Premium Bonus Add-Ons for Playbook #007

1. Front Desk Knowledge Base Template (Doc / Notion)

Use this as a single “source of truth” for your AI Receptionist + human team.

Front Desk Knowledge Base – Master Template

Business Overview

- **Business Name:** {{business_name}}
- **Location(s):** {{address(es)}}
- **Phone:** {{phone_number}}
- **Website:** {{website_url}}
- **Email:** {{support_email}}
- **Hours:**
    - Mon–Fri: {{hours}}
    - Sat: {{hours}}
    - Sun: {{hours or “Closed”}}

---

1. Services & Offers

Primary Services (Short Descriptions)
For each service:

- **Service Name:**
- **Short Description (1–2 sentences):**
- **Typical Duration:**
- **Typical Price Range:**
- **Who It’s Best For:**

- **Key Notes / Limitations:**

Add-On Services / Upsells

- Name → Short description → When to recommend

---

2. Service Areas (If applicable)

- Primary service area(s): {{neighborhoods / city zones}}
- Travel radius: {{km/miles}}
- Extra fees for certain areas? {{yes/no + details}}

---

3. Pricing Guidance

Important: This is for ranges, not exact quotes.

- **Service:** {{name}}
    - Typical range: $X–$Y
    - Main price factors: {{list}}
    - Any flat-fee packages? {{details}}
    - When to escalate to custom quote: {{rules}}

---

4. Booking Rules

- **Booking methods:** (online link, phone, walk-in)
- **Deposit required?** {{yes/no + amount + when}}
- **Cancellation policy:**
    - Deadline: {{e.g., 24 hours before}}
    - Late cancel fee: {{amount or %}}
- **Rescheduling policy:** {{rules}}
- **No-show policy:** {{rules}}
- **New vs returning clients:** {{differences, if any}}

5. Policies & House Rules

- Late arrivals
- Refunds / credits
- Children / minors
- Pets
- Accessibility
- Payment methods accepted
- Parking / directions notes

---

6. FAQs (Start with 20–40)

Format each FAQ like this:

- **Q:** {{question}}
  A: {{short, human answer (2–4 sentences).}}
  Category: Booking / Pricing / Services / Policies / Emergencies
  Needs disclaimer? Yes/No

---

7. Escalation Rules

Escalate immediately when:

- Emergencies / health or safety concerns
- Refund disputes or chargebacks
- Angry or abusive language
- Legal threats / complaints
- Complex custom requests
- “I want to speak to a manager”
- Payment / booking conflicts

Escalation Script (Front Desk):

“I want to make sure we handle this perfectly. I’m going to notify our team right now. What’s the best number/email to reach you, and what’s the best time today?”

Escalation Channels:

- Notify via: Slack / Email / SMS
- Tag people/roles: {{owner / manager / front desk lead}}

---

8. Emergency Language

We are NOT an emergency service.

Sample line:

“If this is an emergency or you are in immediate danger, please contact emergency services in your area right away. We are not able to assist with emergencies via chat.”

---

9. Lead Capture Fields

For every new lead:

- Full Name
- Email
- Phone
- Service requested
- Preferred date/time
- Location / service area (if applicable)
- How they heard about you
- Notes (special requests, constraints)
- Status tag: New Lead / Booked / Needs Follow-Up / Escalated

---

10. Log & Update Rhythm

- **Update this doc:** 1× per month

- **Add:** new FAQs from real chats
- **Remove / adjust:** outdated prices, services, and policies

---

2. 50 FAQs for 10 Industries

You can plug these straight into your knowledge base and tweak the answers.

Format: Q only here. In your doc, pair each with a friendly 2–4 sentence answer.

A. Hair & Beauty Salon

1. Do I need to book an appointment, or do you accept walk-ins?
2. How far in advance should I book for weekends or holidays?
3. What happens if I'm running late for my appointment?
4. Can I change or cancel my appointment, and is there a fee?
5. Do you offer consultations if I'm not sure what service I need?

