

The 3 Moments Checklist

Where the second appointment is won or lost

Written for tox patients using a 12 to 16 week retreatment window. The same three moments work for any treatment — just swap the timeline. If a first-time patient does not rebook inside that window, these three moments often decide whether she returns.

Before you start: Make sure the intake form collects consent to text. One checkbox protects all three moments.

MOMENT 1 Checkout, before she leaves SAY THIS, WORD FOR WORD “Your results will start softening around week 12, so let’s get you in around [date 12 weeks out]. Morning or afternoon?” Never ask, “Do you want to book your next one?” Yes-or-no questions get “I’ll call you.”	OWNER: FRONT DESK WHY IT WORKS You are not selling a treatment. You are scheduling her biology.
MOMENT 2 The day-3 text SEND 72 HOURS AFTER TREATMENT “Hi [name], it’s [injector] from [spa]. Results usually start showing around now and settle in fully over two weeks. How’s everything feeling? Any questions, text me back.”	OWNER: INJECTOR, FROM HER NAME WHY IT WORKS Day 3 is peak “is this even working?” anxiety. This catches the patient who worries in silence before she quietly disappears.
MOMENT 3 The week-10 nudge IF SHE DID NOT PRE-BOOK, SEND AT WEEK 10 “Hi [name], you’re coming up on 12 weeks, so your results are probably starting to soften. Want me to hold a spot before it fully wears off?”	OWNER: FRONT DESK WHY IT WORKS It lands when she is looking in the mirror and thinking the same thing.

The 90-day test

Run all three moments on every new patient for 90 days. Track the percentage of first-time tox patients who book visit two within 16 weeks. Measure it now, then measure it again at day 90. The owners who improve are not smarter — they simply stopped leaving the second visit to chance.

WRITE YOUR REBOOKING RATE

Today _____ %

Day 90 _____ %