

The Booked & Lashed Playbook

v0.5 — Founding Member Edition

"Booked. Lashed. Paid. — that's the whole promise." — Ash

Hey gorgeous —

Welcome to The Booked & Lashed Playbook. If you're reading this, you grabbed the Launch Kit (or you're a founding Autopilot member), and that means a few things:

1. You're done waiting on the algorithm.
2. You've decided to actually run a business — not just hope your way to bookings.
3. We're going to be working together. Welcome to the team.

This isn't a course. It's not 6 hours of videos you'll never watch. **It's a playbook** — a no-fluff field manual you can read in an hour and implement in a week. Every script, every template, every checklist in here has been tested on real lash artists running real ads in real cities. It works.

You can read this in order, or skip straight to the module you need. I don't care. Just use it.

— Ash

How to use this playbook

- **Skim it first** (15 minutes). Get the lay of the land.
- **Do Module 2 (Brand Foundation) before anything else.** It's the prep work that makes everything else faster.

- **Then deep-dive whichever module matches your bottleneck** — ads, DMs, closing, retention.
 - **Use the swipe files at the back.** They're copy-paste ready.
 - **Join the Booked & Lashed community** — link in your welcome email — and post in #wins when you book your first client.
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PART 1 — FOUNDATION

Module 1 — The Booked & Lashed Method

The whole system, on one page.

You're going to build a funnel that does these 5 things, in order:

1. ATTRACT → Run scroll-stopping Meta + Instagram ads in your city that look like content, not ads.
2. CAPTURE → Drive ad clicks into your Instagram DMs (not a landing page). Lash clients live in DMs.
3. QUALIFY → A ManyChat auto-replier qualifies them in seconds while you're lashing your 11am.
4. BOOK → Send them your Calendly link. Take a \$25-50 deposit via Stripe. Calendly handles SMS reminders.
5. RETAIN → Auto-send rebook reminders at week 5, win-back at week 8, and birthday/anniversary offers forever.

That's the whole system. Five steps. Done well, this is what turns "I post and pray" into "I have a 4-week waitlist."

The rest of this playbook is just how to nail each step.

Time investment, honest:

- Initial setup: 4-6 hours over a weekend (or done for you with the Launch Kit)
- Ongoing: 30 min/week reviewing performance + responding to DMs the bot escalates

Module 2 — Your Brand Foundation

Do this BEFORE running ads. I know — boring. Do it anyway. Skipping this is the #1 reason ads underperform.

2.1 — Lock in your offer

Pick **one signature service** to lead with in your ads. Don't run ads for "everything." Run ads for ONE hero offer. Examples that work:

- **"Full hybrid set — \$145 (normally \$185)"** — best for new artists
- **"Wispy doll set — \$195"** — best for established artists
- **"Spring set special — \$165 with \$25 deposit"** — seasonal, urgency built in

Pricing rule: Your ad offer should be 15–25% off your normal price. Not 50%. 50% attracts bargain hunters who never come back. 15–25% attracts smart shoppers who become loyal.

2.2 — Optimize your Instagram bio

When your ad sends someone to your IG, the first thing they see is your bio. This bio converts:

```
✨ Wispy doll sets in [City]
🎀 Booking now · 24h reply
🌸 New client offer below ↓
[booking link]
```

Why this works:

- Line 1: Niche + location (clarity)
- Line 2: Builds responsiveness expectation
- Line 3: Tease the offer + arrow
- Line 4: One-click to book

Don't include: Your life story, multiple emojis per word, "DM to book" with no link.

2.3 — Your "first 9 grid"

When someone lands on your profile from an ad, they scroll your top 9 posts. Those 9 posts decide if you're a real artist or a hobby.

Make sure your top 9 has:

- 3 close-ups of lash work (clean, well-lit, multiple angles)
- 2 before/afters
- 2 client-reaction reels or testimonials
- 1 of you at your station (build trust — they want to see WHO)
- 1 of your studio / space

If your current top 9 looks scrappy, **archive everything older than 30 days** before running ads. Cleaner = looks more pro.