B. Dental Clinic

6. Are you accepting new patients, and how do I book my first visit?
7. Do you take my insurance, and how can I check my coverage?
8. What should I expect during my first appointment?
9. What happens if I need to reschedule or cancel on the same day?
10. Do you offer payment plans or financing for larger treatments?

C. Gym / Fitness Studio

11. Do I need a membership, or can I pay per class/session?
12. Do you offer a free trial or first-time visitor pass?
13. Do I need to book classes in advance, and how do I check availability?
14. What should I bring to my first class or session?

15. Can I pause or cancel my membership, and how does that work?

D. HVAC / Home Services

16. How soon can you come out for a service call in my area?
17. Do you charge a diagnostic fee, and is it applied to the repair?
18. What's included in a standard maintenance visit?
19. Do you offer emergency or after-hours services?
20. How do I get an estimate, and is it free?

E. Plumbing

21. Do you offer same-day service for emergencies like leaks or clogs?
22. How do you charge - by the job or by the hour?
23. Do I need to be at home during the visit?
24. Are your plumbers licensed and insured?
25. Do you guarantee your work, and for how long?

F. Auto Repair / Auto Shop

26. Do I need an appointment, or can I just drive in?
27. How long does a typical service (oil change/brakes/inspection) take?
28. Can you give me an estimate before you start any work?
29. Do you offer loaner cars or shuttle service?
30. What type of warranty do you offer on parts and labor?

G. Medical / Wellness Clinic

31. Are you accepting new patients/clients, and how do I register?
32. Do I need a referral from my doctor to see you?

33. What should I bring to my first appointment?
34. What is your cancellation or no-show policy?
35. Do you offer telehealth or virtual appointments?

H. Restaurant

36. Do I need a reservation, or do you accept walk-ins?
37. Do you have vegetarian/vegan/gluten-free options?
38. Can you accommodate food allergies?
39. Do you offer takeout or delivery, and how do I place an order?
40. Can I book a table for a large group or special event?

I. Cleaning Service

41. Do you bring your own cleaning supplies and equipment?
42. What's included in a standard cleaning vs deep cleaning?
43. Do I need to be home during the cleaning?
44. How do you price your services - by the hour or by the job?
45. Can I set up a recurring weekly or biweekly schedule?

J. Local Clinic / Physical Therapy / Chiropractor

46. Do I need a doctor's referral to schedule an appointment?
47. How many sessions will I likely need?
48. What should I wear to my first session?
49. Do you accept my insurance or offer self-pay rates?
50. What happens if I miss or forget my appointment?

---

3. Review Request + Response Swipe File (50+ templates)

A. Review Request Templates (25)

SMS – Short & Friendly

1. *"Hi {{first_name}} - thanks again for visiting {{business_name}} today. If you had a good experience, would you mind leaving us a quick review? It really helps other {{city}} locals find us: {{review_link}}"*
2. *"Hey {{first_name}}! We loved having you in. When you have a moment, could you share a short review about your visit? Here's the link: {{review_link}}. Thank you!"*
3. *"Thanks for choosing {{business_name}}! If we took great care of you, a quick review would mean a lot: {{review_link}}"*
4. *"Your feedback helps us improve. Would you be open to leaving a quick review about your experience today? {{review_link}}"*
5. *"Hi {{first_name}}, hope you're feeling great after your visit. If you have 30 seconds, please tap here and leave us a review: {{review_link}}. We read every one."*

SMS – Gentle Reminder

6. *"Just a friendly reminder, {{first_name}} — if you haven't yet, we'd be grateful for a short review about your visit to {{business_name}}: {{review_link}}"*
7. *"Quick follow-up: your feedback really helps. If you have a moment, here's the review link again: {{review_link}}."*
8. *"We truly appreciate you. If your experience was positive, would you mind sharing it here? {{review_link}} — thank you!"*
9. *"Hi {{first_name}}, last nudge from us. A short review at {{review_link}} helps our small team more than you know."*
10. *"Your review could help someone else in {{city}} feel confident choosing us. If you're open to that, here's the link: {{review_link}}."*

