

The Full Calendar Fix for MedSpas

10 Proven Strategies to Keep Your Appointment Book Packed
—Without Discounts, DMs, or Dancing on Reels

THE PROBLEM:

One week you're slammed. The next? Total silence.

Meanwhile, your "likes" are up and your ads are running—but your chairs? Still empty.

This guide shows you how to stop the rollercoaster and build a predictable booking system that fills your calendar with clients who show up, pay full price, and rebook.

Real-World Fixes You Can Use This Week:



The "No-Discount" Lead Magnet

Stop offering 10% off.

Start offering *value*—checklists, skin-care cheat sheets, treatment timelines.

Let them download something, then follow up with intent.



Use Exit-Intent Popups (the Right Way)

Don't beg with a discount.
Offer something helpful like:

"Before you go—want the 5-step treatment planner our top clients use?"

Capture the lead, then nurture.



The 60-Second Follow-Up Rule

You have one minute before they forget you exist.

Send an instant text → voicemail drop → then call.

If you're waiting hours to respond to leads, you're just funding someone else's calendar.



Train Your Front Desk to Sell (Softly)

Reception shouldn't just answer phones—they should close. Arm them with 3 questions:

1. What result are you hoping to see?
2. Do you have an event or timeline in mind?
3. Want me to block a follow-up spot now so you stay on track?



Follow-Up Without the Chase

Drop every new lead into a 14-day nurture sequence:

Day 1: "Got your download—quick question..."
Day 3: Story email
Day 5: FAQ
Day 7: Testimonial
Day 10: Booking CTA

More touchpoints = more bookings. Period.



Rebook on the Spot

Every treatment should end with:

"Let's go ahead and lock in your next session now while I've got you."

If they walk out without rebooking, assume they're gone.



Package Outcomes, Not Sessions

Stop selling "1 RF Microneedling."

Start selling "The Acne Scar Reset Program (3 sessions + post-care kit)."

People buy results, not appointments.



Call Out the Ghosts

"Hey, I noticed we missed you last week. Want me to save you a slot this Friday or Monday?"
Dead leads aren't dead—they just need the right *poke*.



Ditch "Request a Consult" Buttons

Nobody wants to "request" anything.

Swap every button to "Book Now" or "Grab Your Spot."

High-ticket patients respond to clarity, not permission-seeking.



Screenshot Your Wins

Got 34 bookings this week? Screenshot it.

Patient DM'd you a thank-you selfie? Screenshot it.

Run those in your Stories and your email drips.

Proof > pitch.

**If your calendar feels unpredictable, your revenue is, too.
Don't wait for word-of-mouth to save you.**

Use these fixes to build the machine—so even your "slow" weeks still pay you like your busy ones.
Want help building the system that makes this run?

**Book a free 15-min Brainstorm Session. If we can't find 5 fast wins,
we'll Venmo you for wasting your time.**

square1grp.com/brainstormsession