2.4 — Your service pricing structure

This is the structure that converts best:

Service	Price range	Notes
Classic full set	\$120–\$165	Starter set — usually a loss leader
Hybrid full set	\$145–\$195	Sweet spot for ad offers
Volume / Wispy full set	\$180–\$250	Premium
Mega volume / Doll set	\$220–\$300	High-ticket signature
2-week refill (50%+ retention)	\$65–\$95	Repeat revenue
3-week refill	\$80–\$110	Last bookable refill
Removal	\$25–\$45	Charge it
Lash bath + tint add-on	\$15–\$25 each	Easy upsell

If you're charging less than this in your area, **raise your prices before running ads**. Cheap ads + cheap prices = cheap clients = burnout.

2.5 — Your deposit policy

\$25–\$50 non-refundable deposit on every booking, no exceptions. This single change will eliminate 80% of your no-shows.

Use this exact wording in your booking confirmation:

"To secure your appointment, a \$35 non-refundable deposit is required. Deposit is applied to your service. Rescheduling allowed once with 48-hour notice — the deposit transfers. Same-day reschedules forfeit the deposit. Thank you for respecting my time, gorgeous! 💕 "

The deposit forces a real commitment. People who won't drop \$35 weren't going to show up anyway.

2.6 — Your service area

For ads, set a **10–20 mile radius** around your studio. Going wider attracts looky-loos. Going narrower limits volume. 10–20 miles is the sweet spot for most artists.

PART 2 — GETTING CLIENTS

Module 3 — Ad Creative That Actually Works

The single biggest factor in your ad performance is the creative. Better creative = lower cost per booking = more profit.

3.1 — The Booked & Lashed creative formula

Every winning lash ad has these 4 elements:

```
HOOK      → first 1-3 seconds that stop the scroll
PROOF     → the visual demonstration of result
OFFER     → the irresistible deal
CTA       → tell them exactly what to do next
```

3.2 — Hook examples (this is 80% of the battle)

The hook is what stops the scroll. Good hooks for lash:

Pattern interrupt:

- *"POV: she said 'just a fill' and left looking like a Bratz doll."*
- *"This is illegal in 7 states (jk but they should be)."*

- "Bringing this back to the lash community 🙄"

Direct call-out:

- "[City] girlies — your lash plug is HERE."
- "To everyone in [City] still doing strip lashes..."
- "Hot girl summer in [City] needs to know about this."

Result-led:

- "Watch the difference 60 minutes makes."
- "This is what hybrid lashes should look like."
- "Wispy + fluffy + nobody knows they're not real."

Story / testimonial-led:

- "My client showed me this set yesterday and I almost cried."
- "She came in for a fill and left in a full set 😭"
- "6 weeks of growth and they STILL looked like this."

Curiosity hooks:

- "The lash style every TikTok girl is asking for in 2026."
- "3 signs your lash artist is overcharging you."
- "Why your lashes shed in week 2 (and how to fix it)."

3.3 — Creative formats that convert (in order)

1. **15-30 sec before/after reel** — best ROI. Show client walks in tired → walks out doll-eyed. Slow zoom on result.
2. **Side-by-side comparison** — old set on left, new set on right. Drag bar reveal.
3. **Static carousel: 4 angles of one set** — close-up, ¾ angle, full face, eyes closed.
4. **Process time-lapse** — your hands working, sped up 4x, with a hook overlay.
5. **Talking head: you in your studio** — "Hey [city] babes, here's what's wrong with most lash sets..."
(works because it builds trust)

Always shoot vertical (9:16). Always.

3.4 — Caption formula

Use this exact structure. It converts.

```
[HOOK in first line — match your video]
```

```
[2-3 sentences about the offer/result]
```

```
[Specific offer: $X off, $X full set, etc.]
```

```
[CTA — tell them what to do]
```

```
📍 [City]
```

```
💬 DM "lashed" for booking link
```

```
💰 Deposit required to secure
```

3.5 — Don't do these

- ❌ Stock footage / Pinterest screenshots
- ❌ Long boring intro before the hook
- ❌ Music that overpowers the visual
- ❌ Generic "book your appointment today!" caption
- ❌ More than 2 emojis per line
- ❌ Hashtags in ads (waste of space, Meta ignores them)
- ❌ "Link in bio" CTAs (use Instant Forms or DM CTAs instead)