Email – Friendly & Local

11. **Subject:** Could you share a quick note?
    Body:
    “Hi {{first_name}},
    Thank you again for choosing {{business_name}}. We’re a local team here in {{city}}, and your feedback genuinely helps us serve our community better.
    If you had a good experience, would you mind sharing a quick review? Even 1–2 sentences makes a difference.
    👉 *{{review_link}}*
    Gratefully,
    {{owner_name}} & the {{business_name}} team”

12. **Subject:** Your visit to {{business_name}}
    “Hi {{first_name}},
    It was great having you in. If everything met your expectations, we’d be honored if you could leave a quick review so others know what to expect.
    Here’s the link: {{review_link}}
    Thank you for supporting a local {{city}} business.”

13. **Subject:** A small favor that helps a lot
    “Hi {{first_name}},
    Reviews are a big part of how people in {{city}} find us and feel safe choosing us.
    If you’re comfortable, would you share a short review of your experience?
    👉 *{{review_link}}*
    Thank you for your time and trust.”

14. **Subject:** How did we do?
    “Hi {{first_name}},
    We hope you’re happy with your recent visit. If anything was less than great, please reply to this email and let us know so we can fix it.
    If you had a good experience, a quick review here would really help:
    {{review_link}}
    Thanks so much,
    {{business_name}}”

15. **Subject:** Thank you from all of us
    “Hi {{first_name}},
    Just a quick thank you for choosing {{business_name}}.
    If you’d like to support us, one of the best ways is to leave a short review here:
    {{review_link}}
    We appreciate you,
    {{owner_name}}”

In-Person / Printed Card Copy

16. *“Loved your experience today? A quick review at {{review_link}} helps other locals find us. Thank you!”*
17. *“We’d love to hear from you. Share your visit in a short review: {{review_link}}”*
18. *“Your feedback helps us grow. Scan this code / visit {{review_link}} to leave a review.”*
19. *“Happy with your service today? Please consider leaving us a review so others know what to expect: {{review_link}}”*
20. *“Support local: share your experience with {{business_name}} in a quick review: {{review_link}}”*

Post-Problem-Resolution Requests

21. *“Hi {{first_name}}, thank you for giving us the chance to fix things. If you feel we’ve resolved the issue, a short review about your updated experience would mean a lot: {{review_link}}”*
22. *“We’re glad we could make things right. If you’re comfortable sharing that in a review, it helps others see how we take care of our guests: {{review_link}}”*
23. *“Thanks again for your patience, {{first_name}}. When you have a moment, would you be open to sharing a review about how everything was handled? {{review_link}}”*
24. *“We appreciate the opportunity to improve. If you feel better about things now, your review could highlight that we stand behind our work: {{review_link}}”*
25. *“Your experience helps us get better. If you’re willing, a short review about how we resolved your concern would mean a lot: {{review_link}}”*

B. Review Response Templates (Positive + Negative) – 25 + 5-Star Responses (15)

26. *“Thank you so much, {{first_name}}! We’re glad you had a great experience at {{business_name}}. We appreciate you taking the time to share this.”*

27. *“We love hearing this, {{first_name}}. Thanks for trusting us and for the kind words!”*
28. *“This made our day. Thank you for choosing {{business_name}} and for sharing your experience.”*
29. *“So happy to hear you enjoyed your visit, {{first_name}}. We hope to see you again soon.”*
30. *“Thank you for the 5 stars! It means a lot to our small team here in {{city}}.”*
31. *“We’re grateful for your review, {{first_name}}. Thanks for being part of the {{business_name}} family.”*
32. *“Your feedback is exactly why we do what we do. Thank you for sharing this!”*
33. *“Thanks, {{first_name}} — we’re thrilled that you had a good experience with {{service}}.”*
34. *“We really appreciate your review and support. See you next time!”*
35. *“It was a pleasure serving you, {{first_name}}. Thank you for taking the time to leave a review.”*
36. *“Wow, thank you! We’ll be sure to share your feedback with the whole team.”*
37. *“We’re so glad you felt taken care of at {{business_name}}. Thanks for the review!”*
38. *“Thank you for the kind words and for choosing us among so many options in {{city}}.”*
39. *“Loved reading this, {{first_name}}. Thanks for supporting a local business and leaving a review.”*
40. *“We’re happy we could help. Your review helps others feel confident choosing us—thank you!”*

