

# The 30-Day Retention Fast Start

*One week per framework. Don't do all four at once – implement one fully before adding the next.*

## WEEK 1 · THE REBOOK FOUNDATION

92 Calculate your rebook rate (Chapter 1). Train the 90-Second Protocol at the next team meeting. Start the daily tracker.

## WEEK 2 · THE FOLLOW-UP SYSTEM

92 Build your Post-Visit Sequence (3 messages, 14 days) in your booking software. Test on 10 clients this week.

## WEEK 3 · THE LAPSE DETECTION SYSTEM

92 Pull your 60/90/180-day lapsed client list. Send the first win-back message to everyone in the 90-day window. Just Message 1 – nothing else yet.

## WEEK 4 · THE PRICE INCREASE OR VIP AUDIT

92 If you haven't raised prices in 18 months: start the 6-week price increase timeline. If you have: identify your VIP tier and send one personal recognition message.

*End of Week 4 goal: rebook rate measured, post-visit sequence running, lapse list clean. **Three systems active. One review booked.***