Hello

MEDSPA OWNER

The exact method we use to help medspas book 27–32+ appointments in 2 weeks without spending a dollar on ads.

Enjoyy!!

HOW WE GET MEDSPAS BOOK 27–32 APPOINTMENTS IN JUST 2 WEEKS

WITHOUT SPENDING A SINGLE DOLLAR ON ADS

Before You Start Reading...

You don't know me yet — and that's exactly why I'm keeping this simple.
I'm not here to win you over with hype. I'm not here to impress you with big claims or clever tactics. I'm here to hand you something useful — something you can actually apply.
No fluff. No theory. No sales pitch hiding at the end.
What you're about to read wasn't created to sell you something. It was created to help you stop wasting time, stop overcomplicating what works, and finally get real traction where it counts.
So take a deep breath, slow down for a moment, and read this with a clear head. If it speaks to you, use it. If it doesn't, no hard feelings.

Now, I don't take that lightly.
This guide was built with respect for your time, your vision, and your ambition. I wrote it the way I wish someone had written it for me — no fluff, no empty hype, just what works.
So here's my promise to you: if you give me your attention, I'll make it worth every second. All I ask is that you read this with an open mind, no distractions, and a decision — that whatever's been holding you back doesn't get to win anymore.
So if you've got emails to check, fires to put out, or a dozen tabs open — go handle that first. Seriously. Because this isn't some recycled, surface-level guide you can skim while multitasking. And I'd rather have your full attention later than half of it now.
What's inside here is meant to shift things — to give you clarity, control, and leverage where you might've been guessing until now.
This isn't just information.
This is momentum.
Let's go.

TABLEOFCONTENTS

Overview of Weaponizing AI systems for Medspas

1. AI Reengaging to Old Leads

What it is:

- Uses a business's database of unconverted leads, previous customers, or inactive clients.
- Automations send targeted offers to re-engage these leads.
- Includes personalized follow-ups through AI and human support to book appointments.

Why It's Valuable:

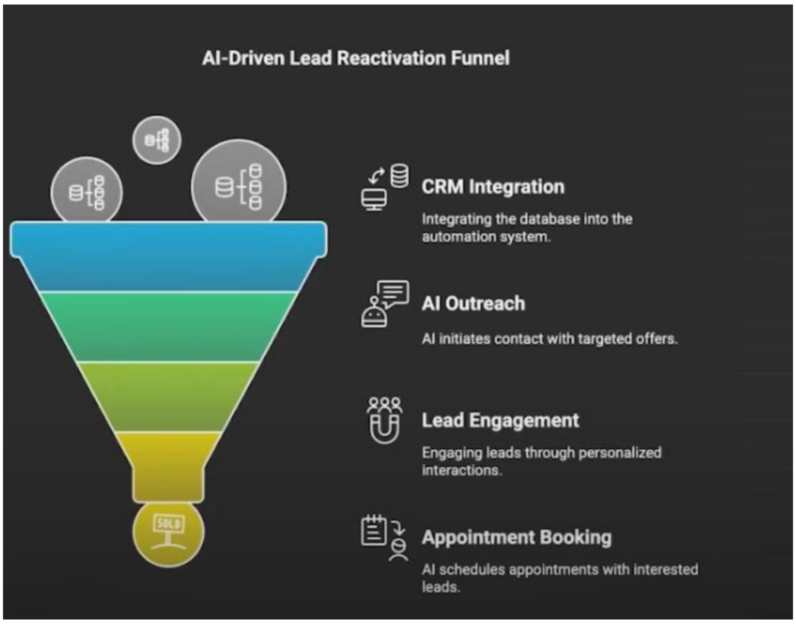
- Generates sales opportunities without additional advertising spend.
- Avoids manual work for the business team.
- Prevents mishandling of leads that could hurt the brand.

How It Works:

- Plug the client's CRM or lead database into the automation system.
- AI manages outreach, engagement, and appointment booking.
- Done through GoHighLevel (CRM software) which enables us to set up text blast and automations to nurture leads depending on responses.

Example:

- A Medspa called Radiant Aesthetics has 5000 email addresses, phone numbers as well as the history of their past treatments in their database from inactive clients, previous customers and unconverted leads.
- An AI employee is tasked with reaching out and sends out personalized offers and follows-up with any interested leads converting 68 new appointments within 3 weeks.



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2. AI Reviews and Referrals

What It Is:

- Connects to the active customer database and new customers.
- Automates review requests after gathering positive feedback.
- AI responds to Google reviews and prompts referrals.

Why It's Valuable:

- Increases Google reviews and online presence.
- Automates referral generation, creating new sales opportunities.
- Reduces workload for the business while boosting credibility.

How It Works:

- AI requests reviews via text after positive feedback.
- Provides referral incentives and automates outreach for referrals.
- Includes a proven script for calling customers to maximize referrals.
- Done through GoHighLevel (CRM Software) which enables us to set up text blast and automations to nurture leads depending on responses.

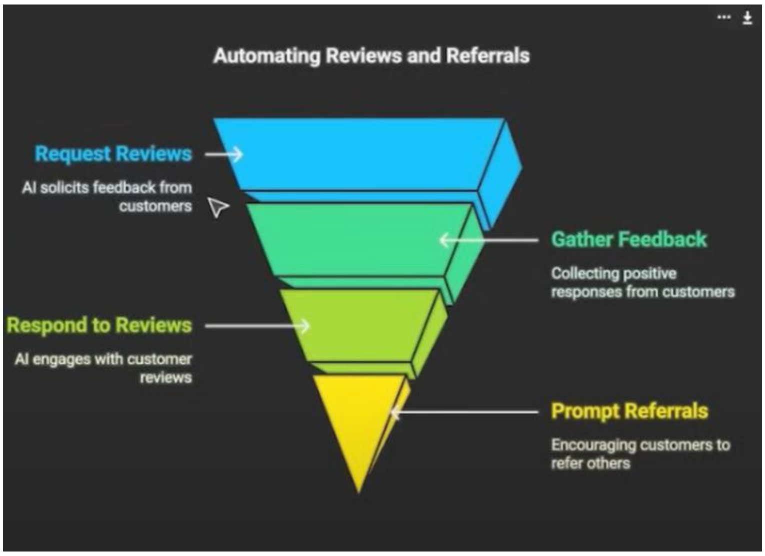
Example

- The AI sends out a message to past customers "*Hi Jane! We hope you loved your recent visit to [MedSpa Name]. As a valued guest, we'd love to hear about your experience - plus, you'll be automatically entered to win a $500 HydraFacial treatment just for sharing your thoughts!*

- If provided with negative feedback we acknowledge it and don't send them a review link.
  "*"Hi Jane, thank you for being honest with us. We truly appreciate your feedback and will use it to improve. If there's anything we can do to make things right, please don't hesitate to let us know. We value you as a client and hope to serve you better in the future."*

- If provided with positive feedback we sent them a review link and follow-up:
  "*Hi Jane! We're thrilled you enjoyed your experience! Could you share your thoughts on Google? [Insert Review Link]*
  By leaving a review, you're automatically entered to win a $500 HydraFacial!
  Even better: When you refer friends:

1. *YOU also win if they're selected (you both get the treatment!)*
2. *All friends get 50% off their first visit when they mention you*
   Thank you for being a valued [MedSpa Name] client!"



3. AI Lead Nurturing

What It Is:

- Automates follow-ups with leads via text, email, and calls.
- Books appointments or confirms them based on lead responses.

Why It's Valuable:

- Converts website traffic into paying customers.
- Responding to leads immediately, increasing conversion rates.
- Removes the need for staff to follow up manually.

How It Works:

- Leads are nurtured using GoHighLevel automation.
- Immediate follow-up ensures higher conversion potential.
- Handles scheduling and rescheduling to reduce missed opportunities.

Example

- Ninski London Medspa just implemented an AI employee, it takes calls after hours when no human staff is around and books in appointments as well as answers any customer inquiries on any communication channel, whether WhatsApp, Email, Phone, Instagram or Facebook.

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4. AI Agent for Missed Calls

What It Is:

- AI answers 100% of potential new customer calls and books appointments.

Why It's Valuable:

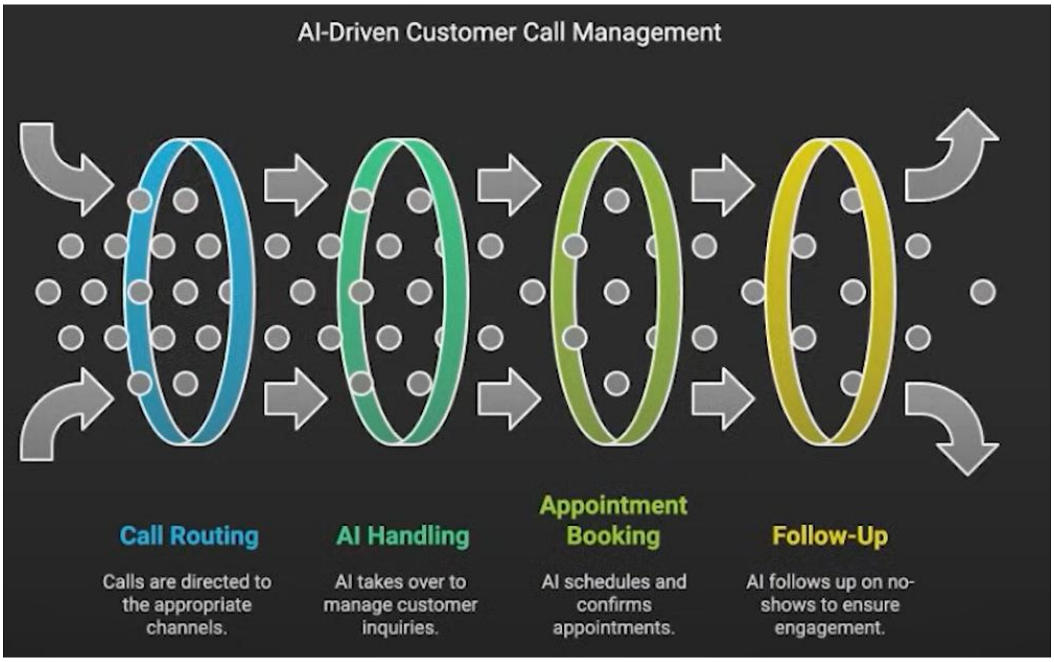
- Businesses can track and reduce missed sales opportunities.
- AI ensures every sales call is handled, increasing revenue.
- Staff can focus on current customers while the AI handles leads.

How It Works:

- If human operators are not available, AI handles new customer inquiries.
- AI books appointments, confirms them, and follows up on no-shows.
- Done with Call Tracking Metrics
- Example: A caller asking "Do you have anti-aging treatments?" gets instantly routed to book a consultation, instead of going to voicemail.

