

FROM THE GROOMER'S EDGE



The Client Communication Master Pack

*Every script for every conversation —
the easy ones, the awkward ones, and
the ones that pay for themselves.*

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HOW TO USE THIS PACK

Welcome, gorgeous.

Every scenario in this pack is built the same way: a quick read, a script you can use as-is, and softer or firmer versions when the room calls for a different tone.

Each entry includes:

- When to use it — so you know the exact moment this script belongs in.
- Why this works — the mindset behind the words, because once you understand the why, you can write your own variations on the fly.
- An exact script — copy, paste, send. No rewrites needed.
- A softer version — for sensitive clients, longtime regulars, or moments that need a gentle landing.
- A firmer version — for repeat offenders, boundary breakers, or when the answer needs to be no.
- Text and email versions — same content, formatted for the channel.
- Customization notes — the small swaps that make the script sound like you.

A NOTE ON TONE

A note on tone, gorgeous: these scripts are written warm and professional because that's what lands with cat clients. The boss-babe energy is for you and me here in the margins. The script itself stays grown. Save your sparkle for the captions.

The decision-tree promise

Most of the stress in client communication isn't the words. It's the deciding. That's why every problem section in this pack opens with a decision tree. You glance at the framework, you land on the right script, you send it. No spiraling, no five drafts in your head, no apologizing to the bathroom mirror first.

WHAT'S INSIDE

01 Routine Communication — the easy ones, polished.

02 Problem Communication — the messy ones, scripted.

03 Sales & Retention — the ones that pay.

04 Policy Language — paste-ready for forms and websites.

Appendix — texting etiquette, tone matrix, quick-reference index.

SECTION 01

Routine Communication

The easy ones — the messages every appointment generates, polished so they sound like you and not a calendar app.

Routine messages are the bones of your client experience. They're also the ones most groomers fire off in 30 seconds without thinking — which is exactly why they're underperforming. Tightening these scripts will not feel dramatic, but it will quietly raise your rebooking rate, shrink your no-shows, and make your first impression land softer. Set them up once, reuse forever.

SCENARIO 1.1

New Client Welcome

When to use: Send the moment a new client books — within an hour, not the night before. The booking high is real and you want to ride it.

WHY THIS WORKS

First impressions are mostly logistics. If you make the carrier-and-paperwork stuff feel calm and thought-out, the client walks in already trusting you.

EXACT SCRIPT

Hi [Client Name] —

I'm so glad we got [Cat's Name] on the books. A quick rundown for your first visit:

- Your appointment is [Day, Date] at [Time].
- Please bring [Cat's Name] in a hard-sided carrier with a towel inside for grip.
- If you have vaccine records or any vet notes about behavior, sensitivities, or meds, send them over before the appointment so I can plan around them.
- Try to arrive 5 minutes early so we can get [Cat's Name] settled before the blow dryer fires up.

If life happens and you need to reschedule, give me 24 hours' notice and we'll find another time.

Looking forward to meeting [him/her].

[Your Name]

SOFTER VERSION

We are so excited to meet [Cat's Name]. First visits can feel like a lot, so I wanted to walk you through what to expect — no surprises, promise. [Then list the same logistics in a gentler tone.]

FIRMER VERSION

Welcome to [Salon Name]. To keep your appointment confirmed, please review the requirements below: [list]. A 24-hour cancellation notice is required, and missed appointments are subject to our standard fee.

TEXT VERSION

Hi [Name]! [Cat's Name] is booked for [Service] on [Day] at [Time]. Please bring [him/her] in a hard carrier and arrive 5 min early. Any vet/behavior notes, send my way. — [Your Name]

EMAIL SUBJECT LINE

Welcome to [Salon Name] — Here's What to Expect

CUSTOMIZATION NOTES

- Customize the carrier line if you take fabric carriers — but most cat groomers don't, so this also doubles as a polite filter.
- If you require vaccines, say it here, not at the door. The door is the worst place to enforce a policy.
- Add your address, parking notes, and entry instructions if your salon is in a complex or shared building.

SCENARIO 1.2

Appointment Confirmation (Same Day as Booking)

When to use: Auto-send right after booking. This is the receipt — short, factual, and leaves a clean paper trail.

WHY THIS WORKS

Confirmations exist to prevent the 'I never got the date' conversation later. Keep them boring on purpose.

EXACT SCRIPT

Confirmed: [Cat's Name], [Service], [Day, Date] at [Time].

Location: [Address]

Reschedule or cancel: reply here or call [Phone] at least 24 hours ahead.

— [Salon Name]

SOFTER VERSION

All set! [Cat's Name] is booked for [Service] on [Day] at [Time]. We'll send a reminder closer to the date. Reach out anytime if you need to make changes.

FIRMER VERSION

Booking confirmed: [Cat's Name], [Service], [Date] at [Time]. Cancellations within 24 hours of the appointment are subject to a [X]% fee per our policy.

TEXT VERSION

Confirmed [Cat's Name] [Service] [Day] [Time] at [Salon]. Reply to reschedule. 24hr notice required.

EMAIL SUBJECT LINE

Booking Confirmed — [Cat's Name] on [Date]

CUSTOMIZATION NOTES

- Strip emojis from the email version. Keep them in text only if your client base is texty.
- If you require deposits, this is where the deposit confirmation lives.

SCENARIO 1.3

48-Hour Reminder

When to use: Send 48 hours out. Earlier than that, clients forget the reminder. Later, they have less time to reschedule politely.

WHY THIS WORKS

The 48-hour mark is the sweet spot for cancellations to come in early instead of last-minute — protecting your day.

EXACT SCRIPT

Hi [Name] — quick reminder that [Cat's Name] is booked for [Service] on [Day] at [Time].

If anything's changed (health, meds, a vet visit, life), let me know now so I can plan or adjust. If you need to reschedule, today's the easiest day to do it.

See you [Day].
[Your Name]

SOFTER VERSION

Hi [Name]! Just popping in to remind you that [Cat's Name] has a grooming appointment on [Day] at [Time]. Can't wait to see [him/her]. Let me know if anything's come up.

FIRMER VERSION

Reminder: [Cat's Name]'s appointment is [Day] at [Time]. Rescheduling now (more than 24 hours out) avoids the late-cancellation fee. After [time/day], the fee applies.

TEXT VERSION

Reminder: [Cat's Name] is booked [Day] at [Time]. Anything change? Reply here. — [Salon]

EMAIL SUBJECT LINE

Reminder: [Cat's Name] on [Day]

CUSTOMIZATION NOTES

- The 'today's the easiest day to reschedule' phrasing is a quiet behavioral nudge — it works.
- If you want this to do double duty, slip in a one-line add-on offer: 'Want me to add a nail trim while [he's] here?'

SCENARIO 1.4

Day-Of Reminder

When to use: Send the morning of, ideally 2-4 hours before the appointment. Skip if you sent a 48-hour reminder and the client confirmed.

WHY THIS WORKS

Last layer of insurance against no-shows. Keep it short — clients reading texts on the way out the door don't want a paragraph.

EXACT SCRIPT

See you today — [Cat's Name] at [Time]. Carrier ready, towel inside. Door's open at [arrival time].

SOFTER VERSION

Hi [Name]! Looking forward to seeing you and [Cat's Name] today at [Time]. Drive safe!

FIRMER VERSION

Today: [Cat's Name] at [Time]. Late arrivals over 15 min may need to reschedule. Reply with ETA if running behind.

TEXT VERSION

See you today — [Cat's Name] at [Time].

EMAIL SUBJECT LINE

See you today, [Name]

CUSTOMIZATION NOTES

- Day-of texts get the highest response rate. Use them for upsell prompts if you do that: 'Want me to throw in a nail trim today?'

