Invite a customer back.

Choose one invitation. These are alternatives, not a sequence.

1. A simple invitation back

A past customer is due for the same service, may receive these invitations and has no future booking.

Subject: Ready for another visit to [business name]?

Hello,

If you are ready to arrange your next [service], we would be happy to see you again at [business name].

You can see the available appointments here: [booking link]. If you have a question first, reply to this email and [staff name] will help.

Best wishes,
[staff name], [business name]
[business postal address]

2. A salon visit invitation

Choose this instead of message 1 for eligible haircut customers. Check the timing against their actual service record.

Subject: Time to plan your next haircut?

Hello,

Would you like to plan your next haircut at [salon name]? Choose a time that suits you: [booking link].

If you would like help choosing a service, reply and [receptionist name] will get back to you during [staffed hours].

We would be pleased to welcome you back.
[receptionist name], [salon name]
[business postal address]

Replace every [bracketed detail]. Keep the real business address and tested unsubscribe footer. Check permission and existing bookings before sending.

Choose the right next step.

The cleaning invitation is an alternative. A reminder needs fresh approval.

3. A cleaning visit invitation

Choose this instead of message 1 for permissioned past cleaning customers who have no next visit arranged.

Subject: Would another home clean be useful?

Hello,

If another home clean would be useful, [business name] can help you arrange it. Reply with your preferred week and the type of clean you need.

[staff name] will check availability and confirm the scope and price with you before anything is booked.

Thank you,
[staff name], [business name]
[business postal address]

4. One optional reminder

Only after fresh owner approval: the first invitation was sent, there is no reply, booking, opt-out or other active reminder.

Subject: A final note about your next [service]

Hello,

One final note in case you wanted to arrange your next [service] with [business name]. Available appointments are here: [booking link].

There is no need to reply if now is not a good time. We will not send another reminder for this invitation.

Best wishes,
[staff name], [business name]
[business postal address]

Remove anyone who replies or books from later reminders. Honour opt-outs and record what actually happened before any retry.

Respond to their choice.

These replies are for customers who actually respond.

5. Reply when a customer is interested

A real customer has asked for help. Check the request and availability before offering anything.

Subject: Re: Your next visit

Thank you for getting back to us. Would [checked option one] or [checked option two] suit you for [service]?

Nothing has been booked yet. Please tell us your preferred option and we will confirm the appointment details with you.

[staff name], [business name]

6. Reply when the customer says not now

The customer declined this invitation without asking for all marketing to stop. Honour a wider opt-out separately when requested.

Subject: Re: Your next visit

Thank you for letting us know. We have closed this invitation and will not send another reminder about it.

If you would like help arranging a visit in future, you can contact us when it suits you.

[staff name], [business name]

Remove anyone who replies or books from later reminders. Honour opt-outs and record what actually happened before any retry.

Choose who should receive it.

A fictional example and a small set of checks before customer use.

1. Fictional Rosewood Salon: Nadia approves sending; Omar checks replies each staffed day, with Leena as backup. They review twelve past haircut customers against a six-week return-visit rule chosen for this example.

2. Four already have a booking, two lack recorded marketing permission, one opted out and one has an unresolved service issue. The four remaining customers need a final record check before selection.

3. Omar uses message 2 with the real salon name, hours, address and working booking link. Nadia checks one complete test email and its unsubscribe footer before approving one batch.

4. A customer replies and asks for Thursday. Omar uses message 5 after checking actual options. That person is removed from any reminder shortlist. A click alone is not a booking.

5. No reminder is scheduled by default. If Nadia later approves message 4, Omar rebuilds the eligible shortlist first and records the new decision. No real customer sending was tested for this pack.

Choose the sending route

Prepare one small, permissioned audience and one approved email. In HighLevel, review the selected recipients, send a test and schedule one bulk-email job. Check its actual outcome before a later reminder. The companion article gives the setup steps and the current sending limits and cost context.

Before sending

- Select only past customers with suitable service timing, recorded permission, no opt-out, no future booking and no invitation already pending.

- Replace every bracket. Check the sender, real address, actual appointment destination and working unsubscribe footer in a received test email.

- Approve one exact audience, message and sending time. Keep a private invitation record; do not add the whole customer list.

- Review replies, bookings, failures and opt-outs before any follow-up. If delivery is uncertain, hold the retry until its outcome is checked.

Product facts checked November 10, 2026. Original messages; no live customer test claimed.

Official references and editable pack: open the resource page