Example

- Jack calls in for a cryoslimming treatment, he waits 10 seconds and there is no response, it seems like no human agent is available at the moment. But then the call is connected, and a friendly female operator (AI employee) greets him, answers any questions he has and books in the cryoslimming treatment for him.



5. **Paid Ads with AI Lead Nurturing**

What It Is:

- Done for your marketing to generate sales appointments

Why It's Valuable:

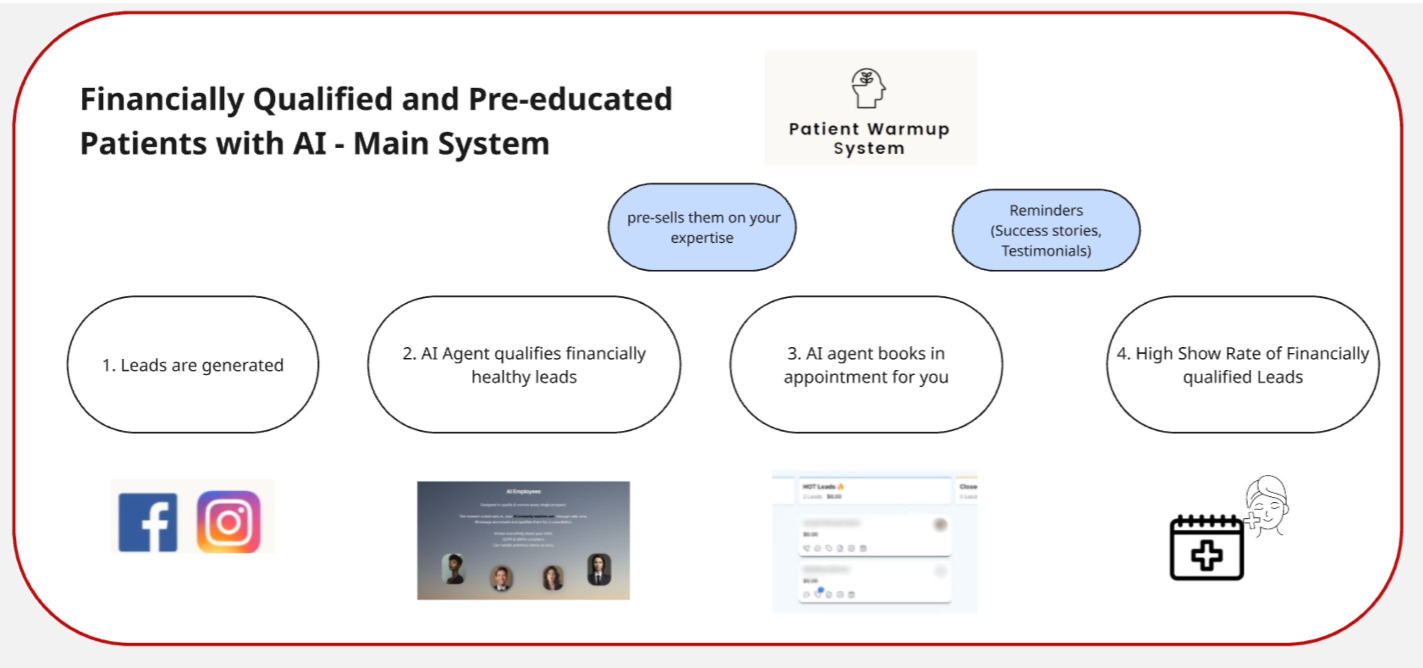
- Local Business owners dislike marketing their business
- AI ensures every lead is followed up with right away to get them through the door
- Staff can focus on closing the deals and do not have to call, text or email any lead that is generated through marketing.

How It Works:

- We place ads that generate leads
- Leads are followed up with instantly to ensure no lead slips through the crack
- All staff and client have to do is focus on sales

Example:

- Maria clicks on an advertisement for a lip filler, she is rather pleasantly surprised, because the owner of the business reaches out to her immediately and sends her a personalized video. She inquires about the services and after having a good understanding of what to expect she asks if there is a slot available at 3pm Friday, and the appointment is booked for her. What Maria did not know was that an AI employee reached out to her instantly sending her a video of the owner greeting her and subsequently answering any of her questions and booking her in for a consultation without being too pushy.



Step-by Step Guide on how to get ONLY 4&5 Star Reviews

(Basic edition without AI)

Requirements:

A High-level Account - https://www.gohighlevel.com/309876b6

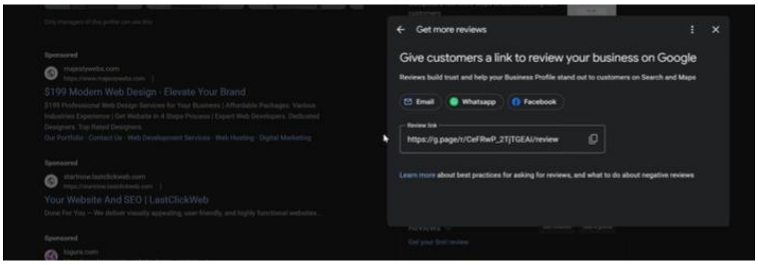
One working phone number from your country connected to your account

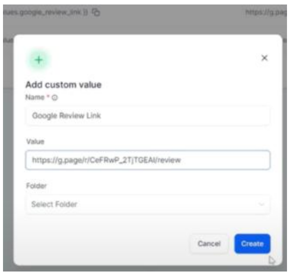
1. Copy Google Review link

- Go to https://www.google.com/business
- Sign in to your Google Business Profile (or create one if you don't have one).
- Scroll down and click "Get Reviews" – this generates your unique Google review link.
- Copy this link (you'll use it later).

2. Creating a custom review link

- In your GoHighLevel account, select the relevant Subaccount.
- Navigate to the left sidebar and click on Settings.
- Within the Settings menu, select Custom Values.
- Create a new custom value titled Google Review Link and paste your link into the "Value" section

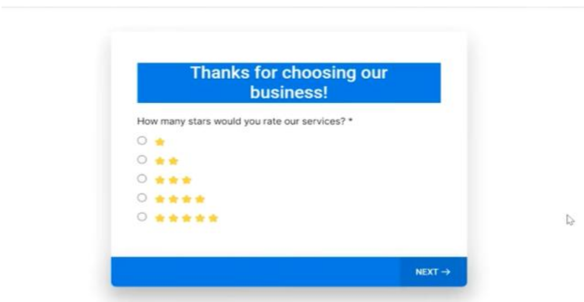




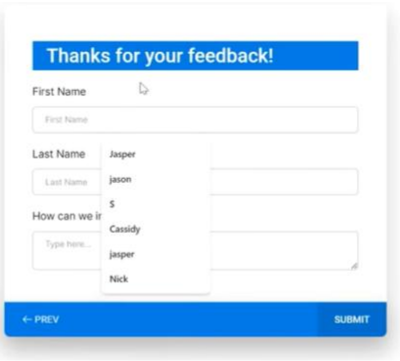
3. Now we will create a fake custom review Form where the customers can choose 1-5 Stars.

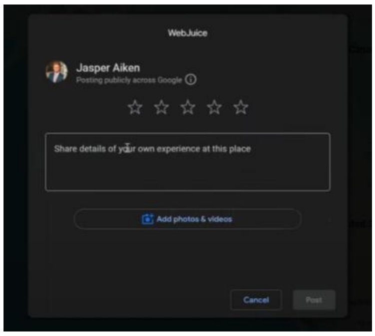
a) If they choose 1-3 Stars we direct them to the google review feedback form

b) If they choose 4-5 Stars we send them to the real google review link



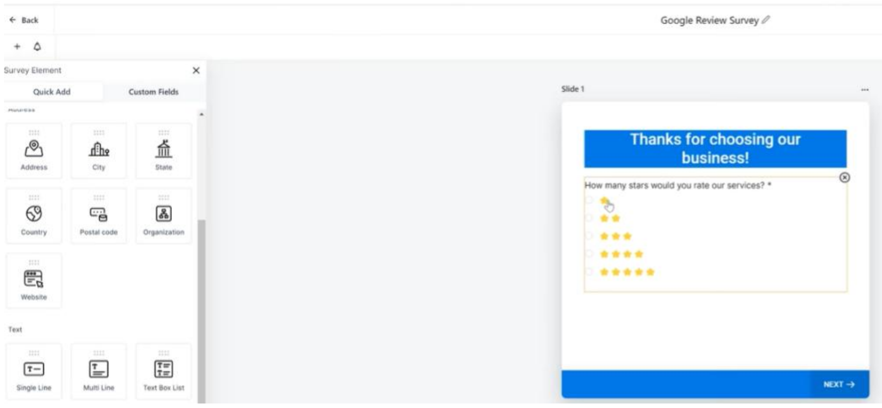
a) **b)**



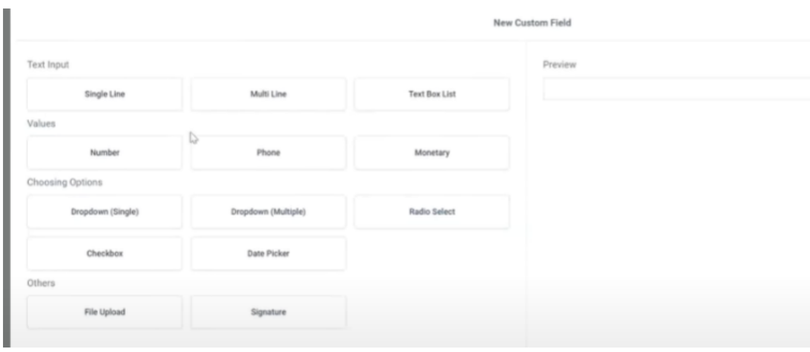


4. Now we create this form in GoHighLevel

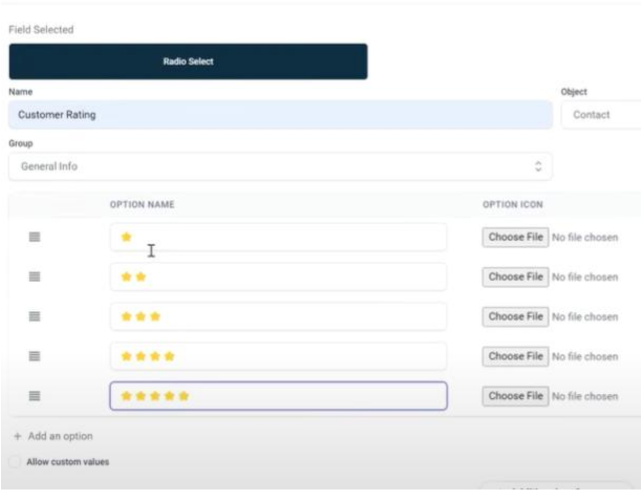
- ✓ In the left sidebar under your subaccount, click on Sites.
- ✓ Under Sites, select Surveys.
- ✓ Click on the Builder tab within the Surveys section
- ✓ Click add survey start from scratch
- ✓ Add a textbox and type in "Thank You for choosing "insert business name".