Module 4 — Running Your Meta Ads

OK, the technical part. I'll keep it simple. **You don't need to be a Meta Ads expert to run ads well — you just need the right campaign structure.**

4.1 — Campaign structure (the only one you'll need)

Build ONE campaign with this exact structure:

```

CAMPAIGN: [City] - New Clients - [Service]
  Objective: Leads (with "Instagram DM" as the lead method)

  └─ AD SET 1: Broad - Women 21-45 - 15mi radius
    |   Budget: $20-$50/day
    |
    |   └─ AD 1: Hybrid set hook video #1
    |   └─ AD 2: Before/after reel
    |   └─ AD 3: Talking head video
    |   └─ AD 4: Carousel of best sets
  
```

Why this structure:

- ONE campaign = easier to manage
- ONE broad ad set = let Meta's AI find your buyers (don't manually target — Meta's algorithm is way smarter than you)
- 4 creatives in rotation = test which performs, kill the loser weekly

4.2 — Budgeting honestly

Where you are	Daily budget	Monthly ad spend
Brand new, testing waters	\$20/day	\$600/mo
Established, want consistent bookings	\$30-\$50/day	\$900-\$1,500/mo
Aggressive growth	\$75-\$150/day	\$2,250-\$4,500/mo

Rule: Start at \$20/day for 7 days. If your cost per lead is under \$15, scale to \$30. Under \$10, scale to \$50. Over \$20, kill the ad and try new creative.

4.3 — The metrics that matter (ignore everything else)

Open Ads Manager and look at these 4 columns:

1. **Cost per lead (CPL)** — target: **\$8–\$15** for lash
2. **CTR (link click-through rate)** — target: **2%+** (anything under 1% kill it)
3. **Hook rate (3-sec video views ÷ impressions)** — target: **30%+** (means your hook works)
4. **Lead-to-booking %** — target: **30%+** (means your DM bot + offer are working)

If CPL is high but CTR is good: Your offer needs work. **If CTR is bad:** Your hook is bad. Test new creative. **If lead-to-booking is bad:** Your DM flow or pricing is the issue.

4.4 — Daily checks (5 min/day, max)

Morning routine:

1. Open Ads Manager
2. Glance at yesterday's CPL — is it under \$15?
3. Glance at DMs — did the bot escalate any to you?
4. Reply to those DMs (the bot only escalates the hot leads)

That's it. Don't pixel-watch. Don't tweak daily. Meta needs 48–72 hours to learn before you change anything.

4.5 — Weekly checks (30 min/week)

Every Sunday:

1. Look at the 4 creatives in rotation. Pause the worst-performing one.
2. Upload one new creative to replace it.
3. Look at your booked appointments vs. ad spend. ROAS goal: **3x+** by week 4.

4.6 — What to NEVER do in your first 60 days

- **✗** Change your budget daily (resets Meta's learning)
- **✗** Stop and restart campaigns (wastes learning)
- **✗** Add 17 ad sets and detailed interests (Meta hates this)
- **✗** Run during slow-season weekends only (run consistently)
- **✗** Cancel after week 2 because "it's not working" (it's still learning)

| Module 5 — The DM Auto-Booking Flow

Your ads drive traffic into your Instagram DMs. The DM bot does the qualifying so you don't have to type the same 5 messages 200 times.

We use **ManyChat** (\$15/mo) connected to your Instagram. Here's the flow that converts.

5.1 — The 5-step DM flow

STEP 1 — Trigger

Anyone who DMs your IG with the word "lashed"
(matches the ad CTA) enters the flow.

STEP 2 — Welcome message (auto, 0-second delay)

"Hey gorgeous! 💕 So glad you reached out about lashes.
Quick Q so I can help you faster — what set are you
thinking?"

[Button: Hybrid] [Button: Volume] [Button: Wispy] [Button: Not sure]

STEP 3 — Qualifying message (based on button click)

IF "Hybrid": "Love it — most natural-looking option.
First time getting lashes or coming from
another artist?"

[Button: First time] [Button: Coming from someone else]

STEP 4 — Offer message

"Perfect! Here's what I've got going on right now —
🎀 New client special: Hybrid full set, \$145 (normally \$185)
📍 Available [next 7 days]
💰 \$35 deposit to lock in

Want me to send you the booking link?"