1–3 Star Responses (10)

41. *“Thank you for your feedback, {{first_name}}. We’re sorry your experience didn’t match our usual standard. Please reach out to us at {{contact}} so we can understand what happened and make it right.”*

42. *“We appreciate you taking the time to share this, {{first_name}}. We’d like to learn more and see how we can improve. Could you contact us directly at {{contact}}?”*
43. *“We’re sorry to hear we missed the mark for you. This isn’t the experience we want anyone to have. Please message or call us so we can address this personally.”*
44. *“Thank you for letting us know, {{first_name}}. We’re reviewing this with our team. If you’re open to it, we’d value the chance to speak with you and find a solution.”*
45. *“We understand your frustration and appreciate your honesty. Please email or call us at {{contact}} so we can do our best to resolve this.”*
46. *“We’re grateful for your feedback and sorry your experience wasn’t ideal. We’re listening and would like to follow up directly.”*
47. *“Thank you for sharing this. We’re always working to improve, and your experience helps us do that. Please get in touch so we can make this right.”*
48. *“We’re sorry you didn’t have a 5-star experience, {{first_name}}. We’d appreciate another chance—please reach out at {{contact}}.”*
49. *“This isn’t what we aim for at {{business_name}}. Thank you for telling us. We’ve noted your feedback and would like to talk more if you’re open to it.”*
50. *“We hear you and we’re sorry. Your feedback is being shared with our team. If you’d like to discuss it directly, we’re here at {{contact}}.”*

---

4. GBP Post Pack (12 Weeks)

Use this as a “one-post-per-week” system (12 posts). You can easily expand to 2–3/week by spinning variants.

Format: Short, local, with light CTA.

Week 1 – Welcome / Who We Are

“New here? {{business_name}} helps {{city}} locals with {{main services}}. Whether you need {{example A}} or {{example B}}, we’re here to make things easier.
Book your visit: {{booking_link}}”

Week 2 – Service Spotlight
“Service Spotlight: {{service_name}}

Perfect for {{who it's for}} and ideal when {{use case}}.
Curious if it's right for you? Chat with us or book here → {{booking_link}}"

Week 3 – Before/After / Transformation
"From 'I've been putting this off' to 'I'm so glad I finally did this.'
That's the journey we see every week with {{service_name}}.
Ready for your own before/after moment? {{booking_link}}"

Week 4 – FAQ Post
"FAQ: {{common question}}
Short answer: {{short reassuring answer}}
If you've been wondering the same thing, you're not alone. Have more questions?
Message us or book a quick visit: {{booking_link}}"

Week 5 – Meet the Team
"Meet {{staff_name}}, one of our {{role}} at {{business_name}}.
They love helping clients with {{specific thing}} and have {{experience}}.
Say hi when you're in next time!"

Week 6 – Process / What to Expect
"*Nervous about your first visit? Here's what happens when you come to {{business_name}}:*

- ❖ Check-in
- ❖ Quick chat about what you need
- ❖ Service tailored to you
- ❖ Simple next steps

You'll always know what's happening and why. Book: {{booking_link}}"

Week 7 – Review Highlight
"'{{short review snippet}}' – {{reviewer_first_name}}
We're grateful for kind words like these.
If you'd like an experience like this, we'd love to see you. → {{booking_link}}"

Week 8 – Seasonal / Timely Angle
"{{Season}} is the perfect time to {{related service or benefit}}.
Whether you're getting ready for {{event/season}} or just taking care of yourself, we've got you.
Spots go quickly—book your {{season}} visit: {{booking_link}}"