For creating the 5 stars, go to radio select under custom field

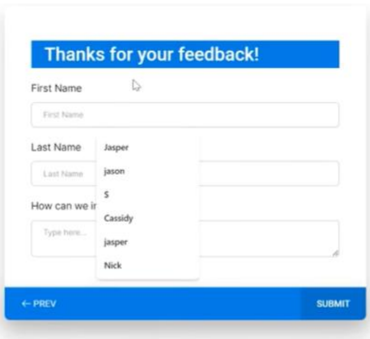


- Select the general info option under group
- Create five options for each section and copy paste the star emoji
- from google into the fields below
- Click on save



- Create a second page survey with the feedback form
- Use multi-line option and single line option and drag
- them accordingly onto the form.

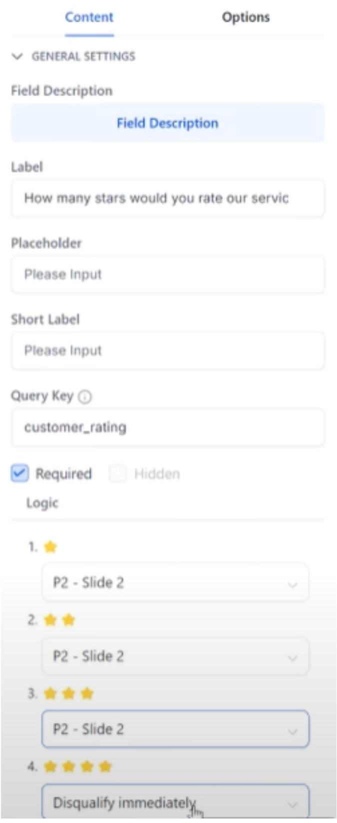
- The sections given are “First Name”, “Name”, and
- “How can we improve?”

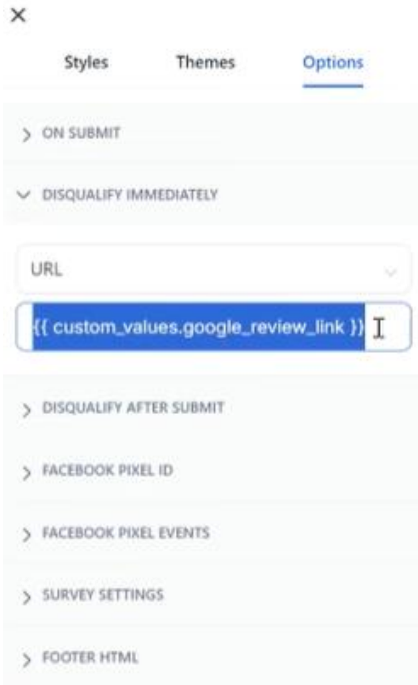


5. Now we want to optimize the setting so that people with 1-3 stars get send to the feedback form and people with 4-5 stars are send to the real review link.

- Select the form settings and under Content select Required for “Logic”
- For 1-3 Stars put in the name of your feedback form
- For 4-5 Select disqualify immediately

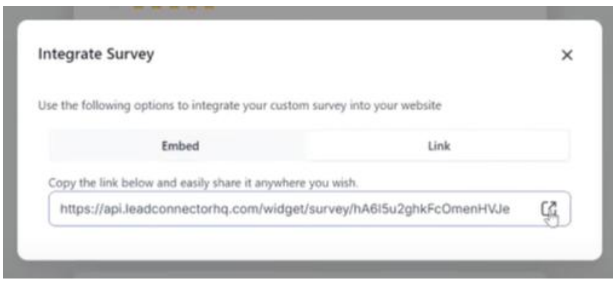
➢ Under options add the URL of your custom google review link you have set up in the beginning, this ensures that whenever someone clicks on 4-5 stars they will be sent to the real review page.

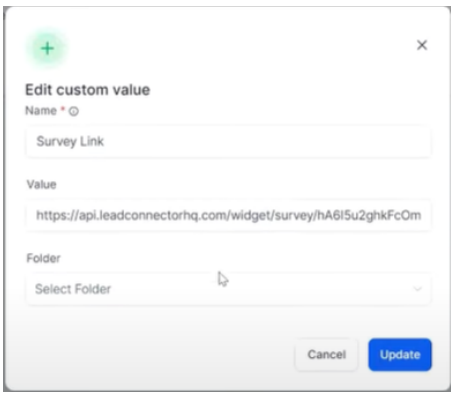




6. Now we integrate the survey into our custom link, so we can send it to our clients later.

➢ On the right bottom side of the page, click on integrate
➢ And copy the link below
➢ Navigate to the left sidebar and click on **Settings**.
➢ Within the Settings menu, select **Custom Values**.
➢ For the custom value survey link, add the survey link you copied.

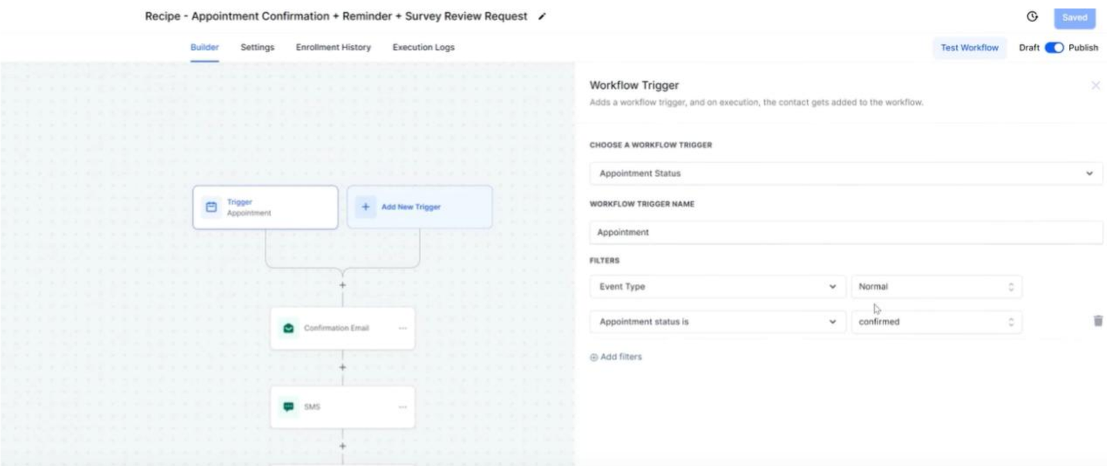




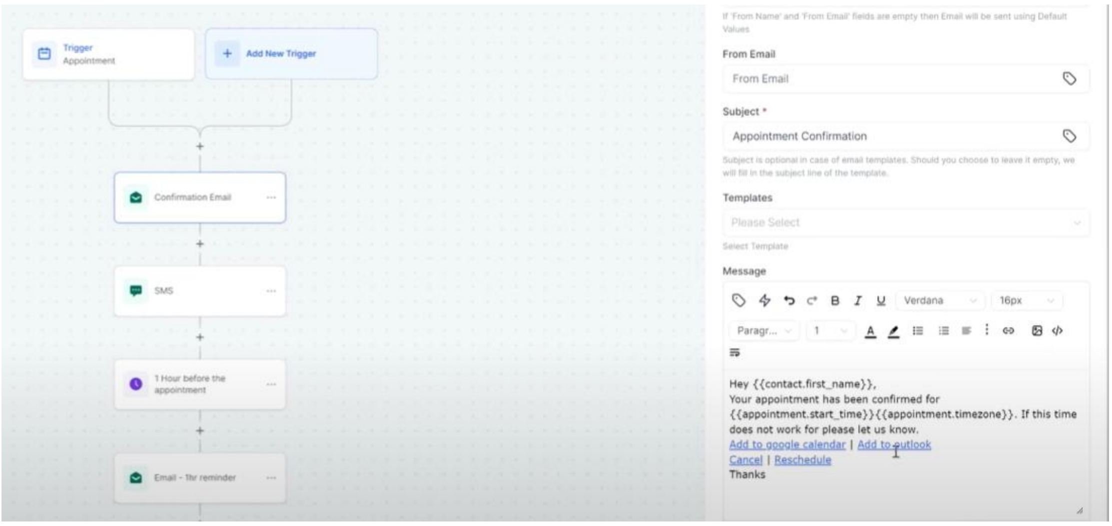
7. Now we come to the hard part of building the automations. This is just an example of the most basic automation flow, where we set up basic reminders followed by a review request two hours after the appointment. (Contact Us for more advanced suggestions)

- In your GoHighLevel account, go to the Automation section on the left sidebar.
- Click on Workflows.
- Click the + Create Workflow button.

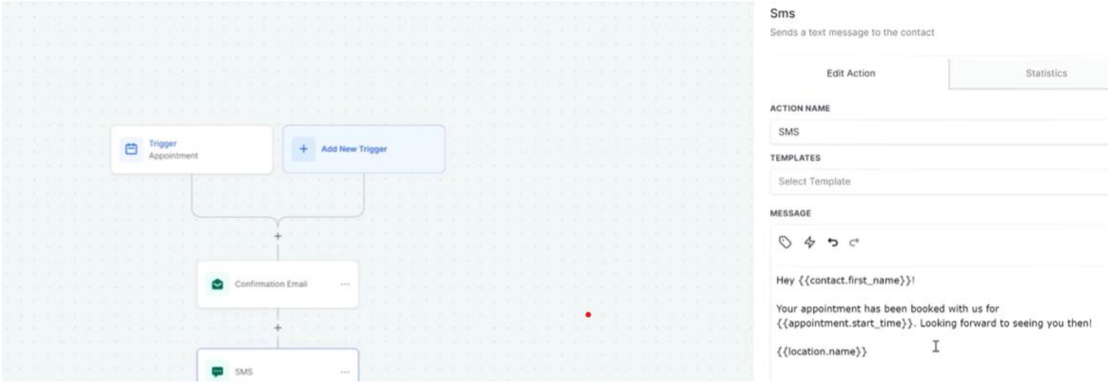
- Add a workflow trigger with the following setting



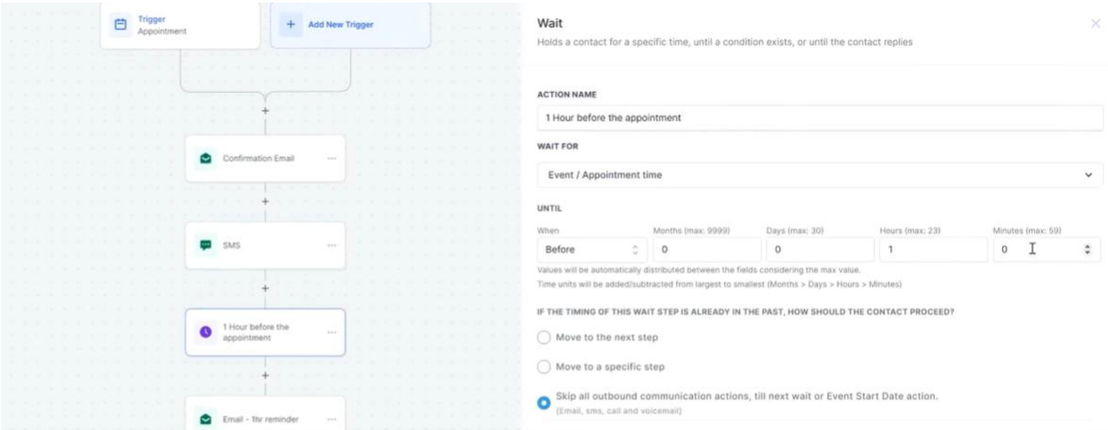
Add an email with the following text.



