

APPOINTMENT SCHEDULING

# 20 Appointment Reminder Templates

Copy-paste SMS and email reminders, with timing sequences by industry, that reliably cut no-shows by 50% or more.

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

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### How to Use These Templates

1. **Choose your channel** (SMS or Email)
2. **Select timing** (7 days, 3 days, 24 hours, 2 hours before)
3. **Customize** the bracketed sections [like this]
4. **Set up automation** in your booking system
5. **Track no-show rates** to optimize

**Best Practice:** Use a sequence of 2-3 reminders for optimal results.

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### Part 1: SMS Templates

*Character limits: Keep under 160 characters for single SMS*

#### Template 1: Simple Reminder (24 Hours)

```
Hi [Name]! Reminder: Your appointment at [Business] is tomorrow at [Time]. Reply Y to confirm or call [Phone] to reschedule.
```

**Characters:** ~120

#### Template 2: Friendly Confirmation Request

```
[Name], looking forward to seeing you tomorrow at [Time]! Please reply CONFIRM or call [Phone] if you need to reschedule. – [Business]
```

**Characters:** ~130

#### Template 3: Same-Day Reminder (2-4 Hours Before)

```
See you soon! Your [Service] appointment is today at [Time]. Address: [Address]. Questions? Call [Phone]. – [Business]
```

**Characters:** ~115

#### Template 4: Week-Before Notice

Hi [Name]! Just a heads up – your appointment at [Business] is in 1 week ([Date] at [Time]). Save the date! Reply STOP to opt out.

**Characters:** ~135

### Template 5: Confirmation Required

[Business]: Your appt on [Date] at [Time] needs confirmation. Reply C to confirm, R to reschedule, or X to cancel. Thank you!

**Characters:** ~125

### Template 6: With Preparation Instructions

Reminder: [Service] appointment tomorrow at [Time]. Please [arrive 10 min early/bring ID/complete forms]. See you soon! – [Business]

**Characters:** ~130

### Template 7: Personal Touch

Hey [Name]! [Staff Name] is ready for your [Service] tomorrow at [Time]. Can't wait to see you! – [Business]

**Characters:** ~110

### Template 8: Urgency + Value

Don't miss it! Your [Service] appointment is tomorrow at [Time]. [Limited slots available this month]. Reply Y to confirm. – [Business]

**Characters:** ~130

### Template 9: Last Chance Reminder (Day Of)

Final reminder: Your appointment is in 2 hours at [Time]. Running late? Please call [Phone]. Address: [Short Address] – [Business]

**Characters:** ~125

### Template 10: Post No-Show Reschedule

Hi [Name], we missed you today! No worries – let's reschedule. Book your new time at [Link] or call [Phone]. – [Business]

**Characters:** ~120

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## Part 2: Email Templates

## Template 11: Professional 7-Day Reminder

**Subject:** Your Appointment on [Date] - Save the Date

Hi [Name],

This is a friendly reminder that you have an upcoming appointment:

 Date: [Day], [Date]  
 Time: [Time]  
 Location: [Full Address]  
 With: [Staff Name]  
 Service: [Service Name]

What to bring:

- [Item 1]
- [Item 2]

Need to reschedule? No problem – just click below or call us.

[Reschedule Button] [Add to Calendar Button]

See you soon!

[Business Name]  
[Phone] | [Email] | [Website]

## Template 12: Friendly 24-Hour Reminder

**Subject:** See You Tomorrow, [Name]!

Hi [Name],

Just a quick reminder – we're looking forward to seeing you tomorrow!

Your Appointment Details:

---

 Tomorrow, [Date]  
 [Time]  
 [Address]  
 [Service]

[Add to Calendar Button]

Please arrive 5–10 minutes early to ensure we start on time.

Can't make it? Please let us know at least 24 hours in advance so we can offer your slot to someone else.

[Confirm Appointment] [Need to Reschedule?]

See you soon!

[Staff Name]  
[Business Name]

## Template 13: Same-Day Reminder

**Subject:** Your Appointment is Today at [Time]

Hi [Name],

This is your final reminder – your appointment is TODAY!

 Time: [Time] (in approximately [X] hours)

 Where: [Address]

 Parking: [Parking instructions]

[Get Directions Button]

Running late? Please call us at [Phone] so we can adjust.

See you soon!

[Business Name]

## Template 14: Service-Specific (Healthcare)

**Subject:** Appointment Reminder - [Date] at [Practice Name]

Dear [Name],

This is a reminder of your upcoming appointment:

Provider: [Doctor/Provider Name]

Date: [Day], [Date]

Time: [Time]

Location: [Address]

Type: [Appointment Type]

Before Your Visit:

- ☐ Bring your insurance card and photo ID
- ☐ Arrive 15 minutes early for check-in
- ☐ Bring a list of current medications
- ☐ Complete patient forms (if new patient)

[Complete Pre-Visit Forms Online]

Need to Cancel or Reschedule?