Week 9 – Local Community Love
“We’re proud to be part of {{city}}.
Thank you to everyone who trusts us with {{service type}}. Supporting local means supporting people you actually know and see.
We’re here when you need us: {{booking_link}}”

Week 10 – “Did You Know?” Post
“Did you know?
{{Insert a simple, useful fact about your service}}
Little habits like this can make a big difference.
If you’re not sure where to start, book a visit and we’ll guide you: {{booking_link}}”

Week 11 – Quick Tip
“Quick tip for {{problem your audience has}}:
{{simple tip}}
If this feels overwhelming to handle alone, that’s exactly what we’re here for. Let’s chat → {{booking_link}}”

Week 12 – Gentle Offer / Invitation
“If you’ve been thinking ‘I should really get this taken care of…’ consider this your sign.
We’d be happy to help you with {{key service}}—no pressure, just clear options.
Book your visit here: {{booking_link}}”

---

5. Local Service Page Outline Pack (10 Templates)

Use this structure for different business types. Just swap specifics.

Generic Local Service Page Outline

1. **Hero Section**
    - Headline: “{{Service}} in {{City}} That Actually {{Outcome}}”
    - Subhead: Who it’s for + primary benefit
    - CTA buttons: “Book Now” / “Get a Quote”
2. **Who This Is For**
    - 3–5 bullet points describing ideal clients
3. **Problems We Help With**

    - 3–7 bullets describing pain points
4. **Our Solution / Services**
    - Short overview + list of core services
5. **How It Works (3 Steps)**
    a. Book or contact
    b. Visit / service / plan
    c. Aftercare / next steps
6. **Why Choose Us**
    - 3–5 differentiators (experience, speed, reviews, safety, local)
7. **Proof & Results**
    - Reviews, before/after, stories
8. **FAQ Section**
    - 5–10 FAQs
9. **Location & Hours**
    - Map, parking notes, hours, contact
10. **Final CTA**

- Clear, simple: “Ready when you are → Book now / Call us”

You can duplicate this and label:

- Template 1: Salon / Spa
- Template 2: Dental Clinic
- Template 3: Medical / Wellness Clinic
- Template 4: Gym / Studio
- Template 5: HVAC / Home Services
- Template 6: Plumbing
- Template 7: Auto Repair
- Template 8: Restaurant / Café
- Template 9: Cleaning Service

- Template 10: Contractor / Renovations

Each uses the same skeleton, just change examples/benefits.

---

6. Ads Creative Vault (100 Hooks + 30 UGC Scripts)

100 Short Ad Hooks (Local Service, Plug & Play)

Use [SERVICE], [CITY], [RESULT], [TIME] placeholders.

1. *"Need [SERVICE] in [CITY] this week?"*
2. *"[CITY]'s easiest way to book [SERVICE]."*
3. *"Stop putting off [SERVICE]. We'll make it simple."*
4. *"Your future self will thank you for this [SERVICE]."*
5. *"Ready to feel good about [SERVICE] again?"*
6. *"One visit, less stress about [PROBLEM]."*
7. *"Don't wait for [PROBLEM] to get worse."*
8. *"Same-week appointments for [SERVICE] in [CITY]."*
9. *"Transparent pricing. Local team. Real results."*
10. *"Tired of waiting weeks for [SERVICE]?"*
11. *"We fix [PROBLEM] before it becomes urgent."*
12. *"A better [SERVICE] experience in [CITY]."*
13. *"[NUMBER]+ locals trust us with their [SERVICE]."*
14. *"Finally, [SERVICE] without the hassle."*
15. *"Busy schedule? We work around you."*
16. *"Quick booking. Clear options. No surprises."*
17. *"From 'I'll do it later' to 'So glad it's done.'"*
18. *"Feel taken care of, not rushed."*