Also add in a confirmation sms as seen below:

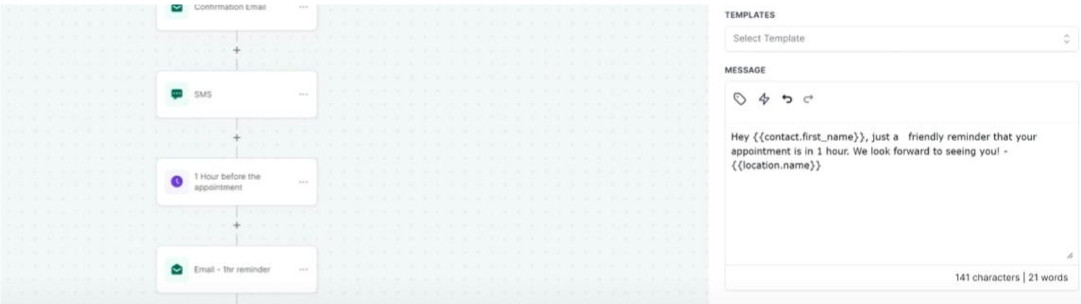


Add a wait step with the following configuration

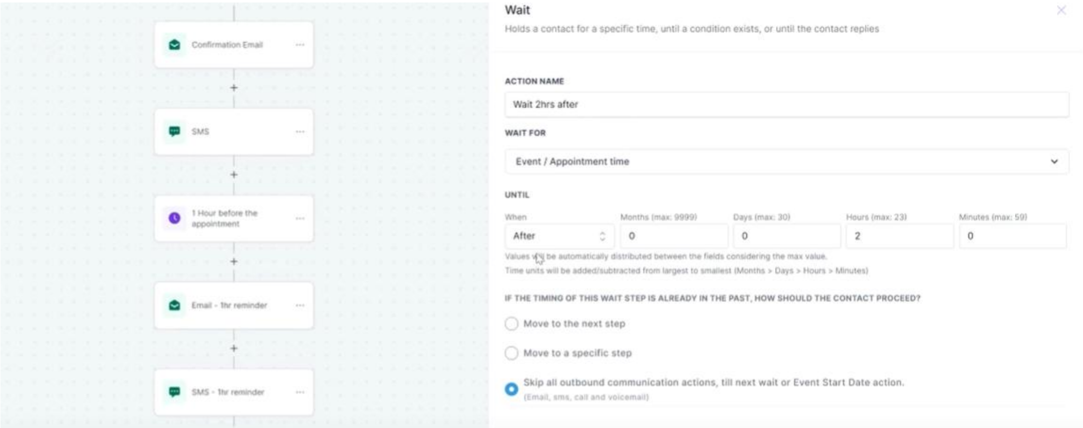


Set up a 1-hour before reminder email with the following text

Set up a 1-hour before reminder sms with the following text

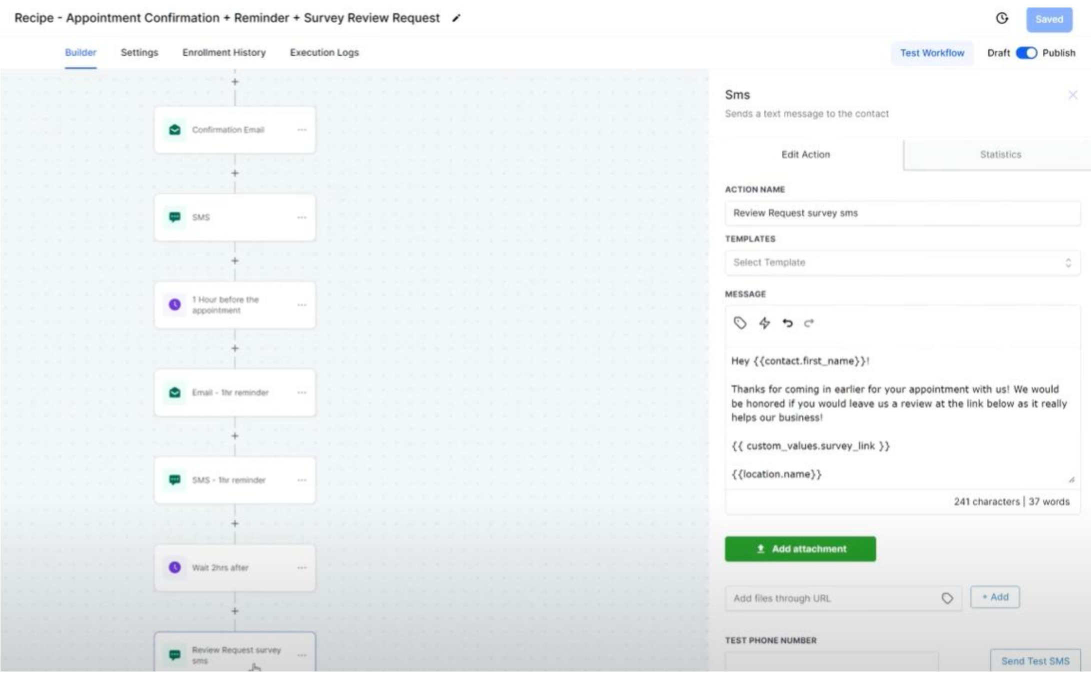


Add a wait step to let the automation continue only after two hours since the appointment



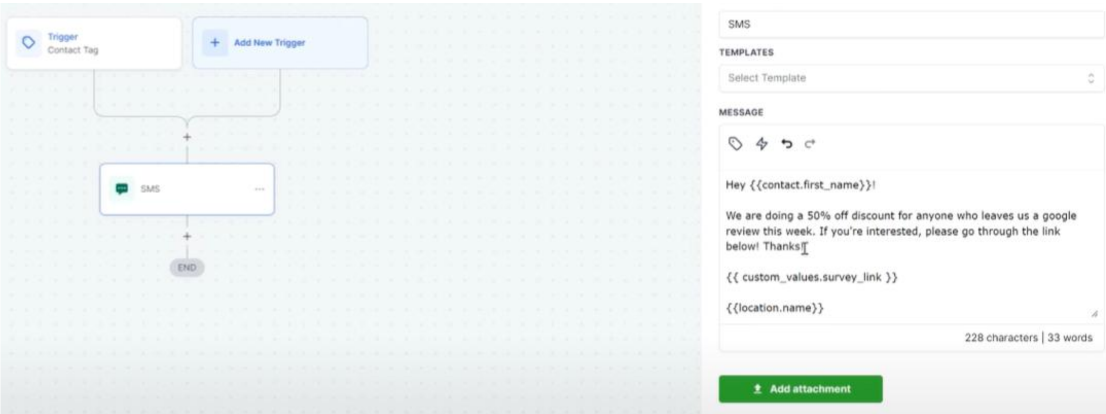
The review request is now imbedded into a final sms sent two hours after the booking

To add the custom value for instance {{location.name}} go to the button left to the lightning under “message”

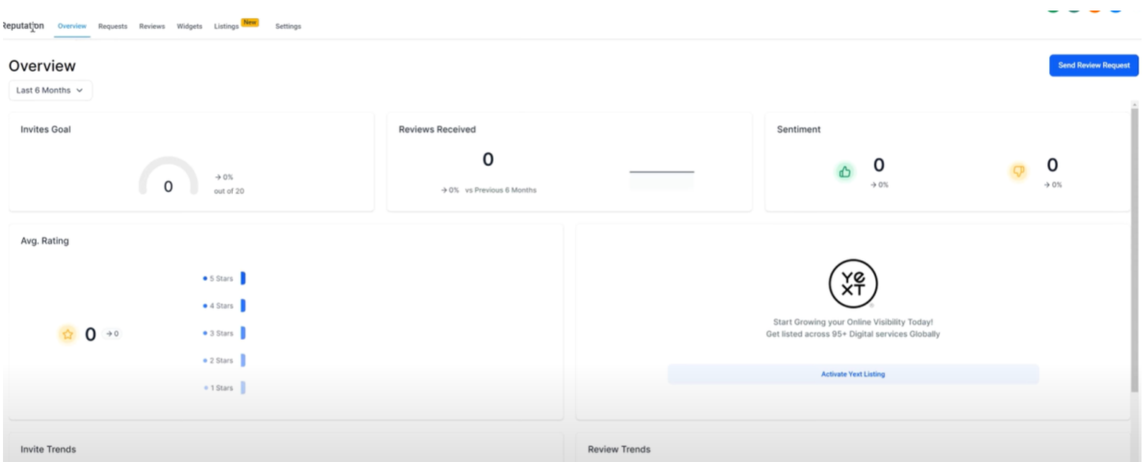


8. If you have a database of customers of, for instance 1000 people whom you want to request a review from, you can do so with a simple message (do not send all 1000 messages at once, your number will be put at risk)

1. Clean and Segment Your List
   - ➢ Import only relevant, inactive, or old contacts-avoid duplicates and ensure data accuracy57.
   - ➢ Segment your list if possible (e.g., by last engagement date or customer type) for more targeted messaging.
2. Use Drip Sending to Avoid Deliverability Issues
   - ➢ Do not blast your entire list at once. Use drip campaigns to send messages in manageable batches (e.g., 100 emails every 30 minutes) to prevent your email or SMS domain from being flagged or blacklisted.



To track your results you can go to the reputation tab.



The hidden costs of running ads without the right systems.

Let's be honest — ads look like the fast lane to growth. You spend money, you get leads, you book appointments… right? That's the dream, and it's exactly what the big platforms want you to believe. But here's the truth most medspa owners discover the hard way: without the right systems in place, bringing in new leads with ads without building the trust will not deliver results.

Not because your ad offer isn't good. Not because your services don't deliver results. But **because you don't have the right systems in place to turn a complete stranger who saw your ad for 10 seconds into a trusting loyal customer.**

Think about it: when you run an ad on Facebook or Instagram, you're competing for the attention of people scrolling through memes, vacation photos, and viral cat videos. You might catch their eye for a second, maybe even get a click. But clicks don't equal conversions. And conversions? They rarely happen without trust.