SCENARIO 1.5

Post-Appointment Follow-Up

When to use: Send within 24 hours of the appointment, while the fresh-cat smell is still on the carrier.

WHY THIS WORKS

This is where rebooking lives. The follow-up is also where you plant the seed for the next visit and slip in a review request without it feeling salesy.

EXACT SCRIPT

Hi [Name] —

[Cat's Name] did great today. Here's what we covered: [services performed].

A few notes from me: [coat condition, skin observations, behavior notes — keep this 1-2 sentences].

Based on coat type and how today went, I'd suggest the next visit in [4 / 6 / 8] weeks. Want me to grab a spot now? My calendar fills out 3-4 weeks ahead, so booking today gets you a better window.

Thanks for trusting me with [him/her].

[Your Name]

P.S. If you have a minute and feel like sharing your experience, a quick review here means a lot: [link].

SOFTER VERSION

[Cat's Name] was such a sweetheart today! Here's what we got done: [services]. [He/She] is looking gorgeous. Let me know whenever you're ready to book the next one — I'd love to keep [him/her] on a regular rhythm.

FIRMER VERSION

Today's appointment summary: [services completed]. To maintain coat condition, the next groom should be scheduled within [X] weeks. Booking now is recommended; openings beyond that window are limited.

TEXT VERSION

[Cat's Name] did great today! Next visit best in [X] weeks. Want me to grab a spot now? Calendar fills 3-4 weeks ahead.

EMAIL SUBJECT LINE

[Cat's Name] Did Great Today

CUSTOMIZATION NOTES

- The 'calendar fills 3-4 weeks ahead' line is the closer — it creates a small, true urgency without being pushy.
- Keep the groomer notes specific. 'Coat felt great' is forgettable. 'Coat looks great — slight dryness on the lower back, might be worth checking with the vet at the next wellness visit' shows you actually paid attention.
- If you don't ask for the review here, you'll keep meaning to and never do it. Bake it in.



SCENARIO 1.6

Holiday Booking Announcement

When to use: Send 4-6 weeks before a major holiday (Thanksgiving, Christmas, Easter, Mother's Day). Send to your full client list, not just regulars.

WHY THIS WORKS

Holiday bookings are where loyal clients get squeezed out by people who happen to email first. A heads-up to your existing list rewards the right people.

EXACT SCRIPT

Subject: Holiday booking — early access for you

Hi [Name],

Holiday season is right around the corner, and our [Holiday Name] week books up fast — usually within a few days of opening to the general list.

Because you're already a client, you're getting first crack. Holiday week appointments open to everyone else on [Date]. Until then, reply with your preferred day and time and I'll hold a spot for you.

[Cat's Name] looking sharp for the family photos? I got you.

[Your Name]

SOFTER VERSION

Hi [Name]! Just wanted to give you a friendly heads-up that [Holiday] week is coming and our calendar tends to fill quickly. Let me know if you'd like to lock something in early.

FIRMER VERSION

Holiday week appointments are now open to current clients only. Public booking opens [Date]. Reserved slots require a non-refundable deposit of \$[X]. Reply with preferred dates.

TEXT VERSION

[Holiday] booking opens early for current clients! Reply with your preferred day & I'll hold a spot. Public booking opens [Date].

EMAIL SUBJECT LINE

Holiday booking — early access for you

CUSTOMIZATION NOTES

- Offering current-client-only access is a retention move disguised as a logistics email. Subscribers will love it and remember it.
- If you want to push deposits, the holiday email is the easiest place — clients understand 'busy season = serious about showing up.'



SECTION 02

Problem Communication

The messy ones — every awkward conversation, scripted so you don't have to invent the words while your hands are still cat-haired.

These are the conversations that cost you sleep, sales, and sometimes self-respect. A canceled day, a matted cat, a behavior call you didn't see coming. The reason these feel hard isn't because you don't know what to say — it's because you're deciding what to say in the middle of a stressful moment. The decision trees and scripts in this section move that thinking out of the high-stress moment and into right now, where it belongs.

BEFORE THE SCRIPTS

Decide first. Then send.

These three frameworks cover the three stickiest categories in this section. Run through them before writing anything — once the decision's made, the script is easy.

DECISION FRAMEWORK

Matting Decision Framework

When you find matting on intake or during the bath, run through this:

If: Coat is brushable in under 10 minutes with no skin pulling

Then: Use Mild Matting script. Add a \$[X] dematting fee, complete the groom, send the prevention reminder in the follow-up.

If: Mats are tight but not pelted; would take 30+ minutes of brushing or risks skin irritation

Then: Use Severe Matting script. Recommend shave-down or shorter cut. Get verbal authorization before you start.

If: Coat is pelted to the skin, or there's broken/raw skin under the mats

Then: Use Severe Matting / Health Concern script. Shave-down only — no brushing attempt. Photo-document before and after for liability. Send the follow-up note about coat regrowth and prevention.

If: Cat is too stressed to safely demat or shave

Then: Use Behavior — Incomplete Groom script. Stop the work. Recommend vet sedation conversation for next visit.

DECISION FRAMEWORK

No-Show / Cancellation Framework

When the appointment doesn't happen as planned:

If: Client gives more than 24 hours' notice

Then: No script needed — confirm receipt, offer rebook.

If: Client cancels within 24 hours, first-time offender

Then: Use Late Cancellation script. Apply fee per policy. Don't waive it 'just this once' — that's how policies die.

If: Client cancels within 24 hours, repeat pattern

Then: Use Late Cancellation script (firmer version). Add a deposit requirement going forward.

If: Client doesn't show up at all, no contact

Then: Use No-Show script. Apply full no-show fee. If second offense, send the Declining Future Service script.

If: Client arrives more than 15 minutes late

Then: Use Late Arrival script. Decide based on your day: shorten service, reschedule, or absorb. Don't let it become a habit.

DECISION FRAMEWORK

Behavior Decision Framework

When a cat's stress level is climbing during the groom:

If: Cat is vocal but cooperating; no biting/scratching contact

Then: Continue. Adjust pace. Take micro-breaks. Note for the file.

If: Cat has made contact (bite, scratch) once but isn't escalating

Then: Pause. Re-approach with different handling. If contact happens again, stop.

If: Cat is escalating — multiple bite or scratch attempts, freezing, urinating, panting

Then: Stop. Use Behavior — Incomplete Groom script. Finish what's safely possible and end.

If: Cat poses a real injury risk to the groomer or themselves

Then: Stop immediately. Use Behavior — Incomplete Groom + Declining Future Service combo if needed. Vet-sedation referral.

SCENARIO 2.1

Late Cancellation

When to use: Client cancels within your stated cancellation window (usually 24 hours).

WHY THIS WORKS

The hardest part isn't sending the message — it's collecting the fee without apologizing. This script names the fee plainly, doesn't make it personal, and pivots to rebooking before the conversation gets stuck.

EXACT SCRIPT

Hi [Name] — got your message about today's cancellation.

I want to be straightforward with you: because the appointment was held specifically for [Cat's Name] and there isn't time to fill the spot, our late-cancellation fee of \$[X] will be applied to your card on file.

I know it's not the news you wanted, and I'm not making it personal — it's how I keep the calendar fair to everyone.

Want me to grab a spot for [Cat's Name] this week or next? I'd love to get [him/her] back on the books.

[Your Name]

SOFTER VERSION

Hi [Name], thanks for letting me know. Per our cancellation policy, the [X]% late-cancellation fee will apply this time. Totally understand life happens — when things settle, let's get [Cat's Name] back on the calendar. I have openings [Day] and [Day].

FIRMER VERSION

Hi [Name] — the late-cancellation fee of \$[X] has been charged to your card on file per our policy. To rebook, a non-refundable deposit of \$[X] will be required at booking. Let me know how you'd like to proceed.