19. *“Your comfort is part of the service.”*
20. *“Real people. Real care. Local in [CITY].”*
21. *“Is it time to schedule that [SERVICE]?”*
22. *“One call/visit and [PROBLEM] gets simpler.”*
23. *“Get a clear plan for your [SERVICE] in [TIME].”*
24. *“No jargon. Just clear answers about [SERVICE].”*
25. *“First-time visiting? We’ll walk you through everything.”*
26. *“You don’t have to guess. We’ll explain your options.”*
27. *“An appointment that feels organized, not chaotic.”*
28. *“Stop Googling. Ask a local expert instead.”*
29. *“We treat you like a person, not a number.”*
30. *“Your questions are welcome here.”*
31. *“[SERVICE] that respects your time.”*
32. *“Fast response, not endless phone tag.”*
33. *“Chat, book, and show up. We handle the rest.”*
34. *“Your calendar is full. We’ll work with it.”*
35. *“Need a specific time? We’ll try to match it.”*
36. *“Evening and weekend slots available.”*
37. *“Short wait times. Clear expectations.”*
38. *“We confirm, remind, and follow up for you.”*
39. *“Forget chasing businesses—let us respond fast.”*
40. *“From first message to booking in minutes.”*
41. *“Nervous about [SERVICE]? You’re not alone.”*
42. *“We explain every step before we start.”*
43. *“You stay in control of every decision.”*
44. *“Ask us anything. Really.”*

45. *“We listen first, then recommend.”*
46. *“No pressure. Just honest options.”*
47. *“Your comfort and safety come first.”*
48. *“We never rush big decisions.”*
49. *“You’ll always know what happens next.”*
50. *“[SERVICE] that feels calm, not stressful.”*
51. *“Special offer for new [CITY] clients this month.”*
52. *“Book now, lock in [DISCOUNT/OFFER].”*
53. *“Limited [SEASON] spots for [SERVICE].”*
54. *“Last chance to grab our [MONTH] promo.”*
55. *“Get [BONUS] when you book this week.”*
56. *“Bundle [SERVICE A] + [SERVICE B] and save.”*
57. *“Early-bird slots usually go first.”*
58. *“Reserve your preferred time now.”*
59. *“Keep [SEASON] simple—book before it gets busy.”*
60. *“One small step today. Big relief later.”*
61. *“Locals know: [BUSINESS_NAME] for [SERVICE].”*
62. *“Ask your neighbors about us.”*
63. *“Proudly serving [CITY] for [X] years.”*
64. *“See why [NUMBER]+ reviews mention our team by name.”*
65. *“Real people, real stories, real results.”*
66. *“Not a franchise. A local team that cares.”*
67. *“Your trust matters more than a quick sale.”*
68. *“We build relationships, not just appointments.”*
69. *“You’re more than a booking on a calendar.”*
70. *“We remember your name, not just your file.”*

71. *“Imagine [RESULT] in just one visit.”*
72. *“Picture [BENEFIT] a week from now.”*
73. *“What if [PROBLEM] wasn’t on your to-do list anymore?”*
74. *“This time next month, [RESULT] could be done.”*
75. *“Future you: ‘I’m so glad I booked that.’”*
76. *“The next step is easier than you think.”*
77. *“One message. One booking. One less worry.”*
78. *“What would [RESULT] be worth to you?”*
79. *“You don’t need to do everything. Just this one step.”*
80. *“Book once. Breathe easier.”*
81. *“Stop scrolling. Start solving [PROBLEM].”*
82. *“Ready when you are. Book in 60 seconds.”*
83. *“Click, choose a time, and you’re set.”*
84. *“Got 1 minute? That’s enough to book.”*
85. *“Tap to see available times now.”*
86. *“Your spot is a few clicks away.”*
87. *“Don’t wait another week to handle this.”*
88. *“Today’s the perfect day to schedule [SERVICE].”*
89. *“You’re one step from having this handled.”*
90. *“Do this now, thank yourself later.”*
91. *“Our job: handle the hard stuff for you.”*
92. *“You bring the problem. We bring the plan.”*
93. *“We’ll walk you through every decision.”*
94. *“If you’re not sure what you need, start here.”*
95. *“Questions first, booking second. No pressure.”*
96. *“You’ll always leave with a clear next step.”*

97. *“We turn confusion into a simple plan.”*
98. *“Your peace of mind is part of the service.”*
99. *“You don’t have to know the lingo—we’ll translate.”*
100. *“When you’re ready, we’re ready.”*

---

30 UGC Script Starters (Short Testimonial-Style Videos)

Keep them 15–30 seconds. Use [SERVICE], [BUSINESS_NAME], [CITY].