That's the hidden cost of ads — you're not just paying for impressions or clicks. You're paying for time, effort, and money trying to warm up people who don't know you yet.

And warming up cold traffic is expensive. Really expensive.

The Easier, Faster, Smarter Way You're Probably Ignoring

Now here's the part most medspa owners overlook — the goldmine already sitting in your business.

Your existing database — past clients, leads who inquired but didn't book, people who signed up for promos or joined your newsletter — they already know you. They've interacted with your brand. Maybe they've even walked through your doors.

These are your warm leads. And warm leads convert better. Why? Because trust isn't built from scratch — it's already there. They just need the right nudge at the right time.

Think about the effort it takes to convince a cold stranger to book a $500 microneedling package versus someone who already had a facial with you and loved it. It's not even close.

Reactivating these contacts costs far less than running ads. No algorithms to beat. No wasted budget. Just real conversations with people who've already raised their hands once.

And here's the kicker — this is the fastest path to new revenue. Once you have set up a system to convert warm leads who already know you, you can leverage the exact same system to turn complete strangers into paying customers by building trust and educating them on solutions to their problems while showing your expertise.

How to combine both strategies.

So before you pour another dollar into ads, ask yourself this:

- When was the last time you reached out to your past clients?
- Do you have a system in place to follow up with leads who didn't convert the first time?
- Are you nurturing your database, or letting it collect digital dust?

If you're not actively staying in touch, you're leaving money on the table — real, tangible, ready-to-book revenue.

In the Phases ahead, we'll break down exactly how to tap into this hidden revenue stream. You'll learn how to re-engage past clients, how to craft irresistible messages that bring people back, and how to turn your existing database into your most profitable marketing channel, while using the same exact system to convert complete strangers into clients.

Alongside ads, you need more connection.

Let's dive into the strategy that actually works.

PHASE 2: FINDING HIDDEN GEMS IN YOUR EXISTING DATABASE

Why Your Next Big Win Is Probably Already in Your CRM

Most medspa owners chase new leads like they're the only path to growth. But here's the truth: your most valuable clients might not be new at all — they're likely already sitting quietly inside your database, waiting to be reactivated.

And no, this isn't just about sending a one-off email blast and crossing your fingers. This is about strategically identifying high-potential contacts that can quickly turn into booked appointments and revenue with the right nudge.

So let's dig in and find your hidden gems.

Start by Segmenting — Because Not All Contacts Are Equal

Your database might look like a long, messy list right now — names, emails, phone numbers, maybe a few notes. But within that list are powerful segments of people who are already familiar with your brand and much more likely to say "yes" again.

Here's where to start:

🔹 **1. Inactive Clients (Last Visit: 6–12 Months Ago)**

These folks already trusted you once — they came in, had a service, and then… life got busy. These are low-hanging fruit. All they need is a little reminder and a reason to come back.

🔹 **2. Consultation No-Shows**

They were interested enough to book time with you — that means there was intent. Maybe they got cold feet. Maybe the timing wasn't right. Either way, the door is wide open for a second chance.

🔹 **3. Inquiry-Only Leads**

People who reached out, asked a question, filled out a form, or DM'd you about a service… but never booked. This group is gold. They already showed curiosity — now it's time to rekindle that spark.

Prioritize These Segments First

Why? Because they already know you. You don't need to spend time or money building awareness. They just need a gentle, personalized touch that says, "Hey, we remember you — and we've got something special waiting."

These are warm leads. They convert faster, spend more, and are more likely to become loyal clients again. The ROI on re-engaging them? Way higher than any cold ad campaign.

Let's Get Organized: Clean Up & Upload Your List in GoHighLevel

To work smart, not hard, you need a system — and that system is GoHighLevel. It's the CRM platform that helps you track, organize, and engage with your contacts like a pro. Here's how to simplify your customer data and set yourself up for success, step by step:

🔹 **Step 1: Prepare Your CSV File**

This is your master list — a spreadsheet of all your contacts.

Make sure your file includes:

- First Name
- Last Name
- Email Address (Optional)
- Phone Number
- Any relevant tags (e.g., "no-show," "inactive," "VIP client")

Pro Tip: The first row of your spreadsheet should contain headers — this makes mapping fields a breeze later.

🔹 **Step 2: Log into GoHighLevel (30 days free trial)**

1. Head to your GoHighLevel dashboard.
2. Click into the "Contacts" section.
3. Look for the "Import Contacts" button (usually marked with an upward arrow or a plus sign).

🔹**Step 3: Upload Your File**

- Drag and drop your CSV file into the upload window, or browse and select it manually.
- Hit "Next" to move forward.

🔹 **Step 4: Map Your Fields**

This part ensures your data lands in the right places.

- Match each column in your CSV with the correct field in GoHighLevel.
- If your file has unique data points, create custom fields to track them.
- (Example: Last Visit Date, Service Interested In, Consultation Notes, etc.)

🔹**Step 5: Choose Advanced Options**

You're almost there. Now fine-tune your import with some smart settings:

- Duplicates: Decide whether to update existing records, create new ones, or both.
- Tags: Add relevant tags like "Reactivation List" or "No-Show 2024."
- Workflows: You can even drop these contacts directly into automated campaigns or re-engagement workflows.

🔹**Step 6: Import & Celebrate**

Review your selections, make sure everything looks good, then hit "Submit."

Boom — your contact list is clean, segmented, and ready for targeted outreach that actually converts.

Final Thoughts: Data Is Power — When It's Organized

The medspa owners who win aren't necessarily the ones spending the most on ads.

They're the ones who treat their existing contacts like assets — not afterthoughts.

Your database isn't just a list. It's a relationship bank. And right now, it's time to make a withdrawal.

In the next Phase, we'll break down exactly how to craft messaging that reactivates these contacts and gets them booking appointments again — without feeling salesy or spammy.

Let's go.

PHASE 3: CRAFTING MESSAGES THAT BRING INSTANT REPLIES

Your Message Is Either a Magnet or a Repellent — There's No In Between

Let's set the scene: You've got a database full of warm leads — past clients, interested inquiries, no-shows who ghosted last minute. The potential is huge.
But now comes the crucial part… What do you say to them?
Here's the truth: The message matters more than you think. A well-crafted text can fill your calendar in hours. A poorly written one? Crickets — or worse, unsubscribes.
The good news? There's a proven formula to writing messages that feel personal, spark curiosity, and drive instant action — all without sounding pushy or robotic.

Proven Examples of High-Converting Text Messages

These aren't random guesses. These are battle-tested messages used by successful medspas to re-engage clients and trigger real responses — now updated to include urgency and exclusivity, and designed to spark a conversation.

🔹**Example 1 – Past Customer**
Hey Sarah, this is Amanda with Radiance MedSpa
Just wanted to reach out real quick — we're giving a special thank-you to past clients like you: $50 off any facial treatment this week only.
We've got just a few spots left before the weekend — want me to save you one? Just reply YES and I'll take care of it 💖
🔹 **Why this works:**
It reactivates loyal clients by making them feel appreciated with an exclusive, limited-time reward.

🔹**Example 2 – Old Lead Who Showed Interest**
Hey Jason, it's Emily from Glow Theory MedSpa
You showed interest in our treatments a while back, and I didn't want you to miss this — we're offering 25% off your first session, but only for people who had reached out before.
We're closing the promo after the weekend. Want me to lock it in for you? Just reply YES and I got you!
🔹**Why this works:**
It reignites cold leads by reminding them of their past interest while offering a time-sensitive, personalized incentive.

🔹**Example 3 – High-Intent Lead Who Ghosted**

Hey Rebecca, this is Lily from Lush Aesthetics 🌿

I know we talked a while ago about lip filler, and I wanted to give you a heads-up — we've got a VIP flash deal: $100 off any injectable for returning leads like you.

Only 4 spots left this week before it closes! Want me to reserve one for you? Just reply YES and I'll do the rest 💬

🔹**Why this works:**

It creates trust and urgency by showing you remember their exact interest and offering a high-value deal with real scarcity.

How to Create an Irresistible Offer (Step-by-Step)

Your offer is the heartbeat of your message. If the offer is weak or unclear, even the best copy won't save it. Let's make sure yours hits all the right notes:

🔹 **Step 1: Understand Your Audience**

What do your clients really care about? Skin rejuvenation? Anti-aging? Relaxation? Look at past data, popular services, and seasonal trends to pinpoint what's likely to grab their attention.

Example: If spring is here, promote treatments that prep skin for sun exposure — think facials, SPF add-ons, etc.

🔹**Step 2: Create Urgency**

Limited-time offers push people to act now instead of "someday." You don't have to be gimmicky — just real.

Examples:

- "Offer ends Friday."
- "Only 6 spots left."
- "Valid this week only."

🔹**Step 3: Provide Clear Value**

Your offer should feel like a no-brainer. Think savings, added bonuses, or exclusive access.

Example:

Instead of "Get a facial," say "Book a facial and get a free under-eye brightening add-on ($50 value)."

🔹**Step 4: Make Booking Stupid-Simple**

If people have to search your website or dig through texts to figure out how to book… you'll lose them.

Always include a direct link, clickable phone number, or simple instruction like:

"Reply YES to claim your spot."

Wrap-Up: Your Words = Your Salesperson

When you text your clients, you're not just sending a message. You're making an invitation. The right words create connection, urgency, and trust — and that's what fills your appointment book.

So next time you're about to hit "send," ask yourself:

- Is this personal?
- Is this easy to read?
- Is there a clear next step?

In the next chapter, we'll show you how to build automated follow-up systems that send these kinds of high-converting messages for you — so you can stay consistent without lifting a finger.

Let's keep the momentum going.

Why SMS and WhatsApp Leave Email & Social Media in the Dust

You've got the perfect message. You've segmented your list. Your offer is irresistible. But if you're not delivering it through the right channel, it could all fall flat.

Think about your own behavior — how often do you open marketing emails vs. how quickly do you check your phone when a text or WhatsApp message pops up?

Exactly.

That's why if you're still relying only on email blasts or Instagram posts to reach your warm leads, you're missing out on the fastest, most effective way to connect with them directly.

Let's break down why SMS and WhatsApp are your new secret weapons.

Why SMS & WhatsApp Are Winning the Communication Game

🔹 **1. Sky-High Open Rates**

SMS has open rates of up to 98%. That's not a typo. Compare that to the average email open rate of around 20%, and it's clear which one is more likely to actually get read.

WhatsApp? Even better in some cases — especially if your clients already use it daily to talk to friends and family. It's casual, non-intrusive, and always within arm's reach.

🔹 **2. Instant Visibility**

Most text messages are read within 3 minutes of being received. That means your offer doesn't just get delivered — it gets seen almost immediately.