TEXT VERSION

Hi [Name] — got the cancellation. Per policy, the late-cancel fee of \$[X] will apply. Want to grab a spot next week for [Cat's Name]?

EMAIL SUBJECT LINE

Today's appointment — quick note

CUSTOMIZATION NOTES

- DO NOT apologize for charging the fee. 'Sorry' here trains the client to expect a waiver next time.
- If you've waived this fee for this client before, this is the message where it stops. Repeat waivers cost you a day's revenue every quarter.
- If you don't have a card on file system yet, this script is the reason to set one up. Stripe, Square, your booking platform — whoever your processor is.

SCENARIO 2.2

Same-Day Cancellation

When to use: Client cancels the day of the appointment, often within hours.

WHY THIS WORKS

Same-day cancels are the most expensive — there's no way to fill the spot. The fee should usually be higher than a regular late cancel, and your script should reflect that.

EXACT SCRIPT

Hi [Name] — I got your same-day cancellation for [Cat's Name].

Same-day cancellations carry a [X]% fee, which will be applied to your card on file. The reason is simple: at this point in the day, the spot can't be filled, and that time was held for you.

I hope everything's okay on your end. When you're ready to rebook, reply here and I'll make space.

[Your Name]

SOFTER VERSION

Hi [Name], thanks for the heads-up. Per the policy, the same-day cancellation fee of [X]% will apply. Let me know when you'd like to get [Cat's Name] rescheduled — I'll find a good spot for you.

FIRMER VERSION

Hi [Name] — same-day cancellation noted. The 100% same-day fee has been charged to your card on file. Future bookings will require a non-refundable deposit at the time of booking.

TEXT VERSION

Hi [Name] — got the cancellation. Same-day cancel fee of [X]% will apply. Reply when you're ready to rebook.

EMAIL SUBJECT LINE

Same-Day Cancellation — [Cat's Name]

CUSTOMIZATION NOTES

- Many groomers undercharge for same-day cancels because they conflate the discomfort of charging with the unfairness of the situation. The fee structure exists for a reason — use it.
- If the cancel is for a true emergency (vet visit for THIS cat, family hospitalization), you can choose to waive once and note the file. Don't make it a public-facing policy.

SCENARIO 2.3

No-Show

When to use: Client doesn't arrive, doesn't call, doesn't text. Send 30-60 minutes after the missed appointment time.

WHY THIS WORKS

No-shows are a respect issue, not a logistics one. The script needs to land the message without a fight.

EXACT SCRIPT

Hi [Name] — I had [Cat's Name] scheduled for [Time] today and didn't see you. Hoping everything is okay.

Per our policy, the no-show fee of \$[X] / [X]% will be charged to your card on file.

If you'd like to rebook, the next available openings are [Day] and [Day]. Going forward, appointments will require a deposit at booking.

[Your Name]

SOFTER VERSION

Hi [Name] — we missed you and [Cat's Name] today. I hope everything's alright. The standard no-show fee will apply per the booking terms. Let me know when you'd like to rebook.

FIRMER VERSION

Hi [Name] — you missed your appointment for [Cat's Name] today with no notice. The full no-show fee of \$[X] has been charged to your card on file. Future appointments will require a non-refundable deposit equal to 50% of the service price, paid at booking. If those terms don't work for you, I understand and can refer you to another groomer.

TEXT VERSION

Hi [Name] — missed appointment for [Cat's Name] at [Time]. Hoping all is well. No-show fee of \$[X] applied per policy. Reply to rebook.

EMAIL SUBJECT LINE

Today's Missed Appointment — [Cat's Name]

CUSTOMIZATION NOTES

- The 'hoping everything is okay' line is genuine, but it's also strategic. It opens the door for the client to explain without you having to ask.
- After 2 no-shows, the right move is the Declining Future Service script. You're not running a charity for serial no-shows.

SCENARIO 2.4

Late Arrival

When to use: Client is more than 10-15 minutes late. Send while you're still deciding whether to take them.

WHY THIS WORKS

Late arrivals are a daily decision, not a policy. The script gives you time to decide and the client time to respond before things get awkward.

EXACT SCRIPT

Hi [Name] — I'm not seeing you yet for [Cat's Name]'s [Time] appointment. What's your ETA?

Heads-up that if you're more than [X] minutes past the appointment time, I may need to shorten the service or reschedule, depending on what the rest of my day looks like.

SOFTER VERSION

Hi [Name]! Just checking in — running late? Let me know your ETA so I can plan accordingly.

FIRMER VERSION

Hi [Name] — you're [X] minutes past the scheduled appointment time for [Cat's Name]. Per our late arrival policy, the appointment is forfeit and will be rescheduled with the late-cancellation fee applied. Reply here to rebook.

TEXT VERSION

Hi [Name] — running late? What's your ETA for [Cat's Name]? More than [X] min past start I may need to shorten or reschedule.

EMAIL SUBJECT LINE

Running Late?

CUSTOMIZATION NOTES

- Decide YOUR rule before the moment happens. 'I take them up to 15 minutes late' or 'past 20 minutes, we reschedule.' If you decide in the moment, you'll cave 80% of the time.
- If you're absorbing the late arrival because you have time, don't make a big deal of it. If you're shortening the service, name what's getting cut.

SCENARIO 2.5

Late Pickup

When to use: Cat is finished, you've called/texted, and 20-30 minutes have gone by with no response.

WHY THIS WORKS

Late pickup eats the end of your day. A clear policy collects a fee AND gets the client to come faster.

EXACT SCRIPT

Hi [Name] — [Cat's Name] is all done and ready for pickup. I called/texted at [Time] and haven't heard back. Just confirming everything's okay on your end.

Pickup within 30 minutes of the completion message keeps things on track. After that, a \$[X] late-pickup fee per [half hour] applies.

Looking forward to hearing from you.

SOFTER VERSION

Hi [Name]! Just a friendly check-in — [Cat's Name] is ready and waiting whenever you can swing by. Hope all is well.

FIRMER VERSION

Hi [Name] — [Cat's Name] has been ready for pickup since [Time]. Late pickup fees are now accruing at \$[X] per [half hour]. Please reply with your ETA. After [closing time], after-hours boarding charges apply.

TEXT VERSION

[Cat's Name] is done & ready! Late-pickup fee of \$[X] kicks in 30 min after the ready call. Please reply with ETA.

EMAIL SUBJECT LINE

[Cat's Name] is Ready

CUSTOMIZATION NOTES

- If late pickup is a chronic issue at your shop, this script is also a sign you need to publish a written pickup policy on your booking page. The policy in their face at booking prevents the conversation later.
- After-hours boarding is a real fee structure — usually \$25-50 minimum. Don't undervalue your own time after closing.

SCENARIO 2.6

Behavior — Pre-Appointment Heads-Up

When to use: Client has flagged behavior history at booking, or you have notes from previous visits.

WHY THIS WORKS

The pre-appointment script sets the safety frame BEFORE the cat is on your table. It also lets the client know that 'we may stop' is a possibility, not a surprise.

EXACT SCRIPT

Hi [Name] —

Thanks for letting me know about [Cat's Name]'s history with [reactivity / fear / past bad experiences]. That actually helps me plan a safer visit.

Here's how I work with cats like [him/her]: I move slowly, I take breaks, and I'm watching for stress signals the whole time. If [he/she] hits a point where continuing isn't safe — for [him/her] or for me — I'll stop. I won't push past that line.

That means there's a chance we don't complete the full service in one visit. If that happens, I'll only charge for what was done, and we'll talk through next steps (shorter visits, vet sedation consultation, etc.).

Bring [him/her] in [his/her] regular carrier with a piece of clothing or blanket that smells like home. See you [Day].