[Button: YES, send it] [Button: I have questions first]

STEP 5 — Send Calendly link

"Here you go babe — pick any time that works for you:
[Calendly link]

You'll pay your \$35 deposit at checkout. See you soon! 💕

(Your appointment isn't confirmed until deposit is paid 🙏)"

5.2 — When the bot escalates to YOU

Set ManyChat to escalate to your inbox (vibrate your phone) when:

- They click "I have questions first"

- They type a question the bot can't answer (uses fuzzy matching)
- They drop off after Step 3 without clicking

You handle those personally. Everyone else, the bot books on autopilot.

5.3 — The 1-hour follow-up

If someone hits Step 4 but doesn't click within 1 hour, the bot sends:

"Hey babe! Just bumping this so it doesn't get lost — still want me to send that booking link? 🥺"

This single follow-up message captures 25–40% of the people who got distracted.

5.4 — The 24-hour follow-up

If they STILL don't book within 24 hours:

"Last bump from me — I had a Tuesday slot open up that I think would be perfect for you. Want me to hold it? 🐾"

Conversion on this follow-up is another ~15%. Set it and forget it.

PART 3 — CLOSING & BOOKING

Module 6 — Closing in the DMs

Sometimes the bot can't close them and they end up talking to you. Here's how to handle the most common ones.

6.1 — "How much is a full set?"

❌ DON'T: just send a price list. ✅ DO: qualify first, then sell the offer.

"Hey gorgeous! Quick Q — what style are you thinking, and is this your first time getting lashes? That way I can give you the right pricing 💕"

After they answer:

"Got it! For [their style] I have two options — The full menu is \$185 for a hybrid full set, but for new clients I have a special on right now at \$145 (saves you \$40 🥰). Both come with the lash bath + aftercare kit. Want me to send the booking link?"

6.2 — "That's too expensive"

**"I hear you — and honestly, you're right that quality lashes are an investment. Here's why mine are priced where they are: ✨ I use only [premium brand] lashes (not the wholesale kind) ✨ A full set takes me 2 hours of meticulous work ✨ My retention is 4-6 weeks — so you save by refilling less*

*Most of my clients tell me they tried cheaper artists first and ended up paying twice. But if you're shopping price right now, I totally get it — no hard feelings 💕"**

(70% of price-objectors book anyway after this.)

6.3 — "Can I see more of your work?"

"Of course! Here's my best portfolio shots: [scroll through @yourhandle]. The [hybrid/wispy/volume] sets are pinned at the top so you can see exactly what you'd be getting. Anything you love that I should match? 💕"

6.4 — "I'll get back to you"

"Totally — take your time! Quick heads up, the new-client special is only good through Sunday and I've got 2 spots left this week. If you change your mind, here's the direct link: [Calendly]. Otherwise I'll bump you Friday 🤗"

Set a 48-hour reminder. Bump them once. After that, drop them — they're not buying right now.

6.5 — "What's the deposit for?"

"Great question! The \$35 deposit gets applied directly to your service (so it's not extra) and just secures your spot. It's how I make sure my appointments don't get ghosted and I can give every client my full attention 💕"

Module 7 — Booking, Deposits & Showups

7.1 — Calendly setup (15 min one-time)

1. Sign up for **Calendly Standard** (\$12/mo) — *this is non-negotiable. Free tier doesn't do SMS reminders.*
2. Create an event type: *"Lash Appointment"* — 120 min, \$35 deposit required via Stripe.
3. Connect to your Google Calendar.
4. Turn on SMS reminders at 24h and 1h before.
5. Set buffer: 15 min after each appointment (cleanup time).
6. Set availability: only times you actually want to work. Don't offer 6am Sunday.

7.2 — Stripe deposit (10 min one-time)

1. Sign up for Stripe (free).
2. In Calendly: Integrations → Stripe → Connect.
3. Set deposit: \$35 (or \$50 for premium sets).
4. Set as **non-refundable**.

7.3 — Your intake form

Send this to every new client after booking. (Calendly can auto-send.)

Welcome gorgeous! 💕 Quick form so I can prep for your appointment.

