

No-show tracker and fix plan

Measure your rate, switch on the free fixes, and measure again before you pay for anything.

1. Measure: four weeks before

Week	Booked	No-shows	Late cancels (under 24 h)	Rate (no-shows ÷ booked)
1				
2				
3				
4				
Total				

2. Switch on the free fixes

- ☐ Confirmation has Add to Google Calendar and Apple / Outlook buttons
- ☐ Clients can reschedule and cancel online (cut-off: ____ hours)
- ☐ Earliest booking set so nobody books a slot they will forget (____ ahead)
- ☐ Break between bookings so one late client does not cascade
- ☐ A question on the booking form that shows commitment (e.g. "What do you want to get done?")
- ☐ A reminder the day before, with the reschedule link

3. The reminder to copy

Hi [name], see you tomorrow at [time] for [service] at [place]. If you need to move it, use your booking page: [link]. Thanks!

4. Measure: four weeks after

Week	Booked	No-shows	Late cancels	Rate
5				
6				
7				

Week	Booked	No-shows	Late cancels	Rate
8				
Total				

5. Decide

Monthly no-shows × average booking value = \$_____ lost a month. If that is more than an automated-reminder plan costs, automate. If no-shows are still high with reminders, ask for a deposit on the services that hurt most.

The full guide, with the video: fynl.io/blog/reduce-no-shows-free/

Free booking page: fynl.io/free-online-booking-system