[Your Name]

SOFTER VERSION

Hi [Name] — thanks for the heads-up about [Cat's Name]'s nerves. We'll go slow, take breaks, and prioritize keeping [him/her] comfortable. Let me know if there's anything else I should know.

FIRMER VERSION

Hi [Name] — confirming receipt of [Cat's Name]'s behavior history. Per shop policy: services may be stopped at any point if safety becomes a concern. Charges apply for completed work only. A vet sedation consultation may be required for future appointments.

TEXT VERSION

Hi [Name] — got your note about [Cat's Name]'s history. We'll go slow & I'll stop if it's not safe. See you [Day].

EMAIL SUBJECT LINE

Quick Note Before [Cat's Name]'s Visit

CUSTOMIZATION NOTES

- Naming 'I'll only charge for what was done' upfront removes the financial argument before it starts.

- If a cat has truly aggressive history (multiple bites, vet-documented), some groomers require a vet sedation note before the appointment. That's a fair policy.

SCENARIO 2.7

Behavior — Incomplete Groom

When to use: Mid-appointment, the cat has hit the safety line. You've stopped before completing the service.

WHY THIS WORKS

This conversation needs to happen IN PERSON when possible, with calm honesty. The script is a backbone — adapt the words but keep the structure.

EXACT SCRIPT

I want to be honest with you about today.

[Cat's Name] gave [him/her] best, and I worked with what we had. We hit a point where continuing wasn't going to be safe — for [him/her] or for me. I stopped there.

Here's what I was able to complete: [list]. Here's what didn't get done: [list].

I'm only charging for what was completed today, which is \$[X].

For next time, I'd suggest [shorter appointment / split the service across two visits / talk to your vet about a light sedation option]. Cats like [Cat's Name] usually do best with [strategy], and I'd rather adjust than push past where [he's/she's] comfortable.

I want to keep working with [him/her]. Let's just plan smarter.

SOFTER VERSION

I want to walk you through how today went. [Cat's Name] tried so hard, and we got [list completed]. We had to stop short on [list incomplete] because [his/her] stress was climbing and I don't push cats past that. I'm only charging for what we finished. Let's plan a smarter approach for next time.

FIRMER VERSION

Today's appointment was stopped due to [behavior reason]. Completed services: [list]. Charge today is \$[X]. For [Cat's Name] to continue at this shop, the following will be required:

- Vet consultation regarding sedation for grooming
- Written documentation from the vet before the next appointment
- Acceptance of a shortened or split-service format

If those aren't a fit, I can refer you to a groomer who specializes in heavily reactive cats.

WRITTEN FOLLOW-UP TEXT

Hi [Name] — appreciated you handling today the way you did. Wanted to follow up in writing: today's charge is \$[X] for [completed work]. For next time, I'd suggest [strategy]. Let me know how you'd like to move forward.

EMAIL SUBJECT LINE

Following Up on [Cat's Name]'s Visit

CUSTOMIZATION NOTES

- The two hardest sentences in this script: 'I stopped there' and 'I'm only charging for what was completed.' Practice saying both out loud before you need them.
- Always follow the in-person conversation with a written follow-up (text or email). Memory is short. Receipts are forever.
- If the client gets defensive ('but you didn't finish!'), don't argue. Repeat: 'I stopped because continuing wasn't safe. I'm not going to compromise that.'

SCENARIO 2.8

Declining Future Service

When to use: After repeated no-shows, repeated late arrivals, behavior issues that aren't manageable, or any client interaction where you've decided this isn't a fit.

WHY THIS WORKS

Saying no to a client is a business skill, not a personal failure. This script lets you do it cleanly and end the relationship without a fight.

EXACT SCRIPT

Hi [Name] —

I've thought about this and want to be straight with you: I'm not going to be able to continue grooming [Cat's Name] going forward.

[Pick the appropriate reason — keep it factual:]

- [After [X] missed appointments, the schedule isn't sustainable on my end.]
- [Based on [Cat's Name]'s safety needs during grooming, I'm not the right groomer for [him/her].]
- [The fit between us hasn't worked out, and I'd rather be honest than keep trying.]

I want [Cat's Name] to get great care. I'd recommend reaching out to [referral name/option] or searching for [feline-specialty / mobile / vet-based grooming] in your area.

Wishing you both the best.

[Your Name]

SOFTER VERSION

Hi [Name] — I've been thinking about how things have gone, and I don't think I'm the right groomer for [Cat's Name] going forward. I'd suggest reaching out to [referral] who might be a better match for [his/her] needs. Wishing you both well.

FIRMER VERSION

Hi [Name] — effective immediately, I'm declining future appointments for [Cat's Name]. Reason: [stated factually]. Any future booking attempts will not be accepted. I'd recommend [referral] or a search for [specialty] groomers in your area.

TEXT VERSION

Hi [Name] — I'm not able to continue grooming [Cat's Name] going forward. I'd suggest [referral]. Wishing you both well.

EMAIL SUBJECT LINE

Going Forward

CUSTOMIZATION NOTES

- Do not negotiate after sending this. If they push back, repeat the message and stop responding.
- Keep the reason factual and short. Long explanations invite arguments.
- Block them in your booking system if you have one. The reminder system can't tell the difference.



SCENARIO 2.9

Mild Matting Found

When to use: Light tangling discovered on intake or during the bath. Brushable, but takes extra time.

WHY THIS WORKS

Mild matting is the script you'll use most often. Naming the dematting fee at intake — before you start — prevents the 'I didn't agree to that' conversation at pickup.

EXACT SCRIPT

Quick heads-up before we get going — [Cat's Name] has some matting in [areas]. It's workable, but it'll add about [X] minutes and a \$[X] dematting fee to today's groom. I'll work it out gently.

Want to go ahead, or would you rather do a shorter cut to skip the dematting?

SOFTER VERSION

Hi [Name] — found some tangles around [areas]. Nothing scary, just some extra brushing. There's a \$[X] dematting fee for the additional time. Sound good to proceed?

FIRMER VERSION

[Cat's Name] presented with matting on intake. Per policy, dematting work is billed at \$[X] or [X]% over base service. Confirm proceed or reschedule for a shorter cut.

TEXT VERSION

Hi [Name] — found some matting on [Cat's Name]. \$[X] dematting fee will apply. Ok to proceed or want a shorter cut instead?

EMAIL SUBJECT LINE

Quick question about [Cat's Name] today

CUSTOMIZATION NOTES

- Always offer the shorter-cut option. It saves time, the client feels in control, and you don't kill your hands on a 30-minute demat that's barely worth the fee.
- Charge for dematting. Every time. The hidden cost of not charging is dull blades, sore wrists, and a baseline expectation that demat is free.

SCENARIO 2.10

Severe Matting / Shave-Down Authorization

When to use: Pelting, mats close to the skin, or any matting where brushing would cause pain or skin damage.

WHY THIS WORKS

This conversation needs verbal or written authorization BEFORE you cut. No exceptions. The script keeps it educational, not alarmist, and lands the decision quickly.

EXACT SCRIPT

Before I do anything, I want to show you what we're looking at.

See these areas right here? That's pelting — the coat has tightened all the way down to the skin. Brushing it out isn't an option. It would mean pulling the skin with every stroke, and that hurts a cat badly. Sometimes it tears the skin underneath.

The safest path is a shave-down today. The coat will grow back — most cats are back to a full coat in 4-6 months. After that, regular grooming every 4-6 weeks will keep this from happening again.

I'd like your okay to go ahead with the shave-down. The matting fee for severe work is \$[X], on top of the standard service. That covers the extra time and the wear on my blades.

Do I have your authorization to proceed?