1–10: 15-Second “Problem → Relief”

1. *“I kept putting off [SERVICE] because I thought it’d be a hassle… but booking with [BUSINESS_NAME] in [CITY] took under a minute, and they were so easy to work with.”*
2. *“I honestly expected [SERVICE] to be stressful, but they walked me through every step. I left thinking, ‘Oh… that was it?’”*
3. *“If you’ve been worrying about [PROBLEM], just book with [BUSINESS_NAME]. They explain everything and actually listen.”*
4. *“I went from ‘I’ll do it later’ to ‘I’m so glad that’s done’ in one appointment.”*
5. *“The best part? No pressure. Just clear options, and I got to decide what felt right.”*
6. *“I booked online, showed up, and they handled the rest. It was honestly that simple.”*
7. *“I was nervous, but the team was so calm and kind that it felt easy.”*
8. *“You can tell they’re used to questions—they explained everything in plain language.”*
9. *“They respected my time. I was in and out, and everything was exactly as they said.”*
10. *“If you’re in [CITY] and need [SERVICE], I’d start here.”*

11–20: 20-Second “Why I Chose Them”

11. *“I chose [BUSINESS_NAME] because they were the only ones who actually replied quickly and answered all my questions without making me feel silly. From booking to check-out, everything felt organized.”*
12. *“I saw their reviews and decided to give them a try. The experience matched the reviews—friendly, professional, and no surprises when it came to pricing.”*
13. *“What convinced me was how clearly they explained the options. They didn’t push the most expensive thing—they helped me choose what made sense for me.”*
14. *“I’d tried a few places before, but this was the first time I left feeling like someone actually had a plan for me, not just a one-time fix.”*
15. *“I loved that I could book online, get reminders, and even ask questions beforehand. It made the whole process so much less stressful.”*
16. *“They didn’t rush me, even though they were clearly busy. That alone made me want to come back.”*
17. *“I recommended [BUSINESS_NAME] to my friends because it felt like a local place that cares, not a big chain.”*
18. *“Everything from parking to check-in was thought through. You can feel the difference when a business actually cares about the details.”*
19. *“I was worried about the cost, but they were really transparent about pricing and what affects it. No surprises.”*
20. *“If you’ve been hesitating, this is your sign. Just book the appointment.”*

21–30: 30-Second “What to Expect / Walkthrough”

21. *“Here’s what it was like going to [BUSINESS_NAME] for the first time: I booked online in about a minute, got a confirmation and a reminder, walked in and checked in easily, and they explained everything before they started. I left with a clear idea of what happens next.”*
22. *“When I arrived, they greeted me by name, which sounds small but made me feel really comfortable. They asked about what I needed, double-checked a few details, and then walked me through each step of the [SERVICE].”*
23. *“I liked that they didn’t assume I knew what was going on. They paused to ask if I had questions and checked in on how I was feeling. That kind of communication makes a big difference.”*

24. *“From start to finish, it was simple: book → remind → show up → get answers → leave with a plan. No confusion, no weird upsells, just straightforward service.”*
25. *“I’ve had [SERVICE] done elsewhere, and it always felt rushed. Here, they took just a little more time to explain and make sure I was okay, and that changed the whole experience.”*
26. *“If you’re nervous about [SERVICE], this is the kind of place you want. They’re calm, clear, and you never feel like you’re bothering them with questions.”*
27. *“I’m busy, so I care a lot about timing. They were right on schedule, and I really appreciated getting those text reminders before my appointment.”*
28. *“I loved that after the visit, they gave me clear next steps instead of just sending me out the door. I knew exactly what to do and when to come back.”*
29. *“This is what local service should feel like—organized, human, and not salesy. Just people doing good work and taking care of you.”*
30. *“If you’re scrolling and wondering whether to book [SERVICE]… I was in the same spot. I finally did it, and honestly, I wish I’d booked sooner.”*

---

7. Seasonal Calendar (12-Month Promo Map)

Use this as a starting point for your **Seasonal Campaign Generator**.

