AITechSpark

FREE TEMPLATE PACK

Appointment reminder templates

Ready-to-edit email and text messages for every step from booking to rebooking, plus a schedule that cuts no-shows. Replace everything in [brackets] with your own details.

The schedule

When	Channel	Purpose
Straight after booking	Email	Confirm the date, time, place and what to bring
24 to 48 hours before	Email or text	The main reminder, with a one-tap way to confirm or move it
2 to 3 hours before	Text	A short nudge on the day
After the visit	Email	Thank-you, review request and a link to book again

Only text clients who have agreed to receive texts, and honour every opt-out. Leave sensitive details, such as the reason for a visit, out of every message.

Templates

1. BOOKING CONFIRMATION · STRAIGHT AFTER BOOKING

Subject: Booked: [service] on [day] at [time]

> Hi [first name],
>
> You're booked in for [service] on [day, date] at [time].
>
> Where: [address or video link]
> Please bring: [anything they need]
> How long: about [duration]
>
> Need to change it? Reschedule or cancel here: [link]
> [One sentence on your cancellation policy.]
>
> See you then,
> [your name], [business name]
> [phone number]

2. MAIN REMINDER · 24 TO 48 HOURS BEFORE

Subject: Reminder: [day] at [time] with [business name]

> Hi [first name],
>
> A quick reminder that your appointment is [tomorrow / on day], [date] at [time], at [address].
>
> Please [arrive 5 minutes early / have the area clear / bring your documents].
>
> Can't make it? Move it in one click: [link]. [Cancellation policy sentence.]
>
> Thanks,
> [business name]

3. MAIN REMINDER (TEXT VERSION) · 24 TO 48 HOURS BEFORE

> Hi [first name], reminder: [business] [day] at [time], [short address]. Need to move it? [link] Reply STOP to opt out.

4. SAME-DAY NUDGE · 2 TO 3 HOURS BEFORE

> See you today at [time], [first name]! [Short address or video link]. Running late or need to move it? [link]

5. RESCHEDULE CONFIRMED · WHEN A CLIENT MOVES A BOOKING

Subject: You're rebooked for [day] at [time]

> Hi [first name],
>
> No problem, you're now booked for [new day, date] at [new time]. Your old time has been released.
>
> Anything else we should know before then? Just reply to this email.
>
> [business name]

6. MISSED APPOINTMENT · SAME DAY, AFTER A NO-SHOW

Subject: Sorry we missed you today

> Hi [first name],
>
> We missed you today at [time]. We hope everything's OK.
>
> If you'd still like [service], pick a new time here: [link].
> [If your policy has a fee: As mentioned when you booked, [policy].]
>
> [business name]

7. THANK-YOU AND REVIEW REQUEST · 1 TO 3 DAYS AFTER THE VISIT

Subject: Thank you, [first name]

> Hi [first name],
>
> Thank you for coming in [today / on day]. We hope you're happy with [service].
>
> If you have a minute, a short review helps other people find us: [review link]
>
> When you're ready for your next [service], you can book here: [link]
>
> [your name], [business name]

8. TIME TO REBOOK · WHEN A REGULAR CLIENT IS DUE

Subject: Time for your next [service]?

> Hi [first name],
>
> It's been [number] weeks since your last [service], which is usually about the right time for the next one.
>
> Book a time that suits you: [link]
>
> [business name]
> [Unsubscribe line if this goes out as a marketing email]

Before you switch reminders on

- [ ] Every booking collects an email address and a mobile number
- [ ] The booking form asks for consent to texts
- [ ] Each message has a working reschedule or cancel link
- [ ] Your cancellation policy fits in one sentence
- [ ] The time zone in your booking tool matches your calendar
- [ ] You sent yourself a test booking and checked every message

Step-by-step settings for Square Appointments, Acuity Scheduling, Calendly, Setmore and Google Calendar: aitechspark.com/automate-appointment-reminders/

Free to use and adapt for your own business. Version 1.0, November 2026. More free templates and guides: aitechspark.com/resources/