SOFTER VERSION

Hi [Name] — I want to walk you through what's going on with [Cat's Name]'s coat. The matting is tighter than I expected and brushing it out would be painful. The kindest thing for [him/her] is a shave-down, and the coat will grow back beautifully. The matting fee is \$[X]. Are you good to proceed?

FIRMER VERSION

[Cat's Name]'s coat is pelted to the skin. Brushing is contraindicated — risk of skin tearing and significant pain. Shave-down is the only safe option. Authorization required to proceed. Matting fee: \$[X]. Photo documentation will be taken before and after. Confirm with verbal/written authorization.

TEXT VERSION (DROP-OFF CLIENT)

Hi [Name] — found severe matting on [Cat's Name]. Pelted to the skin in [areas]. Brushing would cause pain & risk skin damage. Recommending shave-down as the safe option. Matting fee \$[X]. Reply 'YES' to authorize.

EMAIL SUBJECT LINE

Authorization Needed — [Cat's Name]'s Coat

CUSTOMIZATION NOTES

- PHOTO-DOCUMENT before you start cutting. Liability protection is real. A pre-shave photo of pelted skin protects you if a client later claims you 'butchered' their cat.
- Don't sugarcoat WHY brushing isn't safe. Most clients have never seen pelted skin and genuinely don't know. Two minutes of education here saves the relationship.
- If a client refuses to authorize and demands brushing, you decline the service and refund the deposit. Period.
- Send a follow-up note 24-48 hours after with care instructions and the prevention rebooking nudge — most clients shave-down once and never again, IF you make the rebooking easy.

SCENARIO 2.11

Flea Discovery

When to use: You find live fleas during the bath or pre-bath inspection.

WHY THIS WORKS

Fleas are a stop-and-call moment, not a quietly-finish-and-mention-it-at-pickup moment. Other cats in your shop are at risk and the conversation needs to happen now.

EXACT SCRIPT

Hi [Name] — quick call about [Cat's Name]. I've found live fleas during the bath.

Here's how I have to handle this for the safety of every other cat coming through today:

- I'll finish [Cat's Name] with a flea-treatment shampoo, which is a \$[X] add-on.
- My shop will need a deeper clean before the next appointment, so there's a \$[X] sanitation fee.
- I'd strongly recommend you talk to your vet about a topical or oral flea preventative — the bath kills what's on [him/her] today, but it won't keep new ones off.

I know this isn't a fun call. It's not a judgment — it happens. I just need to be straight with you about what's needed.

SOFTER VERSION

Hi [Name] — wanted to give you a heads-up that [Cat's Name] came in with some fleas. I'll treat with a flea shampoo today (small add-on fee), and I'd recommend chatting with your vet about a preventative. Totally happens — just want to keep you in the loop.

FIRMER VERSION

Live fleas confirmed on [Cat's Name] during intake. Per shop biosecurity policy:

- Flea treatment shampoo: \$[X] (mandatory)
- Sanitation fee: \$[X] (mandatory)
- Future appointments require proof of flea prevention from your vet.

Confirm to proceed.

TEXT VERSION

Hi [Name] — found fleas on [Cat's Name]. Doing a flea-treat shampoo today (\$[X]) + a sanitation fee (\$[X]). Strongly recommend vet flea prevention. Ok to proceed?

EMAIL SUBJECT LINE

Quick Call Needed — [Cat's Name]

CUSTOMIZATION NOTES

- Have the flea-shampoo fee and sanitation fee published on your service menu. If clients see them in advance, the conversation isn't a surprise.
- Tone matters here. Most clients are MORTIFIED. Stay calm, factual, no judgment — they'll feel grateful, not attacked, and they'll come back.
- If you find fleas at intake (before bath), you have the option to send the cat home with a recommendation to treat first. This is a great option if your shop is fully booked and the time hit would impact other appointments.

SCENARIO 2.12

Medical Concern Noticed

When to use: You see something during the groom that concerns you — a lump, a wound, ear gunk that looks like infection, weight loss, behavior change.

WHY THIS WORKS

You're not a vet, and the script makes that crystal clear. But you're often the only person who sees the cat with a clear view of the skin. Flagging it well is part of the value you provide.

EXACT SCRIPT

Hi [Name] — wanted to flag something I noticed on [Cat's Name] today.

I'm not a vet and this isn't a diagnosis, but I saw [specific observation — lump, hot spot, unusual discharge, sudden weight loss, etc.] in [location]. I wanted to bring it to your attention so you can mention it at the next vet visit, or get [him/her] in sooner if it feels right.

I took a photo — happy to send it over if it helps.

Just wanted to make sure it's on your radar. Better to mention it and have it be nothing than not say anything.

[Your Name]

SOFTER VERSION

Hi [Name]! I noticed something small during today's groom — [observation] in [area]. Probably nothing, but I wanted to mention it so you can keep an eye on it or bring it up at the next vet visit. Happy to send a photo if you'd like.

FIRMER VERSION

Medical concern flagged: [observation] in [location] on [Cat's Name]. I am not making a diagnosis. Vet evaluation is recommended within [timeframe based on severity]. Photo on file at the shop.

TEXT VERSION

Hi [Name] — noticed [observation] on [Cat's Name] today. Not a diagnosis, just want it on your radar for the vet. Happy to send the photo if helpful.

EMAIL SUBJECT LINE

Quick Note from Today's Groom

CUSTOMIZATION NOTES

- ALWAYS say 'I'm not a vet' or 'this isn't a diagnosis.' That phrase is your liability shield.
- ALWAYS photo-document. If a client later claims you missed something or caused something, the photo with timestamp is your record.
- Don't speculate on cause or treatment. 'I noticed it, please ask your vet' — that's the entire script.
- If it's something serious (active bleeding, an obvious mass, signs of pain on palpation), you can be more direct — 'I'd recommend getting [him/her] seen this week.' Trust your gut on urgency.

SECTION 03

Sales & Retention

The ones that pay — scripts that protect your calendar, fill empty slots, and turn one-time clients into regulars.

Most of your revenue isn't won at the cash register. It's won — or lost — in the messages you send between appointments. The follow-up, the rebooking nudge, the win-back, the price increase. These are the messages most groomers either don't send at all, or send so apologetically they undercut the ask. The scripts in this section are direct, professional, and built around one assumption: you're worth booking. Sound like it.

SCENARIO 3.1

Rebooking Nudge (4-8 Week Cycle)

When to use: Send 4-8 weeks after the last appointment, depending on coat type. The day they were 'due' is the day to send it.

WHY THIS WORKS

Most clients don't NOT rebook on purpose. They just forget. A timely nudge converts at way higher rates than a 'when you're ready' tone, because it removes the decision.

EXACT SCRIPT

Hi [Name] — heads-up that [Cat's Name] is due for a refresh.

Based on [his/her] coat, I'd recommend booking within the next [X] weeks to stay ahead of any matting or discomfort. My calendar is currently filling 3-4 weeks out, so booking today gets you a better choice of times.

Reply with a day that works and I'll grab the spot.

SOFTER VERSION

Hi [Name]! Hope you and [Cat's Name] are doing great. Just a friendly reminder that [he/she] is due for a refresh whenever you're ready. Let me know if you'd like to get on the calendar.

FIRMER VERSION

[Cat's Name] is now [X] weeks past the recommended grooming interval. To maintain coat condition and avoid the dematting fee, please book within the next 7 days. Reply with preferred dates.

TEXT VERSION

Hi [Name] — [Cat's Name] is due! Calendar's filling 3-4 weeks out. Reply with a day that works & I'll grab a spot.

EMAIL SUBJECT LINE

[Cat's Name] is due for a refresh

CUSTOMIZATION NOTES

- If you're not running an automated rebooking nudge, you're leaving 15-25% of your revenue on the table. This is the highest-leverage script in the entire pack.
- Pair this with a calendar tool that lets the client book with one click. Friction = lost rebookings.

