

Hey business
owner...don't close
up shop!

5-Minutes To \$200k

Use Our Copy-Paste Emails + Texts To
Keep Customers Coming Back... *and why
it matters*

*Reminder Templates Included - let's get
you sorted!*



www.oli-ads.biz

Why Reminders Matter

Reminders Can Easily Add \$200k To Your
Bottomline Without Adding A Single Customer



True Story:

Five years ago, I had a young man clean my roof and gutters.

- He did a fantastic job.
- He was kind and conscientious.
- His price was competitive.
- He took pictures to show me what he did.

Do you know what happened after that day? Crickets... nothing. And... he never followed up - not one text or call.

Let's do the math ➡ ➡



One customer = \$500 x2 per year
= \$1k per year.

That's \$5k over 5 years.
40 customers = \$200k in just 5 years.

Now imagine that same oversight repeated across 200 customers, or simply staying in business for 25 years...

That's a million-dollar mistake!

But... here's the shocking reality, small service businesses lose between **30–40% of their revenue simply by not reminding clients to come back!**

It's a staggering statistic, yet one of the most common—and fixable—mistakes in service-based businesses.

The truth is: Business owners are wearing 1000 hats...and their customers often forget to rebook, even when they love the service. That's why thoughtful, automated & well-timed reminders aren't pushy—they're helpful. They show clients you value them and make it easy for them to stay on top of their appointments or memberships.

In this eBook, you'll find **copy-paste templates** for both emails and text messages. You can start using them right away—just swap in your own booking link and name!

No, you don't need fancy tech or design skills. Our scripts are simple, on purpose (*so they get read*) & sound natural and personal.



Ready to get started now?

Included in this ebook:

- Ready-to-send templates - 3, 6, and 12 months
- Both email and SMS versions for maximum reach
- DIY recommendations (*tried & tested*)
- DFY solutions

Whether you want DIY reminders to automate the process or have it all set up for you, keep reading for everything you need.



Reminder
messages are
among the highest
ROI
communications
you can send.

Sending them
regularly is like
printing money for
your business.



3-Month Templates

Email & SMS Scripts to Engage Clients at the
Perfect Time



Email Script

Subject: 🎈 Ready for your 3-month check-in?

Hello [\[First Name\]](#),

It's been a minute since we last saw you! Most of our clients like to check in every 3 months to stay on track with their [\[service/goal\]](#).



Ready to book?

It's quick and easy—just tap the link below:

[\[YourBookingLinkHere.com\]](#)

Let us know if you have any questions. We look forward to serving you again!

Warmly,

[\[Your Name/Team\]](#)



SMS Script

Hi **[First Name]**!

It's **[Your Business Name]**.
It's been 3 months since your last
[service].

Ready to book? Here's your link:
[YourBookingLinkHere.com]