Please contact us at least 24 hours in advance at [Phone].

We look forward to seeing you.

[Practice Name]

[Phone] | [Website]

This is an automated reminder. Please do not reply to this email.

## Template 15: Service-Specific (Salon/Spa)

**Subject:** Your Beauty Appointment Tomorrow

Hi [Name]!

Ready to feel amazing? Your appointment is coming up:

✨ Service: [Service Name]

💇 Stylist: [Staff Name]

📅 When: [Day], [Date] at [Time]

📍 Where: [Salon Name], [Address]

🕒 Duration: Approximately [X] minutes

Pre-Appointment Tips:

- Arrive with clean, dry hair (for hair services)
- Wear comfortable clothing
- Let us know about any allergies

[Confirm My Appointment]

Need to reschedule? Please give us 24 hours notice so we can accommodate other clients.

Can't wait to see you!

[Salon Name]

[Phone] | [Instagram Handle]

## Template 16: Service-Specific (Fitness/Training)

**Subject:** Workout Time! Session Tomorrow at [Time]

Hey [Name]!

Ready to crush it? Your training session is tomorrow:

🏋️ Session: [Session Type]

👤 Trainer: [Trainer Name]

📅 Date: [Day], [Date]

🕒 Time: [Time]

📍 Location: [Gym/Studio Name]

What to Bring:

- Water bottle
- Towel
- [Specific equipment if needed]

Fuel Up: Eat a light meal 1-2 hours before your session.

[Confirm Session] [Reschedule]

Let's make it a great workout!

[Trainer Name]

[Business Name]

## Template 17: Consultation/Meeting Reminder

**Subject:** Reminder: Your [Consultation Type] on [Date]

Hi [Name],

This is a reminder about your upcoming consultation:

 Date: [Day], [Date]  
 Time: [Time] [Timezone]  
 Location: [In-person address OR "Virtual – link below"]  
 Meeting with: [Name], [Title]  
 Topic: [Brief description]

[For virtual meetings:]  
Join the meeting: [Video Link]  
Meeting ID: [ID]  
Passcode: [Code]

To prepare:

- [Preparation item 1]
- [Preparation item 2]
- [Any documents to bring/review]

[Add to Calendar] [Reschedule Request]

Looking forward to speaking with you.

Best regards,

[Name]  
[Title]  
[Company]

## Template 18: Sequence Email (First in Series - 7 Days)

**Subject:** Appointment Booked: [Service] on [Date]

Hi [Name],

Great news – your appointment is confirmed!

 Booking Details:

---

Service: [Service]  
Date: [Day], [Date]  
Time: [Time]  
Location: [Address]  
Provider: [Staff Name]

---

[Add to Google Calendar] [Add to Apple Calendar]

What happens next:

- You'll receive a reminder 24 hours before
- And another reminder 2 hours before

Cancellation Policy:  
Please provide at least 24 hours notice for cancellations. Late cancellations may be subject to a [fee amount] fee.

Questions? Reply to this email or call [Phone].

Thank you for choosing [Business Name]!

[Business Name]

[Address]

[Phone] | [Website]

## Template 19: Re-Engagement (Post No-Show)

**Subject:** We Missed You, [Name]!

Hi [Name],

We noticed you weren't able to make your appointment on [Date]. No worries – life happens!

We'd love to reschedule when it works better for you.

[Book New Appointment]

Or if you prefer, give us a call at [Phone] and we'll find a time that fits your schedule.

Is there anything we could do better? We're always looking to improve – just reply to this email.

Hope to see you soon!

[Business Name]

P.S. As a thank you for rescheduling, here's [10% off/free add-on/special offer] on your next visit. Use code: [CODE]

## Template 20: Feedback Request (Post-Appointment)

**Subject:** How Was Your Visit, [Name]?

Hi [Name],

Thank you for visiting [Business Name] on [Date]!

We hope your [Service] with [Staff Name] was excellent. We'd love to hear your feedback:

[★★★★★ Rate Your Experience]

Your review helps us improve and helps others discover us.

[Leave a Review on Google]

[Leave a Review on Yelp]

Ready to book your next appointment?

[Book Again]

Based on your service, we recommend scheduling your next visit in approximately [X

weeks/months].

Thank you for being a valued client!