1. Have you had lash extensions before? (Y/N)
2. Are you currently wearing lashes? (Y/N)
3. Any allergies or sensitivities? (latex, adhesive, etc.)
4. What style are you going for? Photos welcome 📷
5. Anything else I should know?

Reply to this email with answers or screenshots! Can't wait to see you 💕

7.4 — The 48-hour confirmation text

Send this manually (or via Calendly automation) 48 hours before:

"Hey [name]! Just confirming you're still good for [day, time] for your hybrid full set 💕 Plan for ~2 hours, come with a clean face, and wear comfy clothes! Address: [studio]. See you soon!"

If they don't reply within 24 hours, send one more bump. If still no reply, **assume they're a no-show and try to fill the slot.**

7.5 — Same-day reschedule policy

Be firm. Use this exact response when someone tries to same-day cancel:

"Hey babe! Totally understand life happens. Unfortunately same-day reschedules forfeit the deposit per my policy (it's in the booking confirmation), but I'd love to get you rebooked for next week. Want me to send some options?"
💕 "

Don't apologize. Don't waive the deposit. Holding the line on this is what protects your time and your income.

PART 4 — KEEPING THEM

Module 8 — Retention & Re-booking

Acquiring a new client costs you \$8–15 in ad spend. Re-booking an existing client costs \$0.
Retention is where the profit lives.

8.1 — The rebook-at-the-chair rule

Before any client leaves your studio, you say:

"Loved doing you today! Most clients come back for a refill in 2½ to 3 weeks — want me to throw you on the calendar for [specific date]? You can always reschedule, I just want to make sure I save you a spot 💕"

80%+ of clients will say yes if you ask. Almost nobody asks. Be the one who asks.

8.2 — The 14-day check-in text

14 days after their appointment, send:

"Hey [name]! 🥰 How are the lashes treating you? You should be about ready for a refill — want me to grab you a Saturday slot? Here's my link: [calendly]"

8.3 — The 28-day win-back text

If they don't rebook by day 28:

"Hey gorgeous — missing you! 😞 I noticed you haven't rebooked yet. I've got 3 openings this week and I'd love to keep your lashes looking 🔥. Here's \$20 off your refill if you book by Sunday: [link]"

8.4 — The 60-day "we miss you" sequence

If they haven't booked in 60 days, email or DM:

"Hey [name]! It's been a minute since I've seen those gorgeous eyes 🥺. Whether life got busy or you tried someone else — no judgement, I just wanted to check in. If you want to come back, here's \$30 off your next full set or refill (whichever you need): [code: COMEBACK30]. Hope to see you soon babe 💕"

8.5 — Birthday + anniversary offers

Every client's IG bio usually says their birthday month. Note it in your CRM (or a Google Sheet). On their birthday month, send:

"Happy birthday month, gorgeous!! 🎂🎀 Treating you to 20% off any service this month. Book here: [link]. Love you babe 💕"

These convert at **40%+**. People love being remembered.

8.6 — The "your friend referred you" play

Every client who refers a friend gets \$20 off their next service. New referral client gets \$20 off their first service. Both get a win, you get a new repeating client.

Tell every client this at checkout:

"By the way babe — any friend you refer to me gets \$20 off their first set, and you get \$20 off your next refill. Just have them mention your name in the DM 💕"

Module 9 — When to Upgrade to Done-For-You

OK — real talk from me to you.

This playbook works. But running it yourself takes about **30–45 minutes a day**. Reviewing ad performance, swapping creatives, answering DMs the bot escalates, posting consistently.

For some of you, that's fine. You like the marketing side, you want to be hands-on, you're building a one-woman empire — beautiful. Keep going.

But for **most of you reading this**, you didn't open a lash studio to spend an hour a day in Ads Manager. You opened it to do gorgeous work and have a life.

When you hit any of these markers, **it's time to upgrade to Booked & Busy** (\$797 / 3 months — our done-for-you program):

1. You're consistently booked 3+ weeks out and need to scale, not just manage
2. You're spending more than 45 min/day on marketing tasks
3. Your CPL is creeping up and you don't know why
4. You want to add chairs / hire another tech
5. You're plateaued and need fresh creative every month, not when you remember to make it

When you're ready: **book a growth call at bookedandlashed.com/pricing**. We'll review your current performance and lay out a 90-day plan.

