

FREE QUICK GUIDE

7 WhatsApp Status formulas that help beauty businesses get booked

Turn a service, price, or open appointment into a clear post that tells potential clients what to do next.

**MADE FOR NAIL TECHS, LASH ARTISTS, BRAIDERS,
BARBERS, MAKEUP ARTISTS AND SOLO BEAUTY
PROFESSIONALS**

The rule: every Status needs one job. Show value, build trust, or ask for the booking. Do not try to do all three at once.

Start with clarity, not cleverness

01

The open-slot post

Use it when: you have a real appointment available

Formula: [day/time] + [service] + [area] + one booking instruction

Example: Saturday 11:00 opened up. Gel overlay from R280 in Randburg. WhatsApp BOOK to claim it.

02

The result post

Use it when: you have a client-approved photo or outcome

Formula: [result] + [service used] + [who it suits] + call to action

Example: Clean, short almond set for a low-maintenance finish. Save this look and send it when you book.

03

The question post

Use it when: clients keep asking the same thing

Formula: [real question] + [short answer] + invitation to ask more

Example: How long does a lash fill take? Usually 60-90 minutes, depending on retention. Send a photo if you are unsure what to book.

Build trust, then make the next step easy

04

The behind-the-scenes post

Use it when: you can show clean preparation or careful technique

Formula: [what you are doing] + [why it matters] + soft call to action

Example: Fresh tools and a sanitised station before the first client. Your comfort matters. Ask about this week's openings.

05

The honest offer

Use it when: you have a genuine deadline or limited quantity

Formula: [offer] + [who it is for] + [real deadline] + exact booking step

Example: New-client brow shape and tint: R220 until Friday at 17:00. Send BROWS to check remaining times.

06

The price explainer

Use it when: someone may not understand what the price includes

Formula: [price] + [what is included] + [what is separate] + request details

Example: Braids from R650, including standard colour 1B hair. Extra length and custom colours are quoted separately. Send your inspiration photo.

07

The rebooking reminder

Use it when: a client may be due to return

Formula: [friendly timing reminder] + [benefit] + low-pressure action

Example: If your last appointment was three weeks ago, this is your gentle reminder to check your next date. Reply REBOOK and I will send availability.

BEFORE YOU POST

A 20-second quality check

- | | |
|---|---|
| 1 | Is the price correct and clear about what is included? |
| 2 | Is the deadline or available slot real? |
| 3 | Do you have permission for every client photo or review? |
| 4 | Is there exactly one next step: reply, WhatsApp, or book? |

YOUR 7-DAY MINI PLAN

One useful post per day

DAY	POST	REMEMBER
MON	Open slot	Post only real availability.
TUE	Result	Use a photo only with permission.
WED	Question	Answer one common concern.
THU	Behind the scenes	Show care, cleanliness, or preparation.
FRI	Honest offer	Use a real deadline, never fake urgency.
SAT	Price explainer	Say what is and is not included.
SUN	Rebooking reminder	Help regulars plan ahead.

Want the full system? GlowBooked ZA includes an offline promo-card maker, ready captions, and a complete 90-day Status plan.

Marketing templates cannot guarantee bookings. Check every price, deadline, claim, client permission, and booking term before posting.