You don't have to worry about spam folders, promotional tabs, or algorithms deciding your fate. You're in their personal inbox, front and center.

🔹 **3. A More Personal Touch**

Let's be real: DMs and texts feel more like a conversation, less like a broadcast. It's direct. It's friendly. And it builds trust faster than a templated email or a generic social post ever could.

Clients are more likely to respond to a text than to click through an email — because it feels like it was written just for them.

Best Practices for Maximum Engagement

Sending messages is easy. Getting replies? That takes a little strategy. Here's how to make sure your texts and WhatsApp messages don't just get read — they drive action.

🔹1. Perfect Your Timing

When you send matters just as much as what you send.

- Mid-morning (10–11am) or early evening (5–6pm) tends to get the best results — people are more likely to be checking their phones without being distracted or overwhelmed.
- Avoid sending early in the morning, late at night, or during lunch rush hours.

Pro Tip: Test different times with small segments and track replies to find your own sweet spot.

🔹 2. Make It Personal

Use their name. Mention their last visit, or the service they were interested in. Even a small detail makes a message feel like it came from a real human — not a robot.

Example:

"Hi Sarah! We noticed it's been a few months since your last facial — would you like to come in for a refresh this week? We have a limited offer just for returning clients."

Small tweaks like that can double your reply rate.

🔹 3. Always Include a Clear Call to Action

Don't leave them guessing.

Tell them exactly what to do next:

- "Reply YES if you'd like more info."
- "Want me to hold a spot for you?"
- "Interested in the offer? Just text back and I'll fill you in."

Make it conversational, not formal. You're inviting, not pitching.

Let’s Recap: Meet Clients Where They Already Are

If you want faster replies, higher conversions, and more appointments — start showing up where your clients are already paying attention: on their phones.

SMS and WhatsApp aren’t just “nice-to-have” tools. They’re the most direct, most powerful ways to turn a lukewarm lead into a booked appointment — sometimes within minutes.

And when you combine these platforms with the personalized, value-driven messages we covered in Chapter 3? That’s where the magic happens.

Next up, we’re going to walk you through how to build automation workflows that handle all of this for you — so you’re not stuck manually sending messages one by one.

Ready to scale this without losing the personal touch?

Let’s go.

Important Compliance Notes for Using SMS and WhatsApp

If Before you start messaging clients at scale, it's important to ensure you're following proper legal and platform-specific guidelines.

🔹 A2P 10DLC Registration for SMS (U.S.)

If you're sending SMS messages using a 10-digit local number in the U.S., you must register for A2P 10DLC (Application-to-Person messaging) to stay compliant with carrier rules.

- This protects your number from being flagged or blocked.
- Unregistered numbers may experience delivery issues or penalties.
- GoHighLevel provides A2P registration support right in the platform — be sure to complete this before launching large-scale campaigns.

🔹 WhatsApp Business Compliance

WhatsApp has its own strict guidelines to protect users from spam.

- You must use the WhatsApp Business API, which requires Facebook Business verification.
- Only send messages to users who have opted in to receive communication from your business.
- Template messages must be approved by WhatsApp before use, especially for cold outreach.

These steps aren’t just red tape — they’re about respecting your clients' privacy and building trust through transparent communication.

Consent: What You Need Before Sending SMS or WhatsApp Messages

Before you send any SMS or WhatsApp message to your past clients, there's one non-negotiable requirement you need to check off first: consent.

Even if someone visited your medspa once or showed interest in the past, you can't just start messaging them out of the blue. Both SMS and WhatsApp — along with most privacy regulations (like TCPA, GDPR, and others) — require clear, prior consent from the person before you can legally send them promotional or automated communication. Failing to get this right can lead to blocked messages, flagged numbers, or even fines. But don't worry — here's how to navigate it the right way.

🔹 How to Check If You Already Have Consent

Start by reviewing your client database and intake process:

- Check your forms: Did clients check a box or agree to receive updates via SMS or WhatsApp when they booked, signed up, or filled out a form?
- Look at your CRM or notes: Were any tags or notes added that indicate the client agreed to receive promotional or appointment-related texts?
- Review confirmation emails or opt-in records: If you've sent automated emails in the past, they may have opted in there.

If clients opted in through any of these methods AND there's a record of it, you're good to go.

🔹 If You Have Consent

Great — this means you can move forward confidently. Here's what you should do next:

1. Tag those clients in GoHighLevel with something like "SMS Opt-In" or "WhatsApp Consent."
2. Create a smart list or segment so you're only messaging those who've given permission.
3. Use respectful language in your first message to reconfirm their comfort with ongoing communication.
4. "Hey [Name], just checking in — you're still okay with us sending you quick updates and offers via text, right?"

This keeps you both compliant and human in your approach.

🔹**If You Don't Have Consent**

No worries — this just means you'll need to get it the right way before starting any outreach. Here's how to collect consent properly:

1. Send a manual one-time message (or email) to re-establish contact:
2. "Hey [Name], we're reaching out from [Medspa Name] — would you be open to receiving occasional updates or special offers via text or WhatsApp? Just reply YES if that's okay."
3. Add a simple opt-in form on your website, booking page, or in-clinic tablet asking:
4. "Would you like to receive appointment reminders, updates, and VIP offers via text?" (Include a checkbox.)
5. Create an "opt-in campaign" in GoHighLevel using email or social posts, inviting past clients to join your SMS list for early access to offers or limited spots.

Once they've opted in:

- Tag them immediately
- Store the record in your CRM
- Only message those who responded or checked "yes"

🔹**Final Word on Consent**

Consent isn't just a legal checkbox — it's about respect. Respect for your clients' attention, trust, and privacy.

Getting it right builds credibility. And when your clients choose to hear from you, they're much more likely to engage, book, and stay loyal long-term.

Always lead with clarity, transparency, and permission — and you'll stand out from every other business that still treats messaging like a one-way street.

Work Smarter, Not Harder — Let AI Handle the Follow-Up For You

Imagine this: your clients are receiving personalized messages, having real-time conversations, asking questions, and even booking appointments — without you lifting a finger.

That's not the future — that's AI automation with GoHighLevel, and it's available to you right now.

If you've ever felt overwhelmed trying to follow up with leads, stay consistent with communication, or just wish you had a clone to handle client chats — good news: GoHighLevel's AI Agent is that clone.

And in this chapter, we're going to walk you through exactly how to set it up, step by step.

🔹 **Step 1: Upload Your Client Data into GoHighLevel**

If you haven't already uploaded your contacts, go back to Phase 2 where we broke down the full import process — from cleaning your CSV file to mapping fields and assigning tags.

Your AI agent will be working off these contacts, so make sure:

- Each contact has a name, email, and phone number.
- You've added tags like "inactive," "past client," or "inquiry" for smarter segmentation.
- Contacts are assigned to the right campaigns or workflows after import.

Once that's done, you're ready to bring your AI assistant to life.

🔹 **Step 2: Train Your AI Chatbot for Natural Conversations**

Let's set up your chatbot so it doesn't just respond — it actually engages in real conversations that lead to bookings.

🔹 Navigate to AI Agents

1. Log into your GoHighLevel dashboard.
2. Click on Settings in the lower-left corner.
3. Then go to the AI Agents tab from the left-hand menu.

🔹 Step 3: Create a New AI Agent

1. Click "+ Create Agent".
2. Name your agent something recognizable (e.g., Medspa Concierge or BeautyBot).
3. Choose a voice or persona tone if prompted — this sets the personality of your bot.

🔹 Step 4: Set the Initial Greeting

This is the very first thing your clients will see or hear when interacting with your agent.
Pro Tip: Keep it friendly and warm. For example:
"Hi there! This is Anna from [Medspa Name]. I'm here to help with bookings, questions, or anything else you need!"
Make it feel like they're talking to a real, helpful team member — not a machine.

🔹 Step 5: Configure Your Agent's Goals

This is where you guide your AI's mission — what it's supposed to do when it talks to someone.
You can choose between Basic Mode or Advanced Mode depending on how much control you want.

🧩 Basic Mode: Quick Setup for Simple Tasks

Use this if you want the AI to:

- Collect basic info: Name, Email, Service Interest
- Answer FAQs
- Route to human support if needed

Just toggle on the fields you want your agent to capture, and you're good to go.

🧠 Advanced Mode: Custom Conversations & Automations

Here's where it gets powerful. You can write custom prompts that guide your AI through more complex conversations.
Examples of prompt instructions:

- "Ask the client if they're interested in Botox, facials, or skin rejuvenation, and guide them toward booking."
- "If they say 'yes' to an offer, tag them as 'Ready to Book' and trigger the follow-up workflow."
- "If they say they're not interested, thank them kindly and ask if they'd like to stay on the VIP list for future deals."

This turns your AI into a real conversationalist — not just a responder.

◆ **Set Up Actions and Triggers**

In Advanced Mode, you can:

- Automatically tag contacts based on replies
- Trigger workflows (like appointment confirmations or reminders)
- Transfer to a live agent if someone needs personalized support

This is how your AI works with your team — not instead of it.

◆ **Step 6: Set the Agent's Availability**

This is where you decide when your AI is "on duty."

1. Go to the Availability Settings inside the AI Agent profile.
2. Assign your agent to the correct phone number (or numbers) if you're using SMS or WhatsApp.
3. Define working hours — e.g., Monday to Friday, 9am–6pm.

Bonus Tip: You can have the agent respond after hours with something like:

"Hey! We're currently closed, but I've noted your message and someone will follow up first thing tomorrow!"

It keeps your brand responsive even while you sleep.

Final Tips to Maximize Your AI's Potential

- Test it first. Use your own number to simulate a real conversation and tweak responses as needed.
- Monitor early replies. In the first few days, keep an eye on conversations and fine-tune your prompts or responses.
- Update based on seasons or promos. Don't set it and forget it — customize your AI's messaging to reflect your current offers and availability.

The Power of Automating the Right Way

Your AI chatbot isn't just a gimmick — it's your frontline assistant. And when set up properly, it handles:

- Lead qualification
- Appointment setting
- Re-engagement follow-ups
- FAQ responses
- Late-night inquiries

All without burning out your team or blowing your budget.

In the next chapter, we'll show you how to build a full reactivation campaign, combining AI, automations, and irresistible offers to bring old leads back to life and fill your calendar.

You've just leveled up — now let's put your AI to work.

Try out AI Employee here

PHASE 6: CREATING AN EFFORTLESS BOOKING EXPERIENCE

How to Let Your Chatbot Book Appointments Automatically — While You Focus on Clients

Let's face it — one of the biggest bottlenecks in any medspa isn't getting leads… it's getting them to book.

People are busy. They forget to follow up, hesitate when it's hard to find a time, or simply drop off if things feel complicated. That's why your goal should be crystal clear:

Make booking as easy and effortless as saying "yes."