- After 8 weeks past due, this becomes the win-back script (next entry).

SCENARIO 3.2

Win-Back (60 / 90 / 120 Days Lapsed)

When to use: When a regular client hasn't rebooked. Run as a 3-touch sequence — 60 days, 90 days, 120 days.

WHY THIS WORKS

A lapsed client isn't a lost client. Most are just busy or embarrassed about how long it's been. The script gives them a soft on-ramp back.

60-DAY REACH-OUT

Hi [Name] — realized I haven't seen you and [Cat's Name] in a minute. Hope you're both doing well.

If you'd like to get back on the calendar, I have openings [Day] and [Day] this week. Want me to grab one?

90-DAY REACH-OUT

Hi [Name] — checking in on [Cat's Name]. It's been about 3 months, which usually means a decent amount of coat to work through. I'd love to get [him/her] back in before any matting starts.

Want me to find a time this week or next?

120-DAY FINAL

Hi [Name] — last reach-out from me on this, then I'll stop bugging you.

It's been a while since [Cat's Name]'s last visit. If life happened and grooming dropped off the list, totally understandable — just let me know if you'd like back on the calendar or if you'd rather I take you off the reminder list. Either way, no hard feelings.

SOFTER VERSION

Hi [Name]! Hope you and [Cat's Name] are well. Anytime you'd like to get back on the schedule, I'm here. No pressure.

FIRMER VERSION

Final notice: [Cat's Name]'s last appointment was [date]. After [X days], the file will be moved to inactive status and standard new-client requirements will apply for any future booking.

TEXT VERSION

Hi [Name] — been a while! [Cat's Name] doing ok? If you want back on the calendar, I have openings [Day] & [Day].

EMAIL SUBJECT LINE

Hey, [Name] — Checking In

CUSTOMIZATION NOTES

- DON'T offer a discount in your win-back. It teaches lapsed clients that lapsing = savings. Make the offer about ease and care, not price.
- The 120-day 'this is my last reach-out' message has the highest conversion rate — because it ends the awkward limbo. Use it.
- If they don't respond to all three, mark them inactive. You're running a business, not a chase.

SCENARIO 3.3

Add-On Suggestion (Upsell)

When to use: During the appointment confirmation, the day-of reminder, or in person at intake.

WHY THIS WORKS

Most upsells fail because they sound like upsells. The script frames the add-on as care, not commerce, and earns you 10-30% more per visit.

EXACT SCRIPT

Hey [Name] — quick add-on question. While [Cat's Name] is in for [main service], want me to throw in [nail trim / sanitary trim / ear cleaning / de-shed / paw pad trim]? It's \$[X], and it tends to make a real difference in [comfort / shedding / cleanliness around the house].

SOFTER VERSION

Hi [Name]! Just a thought — would you like me to add a [add-on] to [Cat's Name]'s visit? It's \$[X] and pairs really nicely with the [main service].

FIRMER VERSION

Recommended add-ons for [Cat's Name] today: [add-ons]. Total additional: \$[X]. Confirm or decline by replying.

TEXT VERSION

Quick Q — add a [add-on] to [Cat's Name]'s visit? \$[X], pairs well w/ the [service]. Yes or no?

EMAIL SUBJECT LINE

Want to Add Something to [Cat's Name]'s Visit?

CUSTOMIZATION NOTES

- The 'while [he's] in' framing is the magic phrase. It positions the add-on as efficiency, not extra spending.
- Have a default add-on suggestion for every common service. Decide once. Don't reinvent the upsell every appointment.
- Don't pitch more than ONE add-on per message. Two is pushy. Three is desperate.

SCENARIO 3.4

Review Request

When to use: Within 24-48 hours of a positive appointment. Ride the high.

WHY THIS WORKS

Reviews are the cheapest, longest-lasting marketing you'll ever do. If you don't ask, you don't get them. Asking well doubles your response rate.

EXACT SCRIPT

Hi [Name] — hope [Cat's Name] is settling back in.

If you have 60 seconds and felt good about today, would you mind leaving a quick review? It's a huge help for a small business and brings other cat owners my way: [link]

Thank you either way — it was great seeing you both.
[Your Name]

SOFTER VERSION

Hi [Name]! [Cat's Name] was such a treat today. If you'd ever like to leave a review, I'd be so grateful — here's the link if so: [link]. No pressure at all!

FIRMER VERSION

Reviews from happy clients are the lifeblood of a small grooming business. If you had a good experience today, I'd appreciate a review here: [link].

TEXT VERSION

Hi [Name] — if [Cat's Name]'s visit was a win, a quick review here would mean the world: [link]

EMAIL SUBJECT LINE

Quick Favor?

CUSTOMIZATION NOTES

- ASK FOR THE REVIEW INSIDE THE FOLLOW-UP MESSAGE. Don't send a separate review request 3 days later — that's a second message asking for something, which feels needy.
- If you have multiple review platforms (Google, Yelp, Facebook), pick ONE per ask. Send them everywhere and they go nowhere.
- If a client mentions during pickup that they had a great experience, ask them THEN, in person: 'Would you mind leaving that in a Google review when you get home? It really helps.'

SCENARIO 3.5

Referral Request

When to use: After a longtime client raves, or as part of a quarterly outreach to top clients.

WHY THIS WORKS

Referred clients spend more, stay longer, and are way easier to manage. Your existing clients are your unpaid sales team — if you ever ask.

EXACT SCRIPT

Hi [Name] — short and sweet: I'm taking on new cat clients right now, and the easiest way to find good ones is through people like you.

If you know a fellow cat owner who could use a great groomer, would you pass my name along? Anyone you send my way will get [10% off / a free nail trim / your choice], and so will you as a thank-you.

[Your Name]

SOFTER VERSION

Hi [Name] — if you ever come across another cat owner looking for a groomer, I'd be so grateful for the referral. No pressure!

FIRMER VERSION

I'm currently accepting new cat clients. Referrals from existing clients move to the front of the waitlist. Both you and the new client receive a [reward] for any successful referral.

TEXT VERSION

Hi [Name] — taking on new cat clients & referrals are my favorite way to find them. Send me a friend & you both get [reward]

EMAIL SUBJECT LINE

Know a Cat Owner Who Needs Me?

CUSTOMIZATION NOTES

- Two-sided incentives (both giver and receiver get something) outperform one-sided every time.
- Don't ask for referrals from new clients. Wait until they've been a regular for 6+ months — they need to actually know your work first.
- Ask once a quarter, not once a month. Asking too often makes the referral request feel desperate.

SCENARIO 3.6

Deposit Request

When to use: Use for new clients, holiday bookings, repeat no-show clients, and any premium service over \$[X].

WHY THIS WORKS

Deposits aren't a punishment — they're a filter. The clients who refuse to pay one are usually the same ones who'll cancel last-minute or no-show. The deposit pre-qualifies your calendar.

EXACT SCRIPT

Hi [Name] — to confirm [Cat's Name]'s appointment on [Date], a \$[X] deposit is required at booking.

The deposit applies to the service total — so it's not an extra cost, it's just paid up front. If you cancel with more than 24 hours' notice, it rolls to the rescheduled appointment. Deposits are non-refundable for cancellations within 24 hours or no-shows.

Pay here: [link]. Once it's in, your slot is locked.

SOFTER VERSION

Hi [Name]! Just a heads-up that a \$[X] deposit holds the appointment. It applies toward the total, so it's not extra — just paid in advance. Here's the payment link: [link]

FIRMER VERSION

Booking confirmation requires a non-refundable deposit of \$[X]. Deposit applies to service total; forfeited on cancellations within 24 hours or no-shows. Pay here: [link]. Spot is released after [time] if deposit is not received.

