful of the _____ ahead. And you'll need to be _____. Not just with emailing, but also the _____ and the time. It makes it easier to add to your _____ time but also build anticipation for the _____. These are messages they will _____.

Remember, these messages need to be sent to clients who have

1. _____
2. _____
3. _____

Even if the practitioner is booked an entire year _____ anyway. Because last minute cancellations can and do _____.

Depends on the _____ and _____ of your clients. _____ companies know this. They often will send emails at _____ just around _____ time. To make this work you need to send the email out soon enough for it to be _____ to your clients.

You also need to consider when clients need certain _____. Read you're clients _____ before they realize they need them.

You might have to _____ to see what _____ for your business.

Homework

1. Figure out when you want to start sending these emails - put the day and time in the Facebook Group

Day 3 *Customize the Template*

We're giving you several templates that we really use in our spa week after week.

When creating the emails there are some things to remember.

1. You want buttons _____. These buttons should _____ to your _____. You don't want your clients to _____ for them.
2. Don't forget to put your _____ because some clients like to _____.
3. Don't overly _____ your layout. You want _____ but easy to read. Most email service providers have _____ you can use.
4. This email can and should _____ your _____ email. This fill appointment email is more _____ for your clients and more likely to be _____.

Let's take a look at the Template. You're going to want to use _____ language. Don't copy word for _____. Use _____ and terms that your clients know and understand. No _____.

Also, these templates shouldn't be changed or notified except for certain time periods:

- Holiday focus - Valentines' Day, Christmas, Mother's Day - change up the graphic and focus
- Offering a new _____ or product

Homework:

- Choose a template and modify it for your business. Set it up in your email service so it can easily be used by any member of your team. Let us know which one in the Facebook Group

Day 4 *Scheduling the Time*

The schedule is everything for a _____. We only make _____ when our _____ book is full. That's why the most _____ step in this Full Schedule plan is to _____ your own _____ like a _____.

Like a _____ appointment, you should have on your calendar the _____ you're going to _____, schedule, and _____ these emails.

Once you have your _____ down it's just a matter of _____ and _____.

But this isn't the only _____ issue that a CEO needs to focus on. Maximizing the schedule isn't just your _____ schedule it's also your _____ schedule.

You need to have _____ to _____ hours a week devoted to _____ tasks. But most spa practitioners only think in terms of _____ or _____.

This is why you're not getting the _____ or _____ you need.

What does a CEO do?

1. _____
2. _____
3. _____
4. _____
5. _____

Bonus *Subject Line Matrix*

The subject line you use is probably the most important part of the email - because it's like the decoration on a cake - it makes you want to take a big slice.

Why are subject lines so important?

- Sets the tone of the email - the client should know what to expect
- It's the first and only hint of what the email is about - so the person knows if they should open it or not
- Because it's polite - no subject emails are just rude

Best Subject Line Practices

Always have a subject line. I'm reminding you because it's important for all those reasons I mentioned before, you're giving a preview of what the email is about - so the client knows what to expect.

Write the subject line first and then the rest of the email so you don't forget (I've done that - talk about the sales letter email). Keeps you in focus.

Short is the best. 50% of emails are read on a mobile phone - that means you have 20-30 characters to get your subject in 6-8 words is the sweet spot.

Put Important Words First - Therapist name. Action verbs.

No filler Don't waste time. You're not Shakespeare. Get to the point. Say exactly what the email topic is.

Use keywords. I often will open an email and then need to find it again - make it easy in the subject line.

Have a sense of urgency. The average person gets 121 emails daily - you want to ensure yours gets open.

Use numbers - 1 Appointment Left | Tasha Has 3 Massage Openings.

Never use ALL CAPS or Lots of Exclamation Points!!!!!! You're not 10 It's rude In fact, only use exclamation marks when you absolutely need them. After a while, your readers will simply ignore them, or worse, become annoyed by them.