In this chapter, you'll learn how to let your AI chatbot in GoHighLevel do it all — from collecting availability to checking your calendar and locking in appointments in real-time. All without you lifting a finger.

Ready to turn your AI into your best receptionist?

Let's dive in.

Step-by-Step: How to Automate Bookings with Your Chatbot in GoHighLevel

🔹 **Step 1: Access Your AI Agent**

1. Log into your GoHighLevel account.
2. From the dashboard, click Settings on the left-hand menu.
3. Navigate to the AI Agents tab.

🔹 **Step 2: Create or Edit an AI Agent**

- If you already have an AI agent set up, click to edit it.
- If you're starting fresh, click "+ Create Agent."

Give your agent a name and choose a tone or voice that fits your brand — professional, friendly, conversational, etc.

🔹 **Step 3: Set Up a Booking-Focused Greeting**

Your initial greeting sets the stage for what happens next. You want it to feel helpful and gently guide the client toward booking.

Example Greeting:

"Hi [Name]! I'm Ava, your virtual assistant at [Medspa Name] 👋 I can help you schedule an appointment or answer any questions. What would you like to do today?"

This tells the client they're in the right place and makes it feel like a real conversation.

🔹 Step 4: Set Agent Goals for Booking (Advanced Mode)

Now we'll give your AI agent specific booking instructions.

1. Click on the Agent Goals tab.
2. Switch to Advanced Mode for full control.

Here, you'll enter custom prompts like:

- "Ask the client which service they're interested in and what day/time works best for them."
- "If they provide a time, check the integrated calendar for availability."
- "If a time is available, confirm the appointment and trigger a confirmation message."
- "If no times are available, offer the next closest option."

You're basically scripting your AI's thought process — and it follows those steps every single time, with no human error or delay.

🔹 Step 5: Integrate Your Calendar

Now, let's make sure the AI knows your real-time availability.

1. Go to the Phone and Availability tab inside the agent setup.
2. Assign your business phone number (for calls/texts).
3. Scroll to the Calendar Settings area.

Here's what to do:

- Connect your calendar (Google Calendar, Outlook, or GoHighLevel's native calendar).
- Select which calendar(s) the AI should check before booking.
- Set rules for appointment types, durations, buffers, and booking windows.

💡 Pro Tip: Create multiple calendars in GoHighLevel if you have different services, team members, or locations — the AI can be taught to select the correct one automatically based on the conversation.

🔹 Step 6: Test the Booking Flow

Before going live, test your AI agent using the built-in preview feature.

1. Click "Test Agent" from the AI Agent menu.
2. Simulate a conversation — ask about treatments, availability, and confirm the booking.

Make sure:

- The AI correctly asks for service and time preferences.
- It checks your real-time calendar.
- It responds naturally and confirms the appointment.

If something feels off, tweak your prompts or availability settings.

Tools & Tips for Real-Time Booking Success

🔹 **Ensure Calendar Integration Is Solid**

Double-check that your calendar is synced and pulling the correct availability. This avoids double bookings or showing time slots that aren't actually open.

🔹 **Define Clear Working Hours and Time Slots**

Inside your calendar settings:

- Set your weekly availability (days + hours).
- Add buffer times between appointments to avoid back-to-backs.
- Limit how far in advance people can book (e.g., 30 days out).

This keeps your schedule realistic and manageable.

🔹 **Automate Appointment Reminders**

To reduce no-shows and late cancellations:

- Set up automated SMS and email reminders.
- Schedule them 24 hours and 2 hours before the appointment.
- Include location, parking tips, and cancellation policy.

Bonus Tip: Include a "confirm" or "reschedule" option right in the reminder to boost reliability.

🔹 **Monitor, Review, and Adjust**

Your AI is always learning — and so should you.

- Review AI conversations weekly.
- Adjust prompts based on common questions or confusion.
- Modify availability as your schedule changes.
- Track bookings and no-show rates to spot trends.

Final Thoughts: Booking Should Feel Like Magic

When done right, the booking process should feel like magic — easy, fast, and stress-free for your clients, and hands-off for you.

With GoHighLevel's AI + calendar integration, you're creating an always-on assistant that:

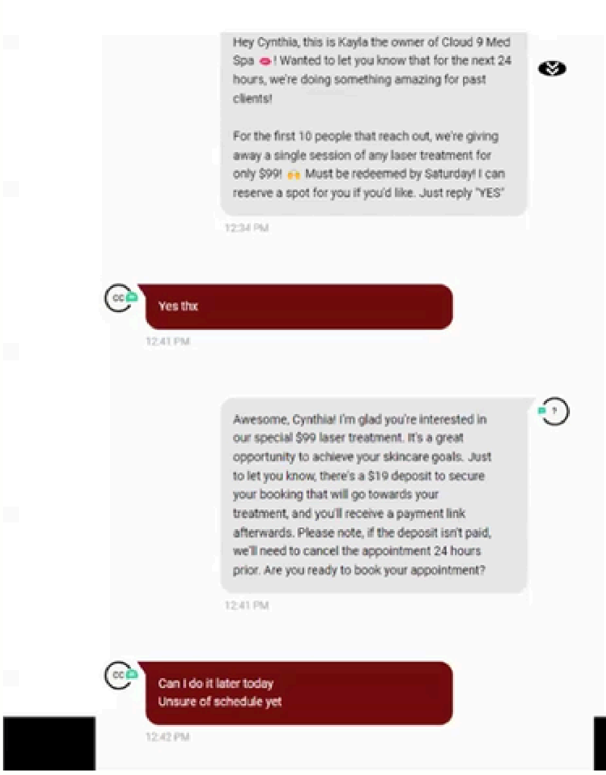
- Responds instantly
- Books appointments with real-time accuracy
- Keeps your calendar full — without the chaos

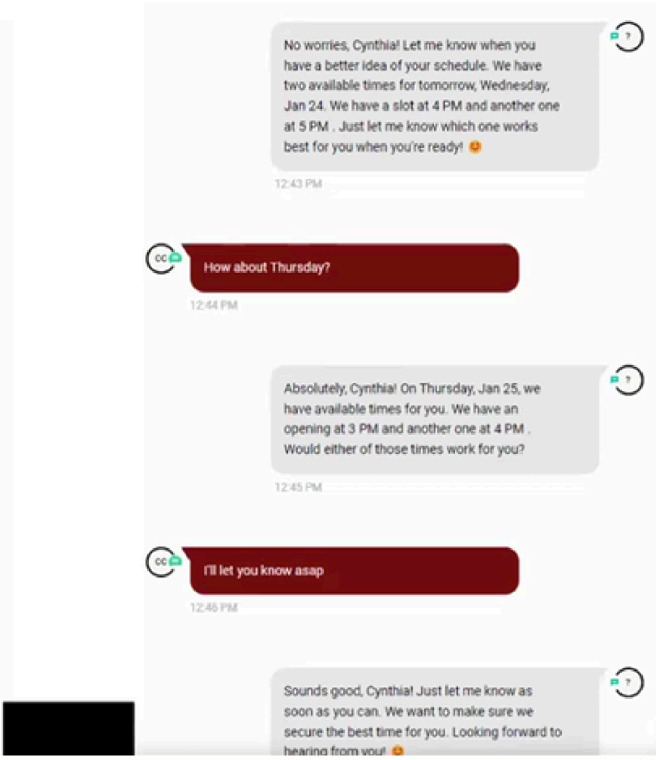
In the next chapter, we'll pull it all together with a complete Reactivation Campaign Playbook — showing you how to turn past leads and clients into today's bookings using the systems you've just built.

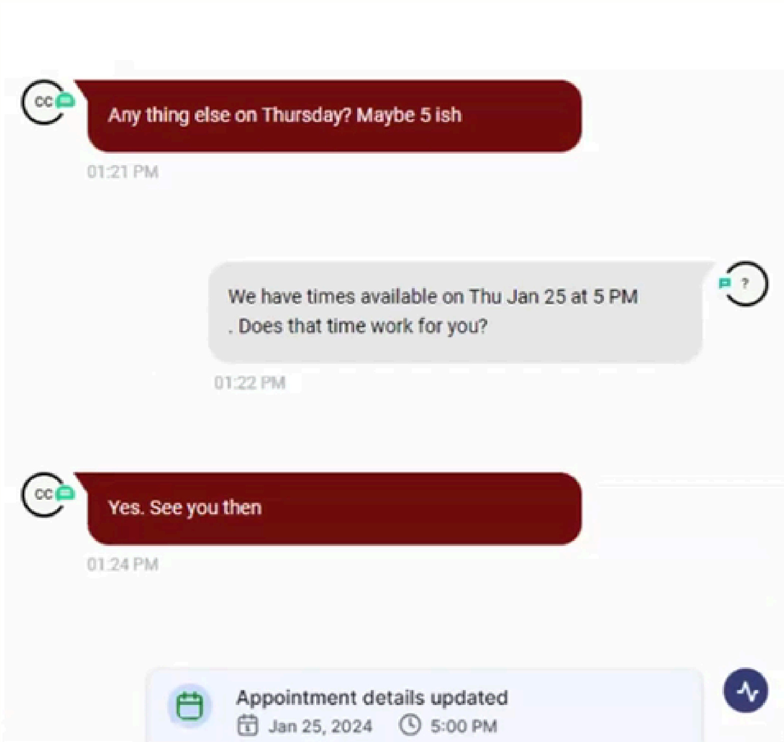
You're almost there — let's bring it home strong.

Try out AI here

Real Screenshots of Chatbot booking Appointments for Medspa







Hey Skylar! Kayla here from Adara Body Sculpting here in Brick.

We've missed ya!

Exciting 24-hour offer to kickstart your summer body transformation - our exclusive "Glow and Sculpt" package for just $499 ($1365 value) for the first 7 responders! 😊

Package includes:
1 Cryo Body Sculpting
1 Emsculpt Neo
1 Hydrafacial
1 Semiglutide Shot

Interested in reserving a spot? Let me know!

If not, reply "Out"

12:02 PM

Hey Skylar, did u get my last message about the promo? just want to make sure it sent because the savings are insane!

12:47 PM

I'm interested!

12:52 PM

Awesome, Skylar! 😊 Just a heads up, we require a $19 deposit to secure your booking. This will be deducted from your treatment cost. If the deposit isn't paid within 24 hours, we'll have to cancel the appointment. Now, let's find a time that works for you. Do you prefer mornings or evenings?

12:53 PM

Afternoons/ evenings would be better. Are you in Brick or wall? I always thought you were in wall

12:59 PM

You're right, Skylar! We are indeed located in Wall. My apologies for the confusion. 😅 For your appointment, we have available times tomorrow: Wed Apr 10 at 1:15 PM and Wed Apr 10 at 7 PM. Which one works best for you?

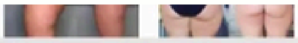
01:00 PM

Let's go with 7!