TEXT VERSION

Hi [Name] — to lock in [Cat's Name]'s [Date] appointment, \$[X] deposit needed. Applies to service total. Pay: [link]

EMAIL SUBJECT LINE

Deposit to Confirm [Cat's Name]'s Appointment

CUSTOMIZATION NOTES

- If you don't take deposits yet, this script is your sign. Stripe, Square, and most booking platforms support this in two clicks of setup.
- Make 'applies to service total' the very next sentence after stating the deposit. Clients hear 'deposit' as 'extra cost' if you don't fix that immediately.
- Deposits filter out the worst clients before they ever hit your calendar. Treat them as a quality-control tool.

SCENARIO 3.7

Membership / Package Renewal

When to use: 30 days before a multi-visit package expires, or as a renewal nudge for monthly memberships.

WHY THIS WORKS

Renewals at the END of a package have lower conversion than renewals offered IN ADVANCE. Catch them while the value is fresh.

EXACT SCRIPT

Hi [Name] — quick note that your [package name] is wrapping up after the next visit.

If you'd like to roll into another round, you can lock it in now at the current rate (prices on packages are going up [Date]). Same flat monthly cost, same priority booking.

Want me to renew on file?

SOFTER VERSION

Hi [Name]! Just letting you know your [package] is almost up. Loved having you on it — let me know if you'd like to renew.

FIRMER VERSION

Your [package] expires after the next visit. To maintain priority booking and current rate, renewal must be confirmed by [Date]. After that, standard pricing applies and waitlist rules resume.

TEXT VERSION

Hi [Name] — your [package] is almost done! Renew at current rate before [Date]? Reply YES to lock it in.

EMAIL SUBJECT LINE

[Package] Renewal — Lock in the Current Rate

CUSTOMIZATION NOTES

- Always offer renewals before a price increase, never after. The 'lock in current pricing' angle is your single most powerful renewal lever.
- If you don't have a package or membership yet, building one is one of the fastest ways to add predictable revenue. Even a simple '4 visits prepaid for [10%] off' beats one-off booking economics.

SCENARIO 3.8

Price Increase Announcement

When to use: Send 4-6 weeks before the price change goes live. Send to your full active client list.

WHY THIS WORKS

The price increase email is the most-feared and least-correctly-handled message in grooming. Done well, it loses you almost no clients. Done badly, it loses you 10-20% of your book.

EXACT SCRIPT

Subject: A small update on pricing

Hi [Name],

A quick note that starting [Date], grooming prices will be adjusting by \$[X-Y].

The short version of why: shampoo, blades, scissor sharpening, insurance, rent, and the time it takes to do this work safely have all gone up. I want to keep doing this work well, and that means pricing has to keep up.

Your loyalty means a lot. Nothing changes about the care [Cat's Name] gets — same hands, same standards, just priced to keep this work sustainable.

If you'd like to lock in a few appointments at current pricing before [Date], reply here and I'll get you on the books.

Thanks for being part of this.

[Your Name]

SOFTER VERSION

Hi [Name] — just a heads-up that pricing will be adjusting slightly on [Date]. The new rate for [Cat's Name]'s usual service will be \$[X]. Thanks so much for sticking with me — I really do appreciate it.

FIRMER VERSION

Effective [Date], service prices will increase by [X]%. Updated rates are listed on the booking page. Appointments booked before [Date] will be honored at current pricing. Reply with questions.

TEXT VERSION

Heads-up: prices going up [X]% starting [Date]. Lock in a couple appointments at current rate by replying before then. Thanks for your support!

EMAIL SUBJECT LINE

A small update on pricing

CUSTOMIZATION NOTES

- DO NOT apologize for raising prices. Sentences like 'I'm so sorry to do this' or 'I hate to do this' tell clients the increase is unjustified. It IS justified. Sound like it.
- The 'lock in current pricing' offer is the closer. It gives loyal clients a reward AND fills your calendar in advance.
- Send the email once. Don't send three follow-ups. Confidence about pricing is a vibe, and reminding people implies you're worried about the response.
- Increase prices at LEAST annually. Annual 5-8% bumps are normal and barely noticed. Skipping for 3 years and then hitting clients with a 25% increase IS noticed.

SCENARIO 3.9

Waitlist Fill-In

When to use: A spot opens up last-minute due to a cancellation. Send to your shortlist of 'would take a same-day' clients.

WHY THIS WORKS

Last-minute openings are a tax on your day if you don't have a system. A waitlist fills those slots and turns a loss into a win.

EXACT SCRIPT

Hi [Name] — long shot, but I just had a [Time] open up today/tomorrow for [Cat's Name]. Was thinking of you because you mentioned wanting to get in sooner.

First reply gets it. Yes or no?

SOFTER VERSION

Hi [Name]! A spot just opened up for [Day] at [Time] if you'd like to grab it for [Cat's Name]. Let me know!

FIRMER VERSION

Cancellation slot available [Day] [Time]. First confirmed deposit takes the spot. Reply YES with deposit confirmation to claim.

TEXT VERSION

Hi [Name] — [Time] [Day] opened up for [Cat's Name]! First yes gets it.

EMAIL SUBJECT LINE

Last-Minute Spot — Want It?

CUSTOMIZATION NOTES

- Build the waitlist proactively. At checkout, ask: 'Want me to text you if a sooner spot opens up?' — most regulars say yes.
- Don't send to more than 3-5 clients per opening. If you blast it to 50, the people who say yes get told 'sorry, taken' and feel jerked around.
- If nobody on the list takes it, the slot becomes admin time. Don't beg.



SECTION 04

Policy Language

Paste-ready language for booking pages, intake forms, and websites — softer customer-service versions and firmer office-policy versions of every key policy.

Your scripts only work if your policies back them up. The reason 'sorry, the late cancellation fee will apply' lands well is that the client agreed to the policy at booking. The reason it lands BAD is that they didn't, because the policy was buried in a footer or never written down. Every section below has two versions: a softer customer-facing one (good for the booking page, your website, and your auto-responder) and a firmer

one (good for intake forms, signed waivers, and the document that goes back to clients who push back).
Pick the version that fits where you're using it.

Cancellation Policy

CUSTOMER-FACING VERSION (SOFTER)

Life happens, and we get it. We just ask for at least 24 hours' notice if you need to cancel or reschedule. Cancellations within 24 hours of the appointment are subject to a [X]% cancellation fee. Same-day cancellations or no-shows are charged at the full service rate, since we can't fill the spot at that point. Thanks for understanding!

OFFICE-POLICY VERSION (FIRMER)

Cancellation Policy. Appointments must be cancelled or rescheduled with a minimum of 24 hours' notice. Cancellations made less than 24 hours before the scheduled appointment time are subject to a [X]% fee. Same-day cancellations and no-shows are charged at 100% of the service rate. Fees are charged automatically to the card on file. By booking, the client agrees to these terms.



Deposit Policy

CUSTOMER-FACING VERSION (SOFTER)

We require a \$[X] deposit to hold appointments. Don't worry — it's not extra! It applies directly to your service total. As long as you cancel with at least 24 hours' notice, your deposit transfers to your rescheduled appointment. Deposits are non-refundable on same-day cancellations and no-shows.

OFFICE-POLICY VERSION (FIRMER)

Deposit Policy. A non-refundable deposit of \$[X] is required to confirm all appointments. The deposit is credited toward the service total at the time of completion. Deposits are transferable to a single rescheduled appointment within [30] days, provided the original cancellation notice was at least 24 hours in advance. Deposits are forfeited for cancellations within 24 hours, no-shows, or appointments rescheduled more than once.