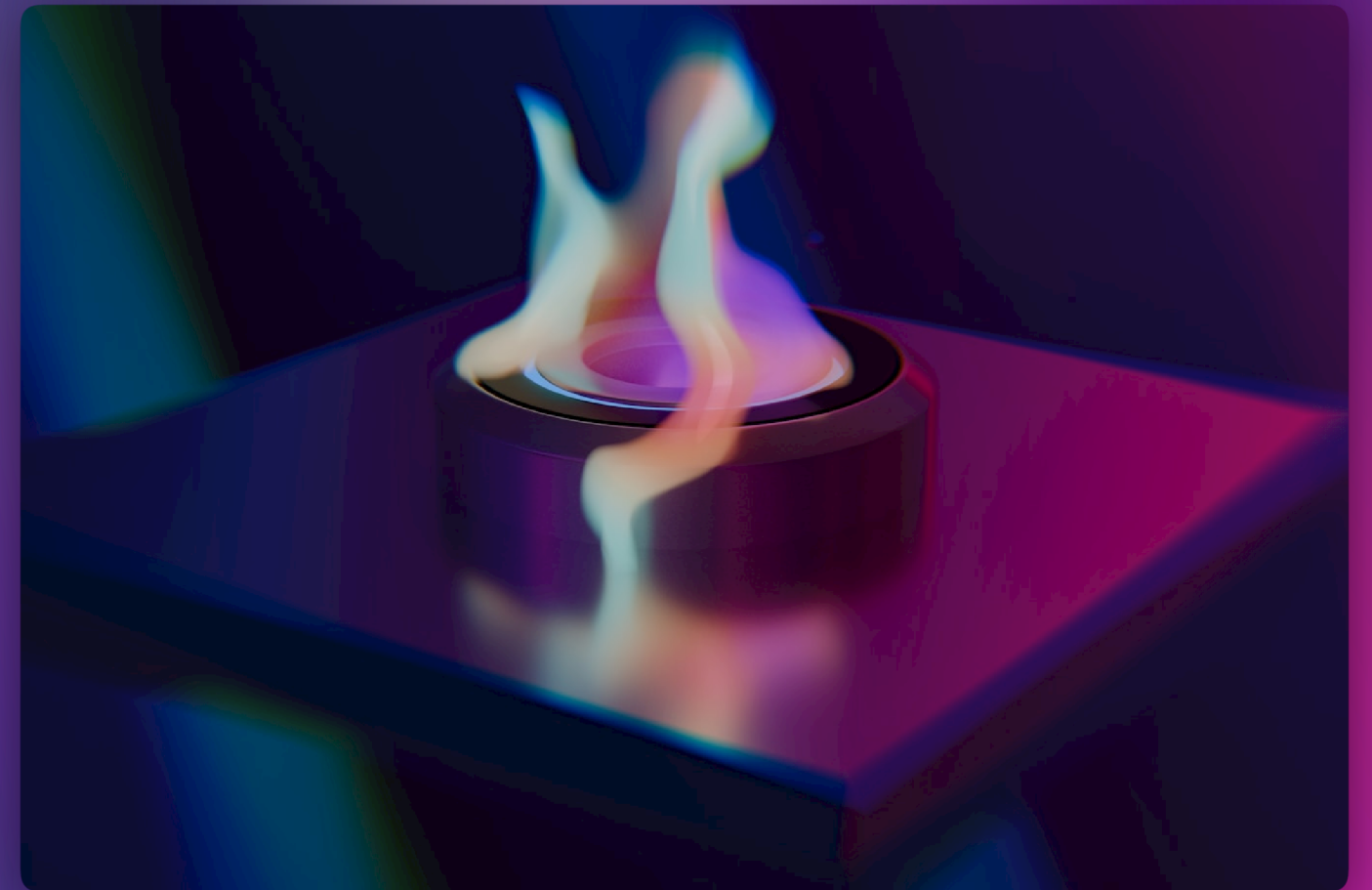
We can't wait to see you again!
[Your Name/Team]
[Your Phone Number]



“

Hot Tip:
Most people love a personal touch and humor! Feel free to tweak the scripts to match your brand's personality.

Add a few emojis or extra details if your clients love a personal touch.





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A timely reminder shows
your clients you care—not
just about their next visit,
but about their life.
People hire people they
like.

6-Month Templates

Retain or Win Back Clients After a Longer Break



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**The best reminders are friendly, clear, and
make it effortless for someone to take
action.**

Email Script

Subject: 🎈 Ready for your 6-month check-in?

Hello [First Name],

It's been a minute since we last saw you! We'd love to find out how you're doing. 🙌

📅 Ready to book?

It's quick and easy—just tap the link below:

[\[YourBookingLinkHere.com\]](#)

Let us know if you have any questions. We look forward to serving you again!

Warmly,

[\[Your Name/Team\]](#)



SMS Script

Hi **[First Name]**!

It's **[Your Business Name]**.

It's been 6 months since your last **[service]**.

Ready to book? Here's your link:
[YourBookingLinkHere.com]

We can't wait to see you again!
[Your Name/Team]
[Your Phone Number]





12-Month Templates

Templates for Yearly and/or Seasonal
Engagement



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Annual and seasonal reminders help you reconnect with clients and keep your brand top of mind all year long.



Email Script

Subject: 🎈 Ready for your annual check-in?

Hello **[First Name]**,

Another trip around the sun ☀️! Wow, it goes so fast! We're hoping your year has been amazing, and hope to see you again soon!

📅 Ready to book?

It's quick and easy—just tap the link below:

[YourBookingLinkHere.com]

Let us know if you have any questions. We look forward to serving you again!

Warmly,

[Your Name/Team]



SMS Script

Hi **[First Name]**!

It's **[Your Business Name]**.

It's been 1 year since your last **[service]**.

Ready to book? Here's your link:
[YourBookingLinkHere.com]

We can't wait to see you again!
[Your Name/Team]
[Your Phone Number]



2 Ways to Use These Templates

Make Reminders Work for You—Your Way



DIY (Do It Yourself)

- Copy & paste your templates into an automated marketing tool or CRM.
- Perfect for growing client lists and freeing up your time.
- Many tools offer free or low-cost plans.

Our tried & tested faves:

GMASS

Mailerlite

Followup Boss





DFY (Done For You)

- Hire a professional to set up and manage your reminder system.
- Great for busy business owners who want results with zero tech hassle.

