

# The Post-Visit Sequence

Three touches. Fourteen days. Enough to stay present — not enough to feel like a broadcast.

## TOUCH 1 · SAME DAY · CHECK-IN

Hi [Name]! So great seeing you today — hope you love the [result]. If anything feels off in the next day or two, just message us. [Salon]

## TOUCH 2 · DAY 2 · QUALITY CHECK

Hi [Name]! Just checking in — how's the [color/cut/style] feeling? Any questions? [Stylist's name] is here if you need anything. [Salon]

## TOUCH 14 · DAY 14 · SOFT REBOOK

Hi [Name]! It's been about two weeks — your next [service] window will be opening up soon. Want to grab a slot? [Salon]

The 14-day soft rebook has a **31% conversion rate** when the first two touches were sent. Skip the first two and it drops to 9%.