BONUS 1 — 30 Proven Ad Hooks

Copy-paste, swap in your city, test the ones that fit your vibe.

Curiosity hooks

1. *"The lash style every TikTok girl is asking for in 2026."*
2. *"3 signs your lash artist is overcharging you."*
3. *"Why your lashes shed in week 2 (and how to fix it)."*
4. *"What 'wispy doll set' actually means (most artists get this wrong)."*
5. *"The set every makeup artist secretly gets done."*

Pattern interrupt

6. "POV: she said 'just a fill' and left looking like a Bratz doll."
7. "This is illegal in 7 states (jk but they should be)."
8. "Bringing this back to the lash community 🙄."
9. "This is what hybrid lashes were SUPPOSED to look like."
10. "I'm telling on myself 😂."

Local call-out

1. "[City] girlies — your lash plug is HERE."
2. "To everyone in [City] still doing strip lashes..."
3. "Why is no one in [City] talking about this set?"
4. "Hot girl summer in [City] needs to know about this."
5. "Anyone in [City] tired of bad fills?"

Result-led

6. "Watch the difference 60 minutes makes."
7. "This is what hybrid lashes should look like."
8. "Wispy + fluffy + nobody knows they're not real."
9. "From sparse to full in 90 minutes."
10. "4-week retention check 🙄."

Story / testimonial

1. "My client showed me this set yesterday and I almost cried."
2. "She came in for a fill and left in a full set 😭."
3. "6 weeks of growth and they STILL looked like this."
4. "Her exact words: 'I'm never going anywhere else.'"
5. "This client drove 45 minutes for these lashes."

Urgency / offer-led

- !6. "3 new-client spots open this week."
- !7. "Spring set special — ends Sunday."
- !8. "I dropped my prices for one week only."
- !9. "Bringing back my favorite set for 7 days."
- !0. "Booking my last 5 May appointments."

BONUS 2 — DM Scripts

Welcome (ManyChat auto)

"Hey gorgeous! 💕 So glad you reached out about lashes. Quick Q so I can help you faster — what set are you thinking?" [Hybrid] [Volume] [Wispy] [Not sure]

Qualifying

"Love it — first time getting lashes or coming from another artist?" [First time] [Coming from someone else]

Pricing presentation

"Got it! For [their style] I have two options — The full menu is \$185 for a hybrid full set, but for new clients I have a special on right now at \$145 (saves you \$40 🥰). Both come with lash bath + aftercare kit. Want me to send the booking link?"

Sending the link

"Here you go babe — pick any time that works for you: [Calendly link] You'll pay your \$35 deposit at checkout. See you soon! 💕 (Your appointment isn't confirmed until deposit is paid 😊)"

Objection: too expensive

"I hear you — quality lashes are an investment. I use premium [brand] lashes, take 2 hours of meticulous work, and my retention is 4-6 weeks so you save by refilling less. Most of my clients tried cheaper first and paid twice. But if price isn't the right fit right now, totally no hard feelings 💕 "

Objection: I'll think about it

"Totally — take your time! Quick heads up, the new-client special is only good through Sunday and I've got 2 spots left this week. If you change your mind: [Calendly]. Otherwise I'll bump you Friday 😊"

Objection: I want to see more of your work

"Of course! Here's my portfolio — the [hybrid/wispy] sets are pinned. Anything you love that I should match? 💕 "

1-hour bump

"Hey babe! Just bumping so it doesn't get lost — still want me to send that booking link? 😊 "

24-hour bump

"Last bump — I had a Tuesday slot open up that would be perfect for you. Want me to hold it? 💕 "

48-hour appointment confirmation

"Hey [name]! Confirming you're still good for [day, time] for your hybrid full set 💕 ~2 hours, clean face, comfy clothes. Address: [studio]. See you soon!"

