

APPOINTMENT SCHEDULING

Appointment Reminder Prompt Library

A ready-to-use collection of AI prompts that turn a generic "don't forget your appointment" text into reminders people actually read, confirm, and act on. Every prompt below is written to be pasted in

- ✓ Print-optimized
- ✓ Expert-curated
- ✓ Actionable tips

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No-shows are rarely about people not caring. They are about reminders that arrive at the wrong time, in the wrong tone, with no easy way to confirm or reschedule. This library fixes all three. Use it to cut no-shows, recover the appointments you would have lost, and protect the revenue sitting on your calendar.

Why this is worth ten minutes: the average appointment-based business loses 10-20% of booked slots to no-shows. A single reminder cuts that by roughly a third; a confirmation-driven SMS + email sequence cuts it by 50% or more (industry data from SimplyBook, Solutionreach, and salon-software benchmarks consistently land in this range). On a calendar of 200 monthly slots at \$80 each, dropping no-shows from 18% to 8% recovers about \$1,600 a month — every month — for the cost of writing better copy once. SMS is the workhorse: open rates run ~98% and most are read within 3 minutes, versus ~20% for email. The fastest fix is not "send more reminders," it's "send the right reminder, at the right hour, with a one-tap confirm."

How to Use This Library

1. Pick the prompt that matches the moment in the customer journey (booking confirmation, 24-hour reminder, same-day nudge, recovery).
2. Replace the bracketed fields with your business details — your name, service, time, and your Triviyo booking link.
3. Generate two variations and A/B test them for one week.
4. Keep the version with the higher confirmation rate, then move on to the next message in the sequence.

Tone rule of thumb: warm, brief, and human. Reminders that sound like a person texting a friend outperform formal "Dear valued customer" messaging in almost every industry.

Timing cheat sheet (start here, then test against your own data):

Moment	Channel	Why
At booking	Email	Confirms the slot, sets expectations
3 days before	Email (high-value/medical)	Early enough to reschedule
24 hours before	SMS + email	The single highest-impact reminder
2-3 hours before	SMS	Catches genuine forgetters

Moment	Channel	Why
Right after a miss	SMS	Recovery, while intent is still warm

Best send windows: 10am-2pm on weekdays for confirmations; avoid before 8am and after 8pm (TCPA in the US restricts SMS to 8am-9pm local time — keep your sends inside that window).

1. Booking Confirmation (sent immediately)

"Write a friendly booking confirmation for a [service type] appointment on [date] at [time] with [business name]. Confirm the details in one line, set expectations for what to bring or prepare, and include a single link to manage or reschedule the booking. Keep it under 60 words and end on a warm note."

Why it works: confirming at the moment of booking anchors the appointment in memory and sets the tone for every reminder that follows.

2. 24-Hour Reminder

"Write a warm 24-hour reminder for a [service type] appointment tomorrow at [time]. Include a clear one-tap confirm option and a reschedule link so the customer can change plans instead of ghosting. Acknowledge that plans change and make rescheduling feel easy, not guilty. Keep it under 50 words."

Why it works: the 24-hour mark is the single most important reminder. It is far enough out for the customer to adjust their day and close enough that the appointment feels real.

3. Same-Day / 3-Hour Reminder (SMS)

"Write a short SMS reminder (under 160 characters) for an appointment at [time] today with [business name]. Include directions or a parking note if relevant and a confirm button. Friendly, zero fluff."

Why it works: a quick same-day ping catches the people who genuinely forgot, without nagging the ones already on their way.

4. No-Show Recovery

"A customer missed their [service type] appointment. Write a kind, non-judgmental message that assumes the best, offers two specific times to rebook this week, and includes a one-tap rebooking link. Make rebooking feel effortless and remove any shame. Under 70 words."

Why it works: most no-shows are not lost customers — they are embarrassed customers. A warm recovery message rebooks a meaningful share of them instead of writing them off.

5. Deposit / Cancellation Policy Reminder

"Explain our deposit and cancellation policy for [service type] in a friendly, reassuring tone. Make it clear the deposit protects their slot and is applied to the final bill, and that giving [X hours] notice means no penalty. Avoid sounding strict or transactional. Under 80 words."

Why it works: policies framed as protection ("we hold your slot") convert better than policies framed as punishment ("you will be charged").

6. Win-Back for Lapsed Clients

"Write a re-engagement message for a client who hasn't booked a [service type] in [time period]. Reference that it's been a while in a warm way, share one reason to come back now (a seasonal tip, a small offer, or a new option), and include a direct booking link. Under 80 words."

Why it works: your existing clients are the cheapest bookings you will ever get. A light, well-timed nudge reactivates them without discounting your whole list.

7. Waitlist Fill (when a slot opens up)

"A [time] slot for [service type] just opened up because of a cancellation. Write a short, exciting SMS to a waitlisted customer offering them the spot. Create gentle urgency ('first to reply gets it'), include a one-tap claim link, and keep it under 160 characters."

Why it works: a cancellation is lost revenue unless you refill it fast. A waitlist blast turns dead slots into same-day bookings and often converts within minutes.

8. Deposit Collection (before high-value bookings)

"Write a friendly message asking a customer to pay a [amount] deposit to secure their [service type] on [date]. Frame the deposit as reserving their slot, confirm it is credited toward the final bill, and include a single secure payment link. Reassure them about the cancellation window. Under 70 words."

Why it works: deposits are the most reliable no-show killer. Businesses that require a small deposit on high-value or peak slots routinely see no-shows on those slots drop close to zero, because the customer now has skin in the game.

Build Your Reminder Sequence

Stack these prompts into a sequence rather than sending them in isolation:

- Confirmation at booking
- 24-hour reminder with confirm + reschedule
- 3-hour same-day SMS
- No-show recovery (only if they miss)
- Win-back (only if they go quiet)

In Triviyo you can automate this entire flow so the right message fires at the right moment without anyone on your team lifting a finger.

Measure What Matters

Track these weekly and let the numbers pick your winners:

Metric	What it tells you	Healthy target
Confirmation rate	Whether your reminder copy is landing	60%+ replying/tapping confirm
No-show rate	The bottom-line result of the whole sequence	Under 8% (under 5% with deposits)

Metric	What it tells you	Healthy target
Rebook rate	How well your recovery message works	30%+ of no-shows rebooked
Reschedule-vs-cancel ratio	Whether you're saving appointments	More reschedules than cancels
Waitlist fill rate	How fast you refill cancellations	50%+ of opened slots refilled

Next Steps

- Load your top three prompts into your Triviyo reminder automation today.
- Run two copy variations per message for one week.
- Keep the winners, retire the losers, and revisit your numbers monthly.

A reminder system that sounds human and makes confirming effortless is the highest-ROI change most appointment-based businesses can make. Start with one prompt, measure it, and build from there.

TAKE THE NEXT STEP

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