January – “New Year, Fresh Start”
Theme: Reset, health, home upkeep.
Example: “New Year Checkup / Tune-Up” for clinic, gym, auto, HVAC.

February – “Care & Comfort”
Theme: Self-care, loved ones, warmth.
Example: “Treat Yourself / Someone You Love” offers.

March – “Spring Ready”
Theme: Clean-up, prep, transition.
Example: “Spring Refresh” for cleaning, home services, salons.

April – “Maintenance & Prevention”
Theme: Fix it before it breaks.
Example: “Preventive Check” for health, HVAC, auto.

May – "Pre-Summer Prep"
Theme: Get ready early.
Example: "Summer-Ready Home/Body/Smile" promos.

June – "Summer Kickoff"
Theme: School's out, vacations, outdoor life.
Example: "Summer Start Specials" for gyms, salons, family activities.

July – "Mid-Year Tune-Up"
Theme: Mid-year reset, safety checks.
Example: "Mid-Year Health/Home/Car Check" offers.

August – "Back-to-School / Routine Reset"
Theme: Families, routine, structure.
Example: "Back-to-Routine" promos for clinics, dentists, gyms.

September – "Fall Prep"
Theme: Cozy, prep for colder months.
Example: "Fall-Ready Home/Body" for HVAC, wellness.

October – "Protect & Prepare"
Theme: Safety, comfort.
Example: "Winter-Readiness" or "Protect What Matters" campaigns.

November – "Gratitude & Early Deals"
Theme: Thankfulness, early-bird.
Example: "Thank You, {{CITY}}" + early booking/discounts.

December – "Year-End & Giftable Services"
Theme: Wrap-up, gifting, last-chance.
Example: "Year-End Check-In" + gift cards, packages.

---

8. Weekly Optimization Checklist

(Based on chat logs + reviews)

Run this 1× per week to keep your AI Receptionist + booking machine sharp.

Weekly Optimization Checklist – AI Receptionist System

1. **Review Chat Logs (15–20 minutes)**
    - Scan 10–20 recent conversations.

- Note any repeated questions not covered in FAQs.
- Note any confusion around pricing, policies, location, or services.
- Identify any delayed or missed replies.

2. **Update Front Desk Knowledge Base (10–15 minutes)**
    - Add 3–5 new FAQs from this week's chats.
    - Clarify any answers that caused confusion.
    - Update any outdated details (hours, prices, services, offers).
3. **Optimize Scripts & Flows (10–15 minutes)**
    - Check greeting and routing question—does it still feel natural?
    - Improve any awkward or robotic replies.
    - Refine pricing explanations (range + factors + next step).
    - Adjust escalation triggers if anything slipped through or escalated too fast.
4. **Review Bookings & Lead Capture (10 minutes)**
    - Compare leads → bookings for the week (conversion rate).
    - Check forms/fields: are leads giving enough info?
    - Confirm all booked clients are logged with status tags.
    - Identify any drop-off points (chat ended but no booking).
5. **Analyze Reviews (10–15 minutes)**
    - Note top 1–2 praise themes (what people love).
    - Note top 1–2 complaint themes (what needs work).
    - Update messaging to highlight praise themes.
    - Add FAQ or script tweaks to address complaint themes.
6. **GBP & Content Quick Refresh (10–15 minutes)**
    - Update GBP photos if needed (monthly).
    - Post 1 new GBP update (offer, tip, review highlight, behind-the-scenes).
    - Use a recent positive review as a social/GBP post.

7. **Decide Next Week's Focus (5–10 minutes)**
    - Choose *one* improvement goal (e.g., better pricing answers, fewer no-shows, more reviews).
    - Write 1–2 small actions for that goal (e.g., "Add clearer reschedule message to reminders").