01:16 PM

Appointment details updated
Apr 10, 2024 7:00 PM
Skylar Beecher View appointment

01:17 PM



Hi Stephanie, hope you're doing great!

It's Kayla, the new face at Adara Body Sculpting here in Spring Lake. I've got some news that's too good not to share!

For the next 24 hours, we're offering Cryo Body Sculpting for just $99 – yep, down from $350!

This special deal is our little secret and it's only available for the first 10 previous clients who get in touch. Fancy being one of the lucky few?

Just shoot me a "YES" text back, and we'll get you set up for some fabulous results.

Or reply "Out" if not interested.

12:19 PM

Hey Stephanie, it's Kayla with Adara Body Sculpting. just wanted to follow up to make sure you got the text above about our $99 cryo body sculpting promo ^

06:01 PM

Hi yes I am interested. I never tried Cryo before

06:12 PM

Hey Stephanie! That's awesome to hear you're interested in trying out Cryo Body Sculpting for the first time. It's a fantastic treatment that can really help you achieve your skincare goals. Just to let you know, there's a $19 deposit to secure your booking, which will go towards your treatment. After that, you'll receive a payment link. Also, if the deposit isn't paid, we'll need to cancel the appointment 24 hours prior. We're super excited to help you on this journey! 😊 When are you available for your appointment?

06:13 PM

Okay! What are your hours

06:21 PM

Adara Body Sculpting's hours are as follows:
- Monday: Closed
- Tuesday: 9:00 am - 8:00 pm
- Wednesday: 12:00 pm - 8:00 pm
- Thursday: 10:00 am - 6:00 pm
- Friday: 9:00 am - 5:00 pm
- Saturday: 9:00 am - 2:00 pm
- Sunday: Closed

We have times available on Wed Feb 21 at 10 AM . Does that time work for you?

06:22 PM

Okay. And no I'm not available that day. Any availability this Saturday?

06:23 PM

We have available times on Sat Feb 24 at 9:30 AM and Sat Feb 24 at 10:30 AM . Would either of those times work for you?

06:24 PM

SM

Either time works for me

06:25 PM

Appointment details updated

Feb 24, 2024 9:30 AM

Stephanie Monica View appointment

06:26 PM

Opportunity updated

Stephanie Monica moved from stage New Le...

Show more

Database Reactivations View opportunity

06:26 PM

Perfect Stephanie! I have your appointment set for Saturday, February 24, 2024 9:30 AM

I'm sending you a payment link for the deposit to secure your appointment.

Hi Elena! It's Kayla, owner of Adara Body Sculpting in Sping Lake.

Happy Saint Patricks Day weekend!

It's your lucky day! We're offering a single session of our laser hair removal for $99 to the first 15 people who respond back.

It's painless and safe for all skin colors.

Respond "YES" for a $99 appointment booking or "Out" if not interested.

10:29 AM

EC

Yes

10:39 AM

Opportunity created

Elena Churyumov created in stage In **Conversation W/ Bot**

Client Getting View opportunity

10:39 AM

That's fantastic, Elena! Just so you know, there's a $19 deposit to secure your booking, which will be applied towards your service. We'll send you a payment link right after. Please keep in mind that if the deposit isn't paid in 24 hours after we book your appointment, we'll have to cancel it. Can't wait to help you reach your goals! Now, do you prefer mornings or evenings for your appointment?

EC

Evenings please during the week

10:41 AM

Perfect, Elena! We have available times in the evening next week. They are Tue Mar 26 at 6 PM and Tue Mar 26 at 7 PM EDT. Which one works best for you?

10:41 AM

EC

6pm

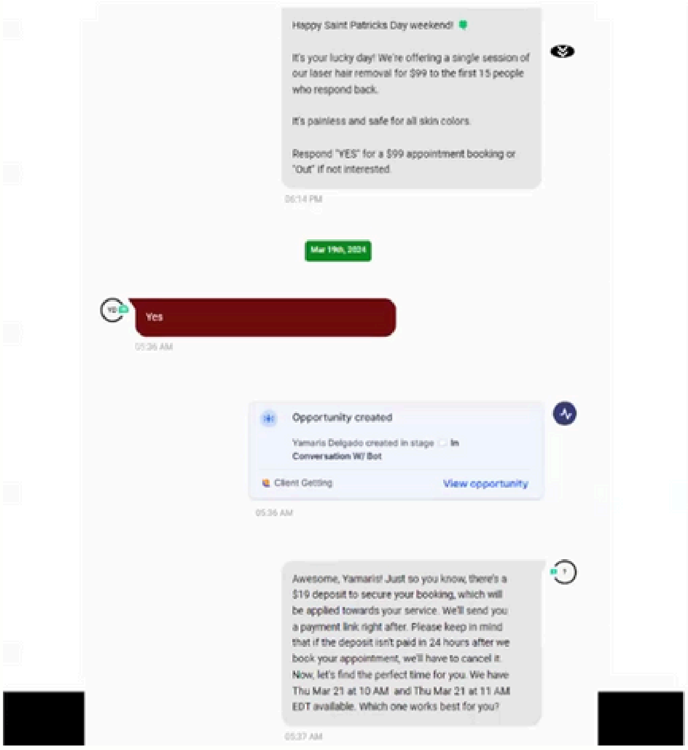
10:42 AM

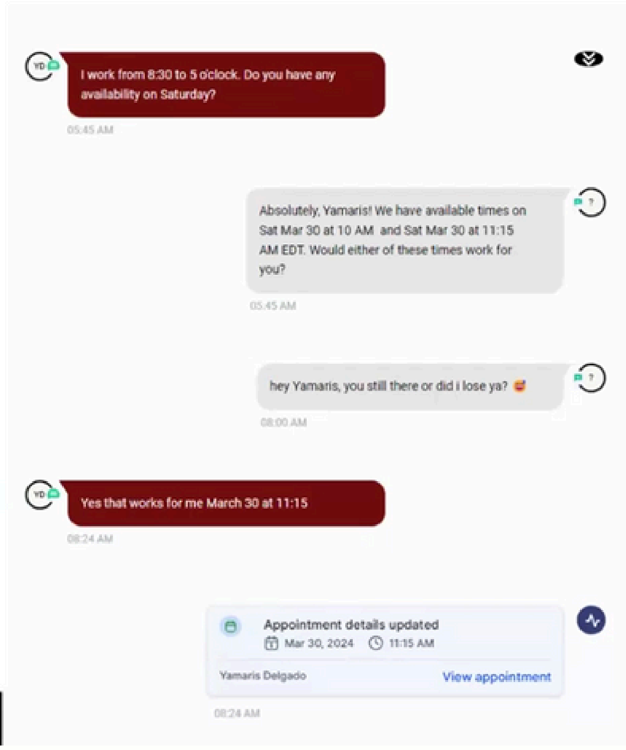
Appointment details updated

Mar 26, 2024 6:00 PM

Elena Churyumov View appointment

10:43 AM





PHASE 8: QUICK ANSWERS TO YOUR BIGGEST QUESTIONS

What if clients don't respond to the initial message?

Totally normal — not every client will reply right away. But that doesn't mean the conversation is over.

🔹 What to Do:

Implement a follow-up sequence that sends a few more messages over the next several days. Vary the tone and content slightly with each one:

- Message 1: Friendly reminder
- Message 2: Highlight the value of the offer
- Message 3: Add a light urgency (e.g., "Only a few spots left!")
- Message 4: Last chance before the offer expires

Make it feel like a real person checking in — not a machine spamming them.

Pro Tip: Add emojis, first names, or reference their last visit to keep it personal.

Can the AI really handle complex client questions?

Surprisingly — yes. When set up right, your AI agent can handle a wide range of inquiries, from basic FAQs to more nuanced booking and treatment questions.

🔹 How It Works:

- You "train" the AI by feeding it detailed prompts and response logic (in Advanced Mode).
- You can also upload a FAQ-style knowledge base that the agent pulls answers from during real conversations.
- If a question is too complex or sensitive, the AI can be instructed to escalate to a human automatically.

It's like having an all-knowing front desk assistant who's available 24/7

.

Is it possible to customize the AI agent's tone?

Absolutely — and you should.

A robotic or overly formal tone doesn't match the warm, personal vibe most medspas are known for. GoHighLevel lets you dial in your bot's "voice" so it aligns perfectly with your brand.

🔹 How to Customize the Tone:

- Inside the AI Agent settings, you can define the tone in the prompt instructions.
- For example: "Use a warm, friendly, and casual tone. Avoid sounding robotic or salesy."
- You can also tweak greetings, replies, and fallback responses to reflect your brand personality.

Whether you want your AI to sound like a cool bestie or a polished professional — you're in full control.

How do I ensure data privacy and compliance?

Great question — and an important one.

GoHighLevel is built with security and privacy in mind and is designed to help you stay compliant with major data protection laws like GDPR and HIPAA (if applicable).

🔹 Here's What You Can Do:

- Ensure your messaging includes opt-in language when required.
- Collect explicit consent from clients when necessary (e.g., via forms, intake, or first messages).
- Avoid sending sensitive medical information unless you're using a HIPAA-compliant setup.
- Regularly review and audit your client data handling practices.

It's about protecting your clients — and your business.

Can I integrate other tools and platforms with GoHighLevel?

Yes, and this is one of GoHighLevel's biggest strengths.

Whether you're using other marketing platforms, payment processors, calendar tools, or even analytics dashboards — chances are, you can hook them into your GoHighLevel account.

🔹 Popular Integrations Include:

- Google Calendar & Outlook
- Stripe for payments
- Zapier (which opens up endless connection possibilities)
- Facebook Lead Ads
- Third-party CRMs or email platforms if you're migrating

And if GoHighLevel doesn't have a native integration? Zapier or webhooks can usually fill the gap.

💬 **Final Thoughts: Ask Now, Scale Faster Later**

Every question you ask now clears the path for smoother automation later.

You don't have to know everything before you start. The key is to take action, test, and tweak as you go. With GoHighLevel and a well-trained AI agent, you're not just improving your marketing — you're creating a smarter, faster, and more human experience for your clients.

Still got a question we didn't answer here? Keep reading — or better yet, try it out and see just how much this system can do for you.

Immediate Next Steps Checklist

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1. **Import Your Contact List:**
   - Gather and upload your existing client database into GoHighLevel.
2. **Set Up AI Agent:**
   - Create and configure your AI agent, ensuring it's trained to handle bookings and client interactions.
3. **Integrate Calendar:**
   - Connect your scheduling calendar to enable real-time appointment bookings.
4. **Craft Engaging Messages:**
   - Develop personalized messages to re-engage past clients, highlighting special offers or updates.
5. **Launch Campaign:**
   - Initiate your re-engagement campaign, monitoring responses and adjusting strategies as needed.
6. **Monitor and Optimize:**
   - Regularly review campaign performance, making data-driven adjustments to improve results.

Need Personalized Help? Reach Out Directly

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