

Awesome Client Agreements **Framework**

@passionsquared



Awesome Client Agreements Include:

- 1. What the experience and promise are**
- 2. The process for reserving an experience in detail**
- 3. What the communication process looks like in detail**
- 4. What the confirmation process looks like in detail**
- 5. What the cancellation process looks like in detail**
- 6. What the missed appointment process looks like in detail**
- 7. What do you both agree to in this process and promise**
- 8. Simple opt-in/signing of the agreement**



Awesome Client Agreements Are:

- 1. Aligned with your brand purpose, promise, and people**
- 2. Clear, simple, and concise**
- 3. Infused with healthy boundaries (not walls)**
- 4. Written in a language that is aligned with your brand**
- 5. Connected to systems to facilitate them**
- 6. Empathetic, taking into consideration that clients are human and things will never be perfect**



Awesome Client Agreements Framework

(example)

What the experience and promise are.

The Passion Squared experience is focused on ensuring you feel seen, heard, and loved. Our commitment to you is to consistently deliver on that promise.

What the communication process looks like in detail.

To ensure you have a joyful, seamless experience, we use both text messaging and email for our client communications during business hours which are 10 am- 6 pm Tuesday through Saturday.

The process for reserving an experience in detail.

We use an online reservation platform to ensure you can reserve your experience when it's most convenient for you, 24/7, 365. Simply visit passionsquaredbooking.com to see your current reservation, make changes, and reserve future experiences.

What the confirmation process looks like in detail.

Upon reserving your experience, you will receive both a text and email confirmation with the details of your reservation. You will receive two reservation reminders; two days before your reservation and 1 hour before.



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(example)

What the cancellation process looks like in detail.

If you need to cancel your reservation, you are given that option with the 2-day reminder text and email. If you need to cancel after you have confirmed your reservation, you can do that on our reservation platform at passionsquaredbooking.com. There will be a \$50 charge to your credit card on file if you cancel inside the 48-hour confirmation window.

We do understand emergencies happen, if that is the case, please email us at awesome@passionsquared.net and we will find a solution. If we need to cancel your reservation within the 48-hour confirmation window, a \$50 credit will be added to your account for future experiences or product purchases.

What the missed appointment process looks like in detail.

If you forget about your reservation after confirming and do not show up, there will be a \$100 charge. We do understand emergencies happen, if that is the case, please email us at awesome@passionsquared.net and we will find a solution for you.

What you both agree to in this process and promise.

We are honored you have chosen us to take care of your beauty and wellness needs. We promise to take care of you and ask that you promise to help us do that by adhering to our agreement.

Simple opt-in/signing of the agreement.

Click here to sign and agree. Check this box to sign and agree. Etc.



My Awesome Client Agreements Framework

What the experience and promises are.

What the communication process looks like in detail.

The process for reserving an experience in detail.

What the confirmation process looks like in detail.



My Awesome Client Agreements Framework

What the cancellation process looks like in detail.

What the missed appointment process looks like in detail.

What you both agree to in this process and promise.

Simple opt-in/signing of the agreement.



My Awesome Client Agreements Framework Tips

If you struggle with writing, just fill in all the answers of the framework, then use an AI tool like ChatGPT for assistance. The prompt can be "Can you please write up my Agreements for my salon clients including these key points (copy and paste your framework answers)"

Once you have a close to the final edit of your Agreements, ask a friend, colleague, or client you are also friends with to review them and provide feedback.

Be sure your Agreements are clear, and simple to opt into. There are several tools and platforms you can use; your salon software booking page, booking app, website, Instagram Highlight, email newsletters, etc.

If you have questions or need support, email us at awesome@passionsquared.net or find us on the socials [@passionsquared](https://www.instagram.com/passionsquared)

