⏱️ 20 MIN SETUP

Automated appointment reminder texts: examples you can copy

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

Setting up an automatic reminder is only half the job. The wording decides whether clients confirm, reschedule early or ignore it. A vague text with no business name looks like spam, and one with no way to reply leaves you guessing. This guide gives you reminder texts you can copy for different types of business, plus how to handle the replies.

Saves: time writing messages from scratch, and empty slots from clients who forgot or couldn't reach you to reschedule.

What makes a good reminder text

- **Your business name first,** so the client knows who it's from straight away.
- **The day, time and place,** in plain words.
- **One clear action:** reply to confirm, or use a link to reschedule.
- **Short.** Aim to fit everything in a single text.
- **No promotions.** A reminder about a booking the client made is a service message. Keep offers out of it.

Reminder text examples by business type

Salon or barber

> Hi [Name], it's [Business]. Reminder: your [service] is tomorrow at [time]. Reply YES to confirm or use [reschedule link] to change it.

Clinic or allied health

> Hi [Name], this is [Clinic] reminding you of your appointment on [day] at [time] at [address]. Reply YES to confirm, or call [number] if you need to reschedule.

Never include health details or the type of treatment in a clinic reminder.

Trades and home services

> Hi [Name], [Business] here. We're booked to come out on [day] between [time window]. Reply YES to confirm, or reply with a better day.

Consultants, coaches and online calls

> Hi [Name], it's [Business]. Reminder of our call at [time] today. Join here: [meeting link]. Need to move it? [reschedule link]

Same-day short reminder (2 hours before)

> Hi [Name], see you at [time] today at [Business]. Running late or

> can’t make it? Just reply here.

Follow-up after a missed appointment

If someone doesn’t turn up, a single polite follow-up can win back the booking. Because it goes beyond the original appointment, treat it as a follow-up text and include an opt-out:

> Hi [Name], it’s [Business]. Sorry we missed you today. Would you like to rebook? Reply with a time that suits or use [booking link]. Reply STOP to opt out.

Send it once. Don’t keep texting someone who doesn’t reply.

Handling replies

1. **Send replies somewhere you’ll see them.** Point your Twilio number’s incoming messages to your phone or inbox, or use a Zap with **Twilio, New SMS** that emails you each reply. [Screenshot]
2. **Mark confirmations automatically (optional).** Add a filter for replies that say YES, then update the calendar event or a Google Sheet row to “confirmed”.
3. **Act on reschedule requests quickly.** Anything other than YES should go to a person, so you can offer a new time and fill the gap.

Setup in brief

This guide is about the wording. For the full step-by-step build with Calendly, Google Calendar, Zapier and Make, follow Appointment reminders to cut no-shows, then paste in the texts above.

Consent and local rules

Reminders for a booking the client made are service messages, not marketing. Collect the phone number with a clear note that you'll text about the booking, and keep promotions out. Any follow-up beyond the booking itself, like the missed-appointment text above, should include your business name and "Reply STOP to opt out", and you must stop when someone opts out. SMS rules vary by country (TCPA in the US, the Spam Act in Australia, PECR in the UK, CASL in Canada). Health businesses should also follow their privacy rules. This isn't legal advice.

FAQ

What should an appointment reminder text say?

Start with your business name, then give the day, time and place in plain words. Finish with one clear action, such as reply YES to confirm or a link to reschedule. Keep it short and leave promotions out.

How far in advance should I send a reminder text?

A common pattern is one text the day before and a short one a couple of hours before. The first gives clients time to reschedule, and the second catches anyone who forgot. Adjust it to how your clients usually book.

Do appointment reminder texts need "Reply STOP"?

A reminder about a booking the client made is a service message, so it doesn't usually need marketing opt-out wording. Follow-up texts that go beyond the booking, like asking a no-show to rebook, should

include your business name and “Reply STOP to opt out”. Check the rules in your country.

Can clients confirm by replying YES?

Yes. Route replies from your Twilio number to your phone or inbox, and optionally add a Zap that marks the booking as confirmed when the reply says YES. Anything else should go to a person to sort out.

Skip the setup with our template pack

Our US$19 Appointment reminders template pack includes Make blueprints, an n8n workflow, a Zapier build sheet, an SMS and email copy pack (day-before, 2-hour and missed-appointment messages) and a one-page setup checklist.

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