[Business Name]

[Phone] | [Website]

## Reminder Sequence Best Practices

### Recommended Timing

| Reminder # | Timing           | Channel     | Purpose        |
|------------|------------------|-------------|----------------|
| 1          | 7 days before    | Email       | Save the date  |
| 2          | 24 hours before  | SMS + Email | Action prompt  |
| 3          | 2-4 hours before | SMS         | Final reminder |

### By Business Type

#### Healthcare:

- 7 days (email) + 2 days (email) + 24 hours (SMS) + 2 hours (SMS)

#### Salon/Spa:

- 3 days (email) + 24 hours (SMS) + 2 hours (SMS)

#### Fitness:

- 24 hours (SMS) + 2 hours (SMS)

#### Professional Services:

- 7 days (email) + 24 hours (email + SMS)

## Personalization Variables

Use these merge tags in your templates:

| Variable    | Description         | Example          |
|-------------|---------------------|------------------|
| [Name]      | Customer first name | Sarah            |
| [Full Name] | Customer full name  | Sarah Johnson    |
| [Date]      | Appointment date    | January 15, 2025 |
| [Day]       | Day of week         | Wednesday        |
| [Time]      | Appointment time    | 2:30 PM          |
| [Service]   | Service booked      | Haircut & Color  |

| Variable     | Description      | Example        |
|--------------|------------------|----------------|
| [Staff Name] | Provider name    | Jessica        |
| [Business]   | Business name    | Style Studio   |
| [Address]    | Location address | 123 Main St    |
| [Phone]      | Business phone   | (555) 123-4567 |
| [Duration]   | Service length   | 60 minutes     |

## No-Show Reduction Checklist

- ☐ Send at least 2 reminders per appointment
- ☐ Include SMS in your reminder sequence
- ☐ Require confirmation for no-show-prone time slots
- ☐ Make rescheduling easy (one-click links)
- ☐ Include clear cancellation policy
- ☐ Personalize messages with names
- ☐ Include relevant preparation instructions
- ☐ Send reminders at optimal times (10am-2pm)
- ☐ Track and analyze no-show patterns
- ☐ Follow up after no-shows with reschedule offers

## Automate Your Reminders with Triviyo

Stop chasing customers manually. Triviyo automates the entire reminder process:

- Smart SMS & email sequences
- Two-way confirmations
- Automatic rescheduling
- No-show tracking
- Integration with your booking system
- TCPA/GDPR compliant

**Reduce no-shows by 50%+**

**Start your free trial** [triviyo.com](https://triviyo.com)

*Customize these templates to match your brand voice and business needs.*

## What a Reminder Sequence Is Worth (Do the Math)

Before you change anything, calculate what no-shows cost you today. Then estimate the recovery:

Monthly booked appointments ..... A = \_\_\_\_\_  
 Current no-show rate ..... B = \_\_\_\_\_% (most businesses: 15–25%)

Average value per appointment ..... C = \$\_\_\_\_\_

No-shows per month ..... A × B = \_\_\_\_\_

Monthly revenue lost ..... (A × B) × C = \$\_\_\_\_\_

With a 2-3 message SMS+email sequence, no-shows typically drop by half. Your recoverable revenue:

Monthly recovery ..... lost × 0.5 = \$\_\_\_\_\_

Annual recovery ..... monthly × 12 = \$\_\_\_\_\_

**Worked example:** 200 appointments/month, 20% no-show, \$80 each = \$3,200 lost monthly. Cut that in half and you recover ~\$1,600/month — about \$19,200/year — from copy you set up once.

## A/B Testing Plan (One Week, One Variable)

Don't guess which template wins. Test it:

| Week | Test this                                 | Keep everything else fixed |
|------|-------------------------------------------|----------------------------|
| 1    | SMS opener: "Hi [Name]!" vs "Reminder:"   | Same timing, same CTA      |
| 2    | Confirm method: "Reply Y" vs one-tap link | Same opener (the winner)   |
| 3    | Timing: 24h vs 48h first reminder         | Same copy                  |
| 4    | Email subject: question vs statement      | Same body                  |

Track **confirmation rate** and **no-show rate** per variant. Need ~100 sends per variant before trusting the result. Keep the winner, retire the loser, move to the next test.

## Compliance Quick Reference (Don't Skip This)

Automated reminders are legal, but consent and timing rules apply:

- **SMS (US – TCPA):** Get express consent before texting. Only send 8am-9pm in the recipient's local time. Honor STOP immediately. Include your business name.
- **Email (US – CAN-SPAM):** Include a real physical address and a working unsubscribe link on marketing messages. Transactional reminders are exempt but still need accurate sender info.
- **EU/UK – GDPR/PECR:** Collect opt-in consent, state the purpose, and make opting out easy. Store consent records.
- **Healthcare (US – HIPAA):** Keep PHI out of reminders. "Your appointment with Dr. Lee is tomorrow at 2pm" is fine; the reason for the visit is not.

*Triviyo sends compliant SMS + email reminders automatically, with consent tracking and STOP handling built in.*

TAKE THE NEXT STEP

# Ready to Transform Your Appointment Scheduling?

Triviyo helps you achieve better results, faster.

## Start Free Trial

Start your free trial today

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