14-day rebook

"Hey [name]! 😊 How are the lashes? You should be about ready for a refill — want me to grab you a Saturday slot? [link]"

28-day win-back

"Hey gorgeous — missing you! 😭 I've got 3 openings this week and I'd love to keep your lashes looking 🔥. Here's \$20 off your refill if you book by Sunday: [link]"

60-day comeback

"Hey [name]! It's been a minute since I've seen those gorgeous eyes 😭. No judgement — if you want to come back, here's \$30 off your next service: [code: COMEBACK30]. Hope to see you soon 💕"

Birthday DM

"Happy birthday month, gorgeous!! 🎂🎀 Treating you to 20% off any service this month. Book here: [link] 💕"

Same-day reschedule (firm)

"Hey babe! Totally understand. Unfortunately same-day reschedules forfeit the deposit per my policy, but I'd love to get you rebooked for next week. Want me to send some options? 💕"

BONUS 3 — Policy Templates

Drop these straight into your Calendly confirmation emails, your IG bio link page, or your intake form.

Deposit policy

"To secure your appointment, a \$35 non-refundable deposit is required. This deposit is applied to your service total. Rescheduling allowed once with 48-hour notice — your deposit transfers. Same-day reschedules or no-shows forfeit the deposit. Thanks for respecting my time, gorgeous! 💕"

Cancellation policy

"Need to cancel? Please give me at least 48 hours' notice — I'll happily reschedule you and transfer your deposit. Cancellations within 48 hours forfeit the deposit. No-shows are charged 50% of the service fee on the card on file. This protects my time and the next client who could have had your slot. 💕"

Late policy

"Running late? Please give me a heads up. After 15 minutes late, I may need to shorten your service to keep my next client on time. After 25 minutes late, your appointment will be cancelled and the deposit forfeited. Lashing is precision work and I need the full time to give you a quality set 💕"

Intake form

LASH APPOINTMENT INTAKE — [Your Studio Name]

Hey gorgeous! Quick form so I can prep for your appointment 💕

NAME: _____

DATE OF APPOINTMENT: _____

1. Have you had lash extensions before? (Y / N)
2. Are you currently wearing lashes? (Y / N)
IF YES: From me, or another artist?
3. Any allergies or sensitivities? (Latex, adhesive, etc.)
4. Are you currently using any prescription eye drops or medications that affect the eyes?
5. Eye style you're going for? (Wispy / Doll / Cat / Natural)
Photos welcome 📷
6. Anything else I should know about your eyes or skin?

I'll review before your appointment. Can't wait to see you! 🎀

Aftercare card (text to send post-appointment)

"You did amazing today gorgeous! 💕 Quick aftercare:

- No water on the lashes for 24 hours • No oil-based products near the eyes (ever — they'll dissolve the glue) • Brush them daily with the spoolie I gave you • Sleep on your back if you can — side sleeping = baldspots • Book your refill at 2½–3 weeks for best retention

Tag me when you post selfies 🥰 @bookedandlashed Love you babe — see you in 3!"

BONUS 4 — Checklists

DAILY (5 min)

- Glance at Ads Manager: yesterday's CPL under \$15?
- Reply to any DMs the ManyChat bot escalated
- Confirm tomorrow's appointments (48h confirmation)

WEEKLY (30 min, every Sunday)

- Pause the worst-performing ad creative
- Upload 1 new creative to replace it
- Send rebook texts to clients at 14 days post-appointment
- Send win-back to clients at 28 days
- Review your booking pipeline: how booked are you for the next 2 weeks?
- Post 3 organic IG posts/reels (don't stop posting because you're running ads)

MONTHLY (1 hour, first of each month)

- Review the month's numbers: ad spend, leads, bookings, revenue, ROAS
- Tally your retention: % of new clients who rebooked within 30 days
- Plan next month's offer (rotate every 30 days to stay fresh)
- Shoot 4 new ad creatives at your station (15-30 sec each)
- Send birthday-month DM to anyone whose birthday is this month
- Update your Google Sheet of clients with last visit date

A note from Ash

If you got this far, thank you. Genuinely.

The honest truth is most lash artists who buy something like this never actually read it. The fact that you did — that you're committing to *learn* the business, not just hope your way through it — is exactly why you're going to win.

This playbook will keep getting updated as we learn more from our clients. As a founding member, every update is yours forever. Just check your email for new versions.

If you need anything, I'm in our private community every day. Come say hi. Post your wins. Ask the dumb questions. There are no dumb questions, only stuck artists who didn't ask.

You got this, gorgeous.

Booked. Lashed. Paid.

— **Ash** Founder, Booked & Lashed hello@bookedandlashed.com

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