FREE TEMPLATES FROM ZOSSOZ

Closed-Today Messages

Ready lines for a sick day, a power outage, bad weather or a family emergency, for five places

For Owners who have to close without warning

Takes 10 minutes to save, 5 minutes to use

Zossoz

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Some mornings you can't open, and you can't plan for it. The customers who find out at a locked door are slower to come back than the ones who found out on their phone. This set has short lines for the common unplanned closures, for your website, Google profile, Instagram, voicemail and door, so you can post everywhere in five minutes.

Save this set before you need it

Fill in your business name, your usual hours and your one way to be reached in each line below, once. Then email the page to yourself with the subject "Closed today". On the bad morning, only the date and the time change.

Every message says three things:

- **That you're closed, and the date.** The date makes an old notice easy to spot.
- **When you plan to reopen, or when you will update.** Say "plan to", not "will".
- **How to reach you if it's urgent.** Name the one way you will really check.

One reason is plenty. You don't owe anyone medical details or family details. Skip the long apology.

Sick day

For you, or for the person who does the work. If you're a one-person business, say so plainly.

Website banner, Google post and Instagram

COPY AND PASTE

We are closed today, [day and date], because [I'm out sick / our team is out sick]. We plan to reopen [day] at [time]. If you have an appointment today, we will message you. To reach us, [your contact].

Voicemail

COPY AND PASTE

Hi, you've reached [business name]. We're closed today because [I'm / we're] out sick. We plan to reopen [day] at [time]. Leave a message with your name and number, and we'll get back to you. Thank you for understanding.

Door

COPY AND PASTE

CLOSED TODAY
[Day and date]
We plan to reopen [day] at [time].
Thank you for understanding.

Power out

Also works for no water, a broken AC, a burst pipe or a flooded floor.

Website banner, Google post and Instagram

COPY AND PASTE

We are closed today, [day and date], because we have no [power / water / AC] at [business name]. We will post an update here by [time]. To reach us, [your contact].

If you can open in a smaller way, say what is different:

COPY AND PASTE

We are open today, [day and date], with limited [hours / menu / services] because the power is out. [Cash only.] Updates here.

Voicemail

COPY AND PASTE

Hi, you've reached [business name]. We're closed today because we have no [power / water / AC]. We'll post an update at [website or Instagram name] by [time]. For anything urgent, text [your contact]. Thank you.

Door

COPY AND PASTE

CLOSED TODAY
[Day and date]
No [power / water / AC]. We will post an update at [Instagram name or website] by [time].

Bad weather

For a flooded street, a tropical storm or a storm warning, when you decide the morning of. For a hurricane you can see coming, the Hurricane Season Kit has the longer checklist.

Website banner, Google post and Instagram

COPY AND PASTE

We are closed today, [day and date], because of the weather. We plan to reopen [day] at [time]. We will update this page by [time]. To reach us, [your contact]. Stay safe.

Voicemail

COPY AND PASTE

Hi, you've reached [business name]. We're closed today because of the weather, and we plan to reopen [day]. We'll post updates at [website or Instagram name]. Thank you, and stay safe.

Door

COPY AND PASTE

CLOSED TODAY
[Day and date]
Because of the weather.
We plan to reopen [day] at [time].

Family emergency

Keep it short. "A family matter" is a full explanation.

Website banner, Google post and Instagram

COPY AND PASTE

We are closed today, [day and date], for a family matter. We plan to reopen [day]. Thank you for understanding. To reach us, [your contact].

If you don't know when you'll be back:

COPY AND PASTE

We are closed for a family matter. We don't know yet when we will reopen. We will post again by [day and time]. Thank you for your patience.

Voicemail

COPY AND PASTE

Hi, you've reached [business name]. We're closed for a family matter, and we plan to reopen [day]. Leave a message and we'll get back to you as soon as we can. Thank you for understanding.

Door

COPY AND PASTE

CLOSED
For a family matter.
We plan to reopen [day].
Thank you for understanding.

Anything else

A broken van, a repair crew, a break-in, a key person stuck in traffic.

Website banner, Google post and Instagram

COPY AND PASTE

We are closed today, [day and date], because of [a repair / a vehicle problem / an unexpected issue]. We plan to reopen [day] at [time]. To reach us, [your contact]. Sorry for the trouble.

Door

COPY AND PASTE

CLOSED TODAY
[Day and date]
We plan to reopen [day] at [time].
Sorry for the trouble.

How to post it in five minutes

Start with Google, because it reviews changes before they go live and doesn't say how long that takes. Then move through the rest so nobody depends on one place.

1. **Google profile.** Sign in with the Google account that runs it. Choose Edit profile, then Hours, then Special hours. Add today's date, keep Closed checked and save. Special hours cover a change of up to six days in a row. If you'll be closed seven days or more, or you don't know, look for Temporarily closed in the same Hours area. The menu names change now and then.
2. **Instagram.** Post the line, and pin it to the top of your profile (look for "Pin" in the post's menu).
3. **Your website.** Put the line in a banner at the top of the homepage, as real text.
4. **Voicemail.** Record the message for your situation.
5. **The door.** If you're on your way, tape the sign up. If you're not, ask someone nearby to do it.

> **TIP**
> An update post on your Google profile (Posts, then Add post, then Update) can carry the same line. The hours setting matters more.

When you reopen

> **COPY AND PASTE**
> We are open again today. Hours are [time] to [time]. Thank you for your patience.

Then clear it all out:

- [ ] Take down the banner, the door sign and the pinned Instagram post.
- [ ] Put your regular voicemail back.
- [ ] If you chose Temporarily closed on Google, open the Hours section and switch back to open with your main hours. Special hours end by themselves after the date you picked.
- [ ] Search your business name on your phone and read what a stranger sees.

> **WATCH OUT**
> An old "closed today" notice still up on a normal Thursday does more harm than no notice at all. Customers who see it assume you are shut and go somewhere else.

Next

1. Fill in the brackets once and email this page to yourself with the subject "Closed today".
2. Check that you can sign in to your Google profile, your website editor and Instagram from your phone.
3. Pick someone you trust who could post for you if you can't. Give them their own access through each service's users or managers settings, not your password.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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