Looking for a pro to help?

- Let us know!



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Pro Tip:
Set it once and it runs forever!

**Automate reminders today and spend
time doing what you love most.**



YOUR BUSINESS... YOUR CHOICES

— “ —

Success is just a choice away... time to watch your bookings fill up!

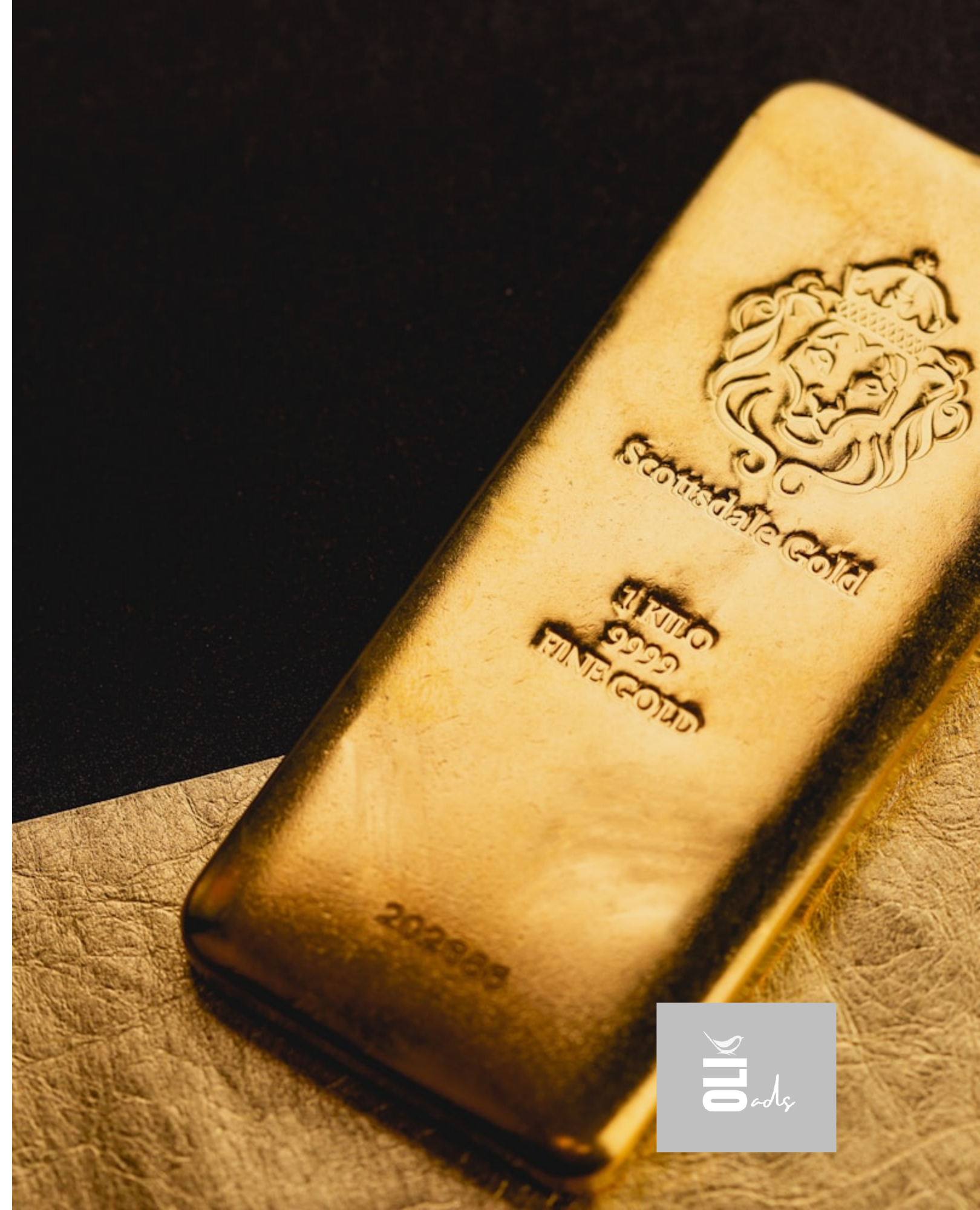
👉 Reminders solve “problem #1” for service businesses, coaches, & consultants: No followup.

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Setting up reminders is the simplest, least expensive investment with the highest ROI a small business owner can make... it's a no brainer. It's also the most commonly overlooked GOLD that goes unnoticed.

Your current clients are your gold... start there.

🛑 Remember that 200k? Don't leave that on the table!





OLI ADS

Let's get you sorted!

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