Late Arrival Policy

CUSTOMER-FACING VERSION (SOFTER)

We get it — traffic, last-minute things, life. If you're running late, please give us a heads-up so we can plan. If you arrive more than 15 minutes past your appointment time, we may need to shorten the service or reschedule depending on the day. Thanks for keeping us in the loop.

OFFICE-POLICY VERSION (FIRMER)

Late Arrival Policy. Arrivals more than 15 minutes past the scheduled appointment time may result in a shortened service, reschedule, or forfeit of the appointment, at the groomer's discretion. Forfeited appointments are subject to the late-cancellation fee.



Late Pickup Policy

CUSTOMER-FACING VERSION (SOFTER)

Once your kitty is finished, we'll send a pickup message. To keep our day on track, please pick up within 30 minutes of that message. If you're running behind, just give us a quick heads-up. Pickups beyond 30 minutes may incur a small holding fee.

OFFICE-POLICY VERSION (FIRMER)

Late Pickup Policy. Clients must pick up their pet within 30 minutes of the completion notification. A late-pickup fee of \$[X] per [half hour] applies thereafter. Pickups after business hours are subject to an after-hours fee of \$[X]. Pets not picked up within [4] hours of completion may be transferred to a boarding facility at the client's expense.



Matting and Coat Condition Policy

CUSTOMER-FACING VERSION (SOFTER)

We always do our best to keep your cat comfortable. If we find matting, we'll talk you through what's safe to brush out and what's not. A small dematting fee may apply for extra time. For severely matted coats, the safest option is a shave-down — we'll always get your okay before doing anything major. Regular grooming every 4-6 weeks is the easiest way to prevent matting altogether.

OFFICE-POLICY VERSION (FIRMER)

Matting Policy. Matting fees apply at \$[X] per [15 minutes] of dematting work. Severely matted coats — defined as pelting, mats close to the skin, or any condition where brushing would cause pain or skin damage — require shave-down. Authorization is obtained verbally or in writing before shave-down begins. The client is responsible for any matting fees incurred. Photo documentation is taken before and after for liability protection. Coats are not guaranteed to grow back at the same length, color, or texture.

Behavior and Safety Policy

CUSTOMER-FACING VERSION (SOFTER)

Your cat's safety — and ours — comes first. If a cat becomes too stressed or reactive during a groom, we'll stop. We'll only charge for what was completed, and we'll work with you on next steps, whether that's a shorter visit, a split appointment, or talking to your vet about sedation options. We'd rather adjust than push past where a cat is comfortable.

OFFICE-POLICY VERSION (FIRMER)

Behavior and Safety Policy. Services may be discontinued at any point during the appointment if continued grooming poses a safety risk to the pet, the groomer, or other animals on premises. Charges apply only for services completed. Clients are responsible for disclosing all known behavior history at booking. Cats with documented aggression history may be required to obtain veterinary sedation prior to grooming. The shop reserves the right to decline service to any pet for safety reasons. Bites or significant injury to the groomer may result in permanent decline of future services.

Vaccination and Health Requirements

CUSTOMER-FACING VERSION (SOFTER)

We love seeing happy, healthy cats! We ask that all cats be current on rabies vaccinations (or have a valid medical exemption from your vet) before their appointment. If your cat is showing signs of illness — sneezing, lethargy, eye discharge, anything off — please reschedule and let us know. We'd rather give [him/her] time to feel better than risk spreading something.

OFFICE-POLICY VERSION (FIRMER)

Health and Vaccination Requirements. Proof of current rabies vaccination — or a written medical exemption from a licensed veterinarian — is required for all cats prior to service. Cats showing signs of contagious illness (upper respiratory infection, ringworm, fleas/parasites, etc.) will be turned away at intake. The cancellation fee may apply. The shop reserves the right to require veterinary documentation before any future appointments.

Senior and Special-Needs Cat Policy

CUSTOMER-FACING VERSION (SOFTER)

We love our senior cats. For cats over 12, or any cat with health concerns, we may break the appointment into shorter visits, skip steps that aren't essential, or recommend a different approach altogether. Comfort always comes first. If your cat has any health issues — heart conditions, kidney issues, mobility limitations — please let us know at booking.

OFFICE-POLICY VERSION (FIRMER)

Senior and Special-Needs Cat Policy. Cats over [12] years of age, or cats with diagnosed health conditions, may be groomed under modified protocols including shortened sessions, skipped procedures, or split appointments. Full disclosure of health conditions, medications, and recent veterinary care is required at booking. The shop reserves the right to require veterinary clearance for any cat presenting health concerns.

Photo and Social Media Policy

CUSTOMER-FACING VERSION (SOFTER)

We love showing off our happy clients! Unless you tell us otherwise, we may take before-and-after photos to share on our social media or website. If you'd prefer we not post [Cat's Name], just let us know — we'll keep [him/her] camera-shy and that's totally fine.

OFFICE-POLICY VERSION (FIRMER)

Photo and Media Release. By booking, the client grants permission for the shop to photograph their pet during service and use those images for marketing purposes, including social media, website, and printed materials. Clients may opt out at any time by request in writing. Pet names will not be paired with photos without specific permission.



APPENDIX

Appendix

Quick references, cheat sheets, and the small things that sharpen everything else.

Texting Etiquette for Groomers

- Capitalize the first letter of every sentence. 'hi name running 5 min late' reads as careless.
- Keep texts under 3 sentences when possible. Long texts get skimmed.
- Don't apologize for normal business operations. 'So sorry to bother you' undermines you.
- Emojis: one per message, max. Paw prints and sparkles are on-brand. Crying faces and anything passive-aggressive are not.
- Never communicate the difficult conversations (price increases, declining service, behavior issues) via text alone — always follow up with email or in-person. Text is too easily misread.
- Never send more than 2 follow-ups without a response. The third unanswered message is the relationship telling you something.
- Read every text out loud before you send it. If it sounds passive-aggressive, rewrite it.

The Tone Matrix

- WARM tone for: longtime clients, first-time clients you want to keep, sensitive moments (medical, behavior), positive follow-ups.
- PROFESSIONAL tone for: routine confirmations, reminders, policy communications, anything that needs a paper trail.
- FIRM tone for: repeat policy violators, no-shows, late cancellations after warnings, declining future service.
- If you're not sure which tone to use, default professional. Warmth without professionalism reads as a pushover. Firmness without warmth reads as cold. Professional is the safe middle.

When to Pick Up the Phone Instead

- Anything involving a vet recommendation or a medical concern.
- Authorizing a shave-down on a heavily matted cat.
- An incomplete groom from a behavior issue.
- A no-show that's followed by silence.
- A client who's emotionally upset and texting in fragments.
- Anything where you're worried the message will be misread, weaponized, or screenshotted out of context.
- If the conversation matters AND you're nervous to have it — pick up the phone. Then follow up in writing.

Quick-Reference Index

- Booking & onboarding: 1.1, 1.2, 1.3, 1.4
- Post-appointment & rebooking: 1.5, 3.1
- Late or missed appointments: 2.1, 2.2, 2.3, 2.4, 2.5
- Behavior conversations: 2.6, 2.7, 2.8
- Matting and coat: 2.9, 2.10
- Health and safety: 2.11, 2.12
- Revenue scripts: 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9
- Win-back: 3.2
- Holiday booking: 1.6

Final Note

Every script in this pack is a starting line, not a cage. Customize. Add your voice. Swap a phrase that doesn't sound like you for one that does. The goal isn't for your communication to sound like a template — it's for your communication to sound like you, on your best day, when you've had time to think.

That's what this pack buys you: the time you would've spent thinking, already spent.

Now go run your business, gorgeous.

The Groomer's Edge — for groomers who'd rather work smarter than work more.
groomeredge.com