

Holiday Client Notice Kit:

6 Easy Templates

From first booking notice, to confirmation, to managing your wait list, here's a template to make talking to clients through the holidays faster and easier. Just copy, fill in the brackets, adjust it to your business, and send.

Book With Me for the Holidays (Email Version)

Subject line: Booking [SERVICE] for the holidays? Read this first.

Hi [CLIENT NAME],

Can you believe the holidays are almost here? Here's everything you need to know to get [PET NAME] on the books for this year.

Book by [DATE]

I'm accepting holiday bookings through [DATE]. After that, I'll only be able to take clients from my waitlist as space opens up.

Dates I'm unavailable

I'll be out [DATES] this year.

Holiday rates

Services on [LIST HOLIDAY DATES] are [\$X / X%] per [VISIT / NIGHT / APPOINTMENT] above my standard rate. This covers [holiday staffing / working through the holiday / extended hours].

Deposits and cancellations

Holiday bookings require a [\$X or X%] deposit to hold your dates. Cancellations more than [X] days out are [refunded in full / credited to a future booking]. Inside [X] days, the deposit is non-refundable, since I'll likely have turned away other clients for that slot.

Three things I need from you before [DATE]

- A local emergency contact who can make a decision about [PET NAME] if I can't reach you.
- A signed vet authorization form so your vet can treat [PET NAME] if something happens while you're away. [ATTACH OR LINK FORM]
- Updated care instructions, especially any changes to medications, food, or routine since your last booking.

Ready to book?

[BOOKING LINK / Reply to this email / Call or text me at NUMBER]

Thanks for trusting me with [PET NAME], and tell [HIM / HER] I said hi!

[YOUR NAME]

[BUSINESS NAME]



Book With Me for the Holidays (Text or DM Version)

Holiday booking is open! A few things to know:

- 📅 Book by [DATE]
- 🚫 I'm out [DATES]
- 💰 Holiday rate: [\$X] extra per [VISIT/NIGHT/APPOINTMENT]
- 🏠 [\$X or X%] deposit holds your spot
- 📋 I'll need an emergency contact, a signed vet authorization form, and any updates to [PET NAME]'s routine

Spots go fast. [Message me to grab yours. / BOOKING LINK]

Holiday Booking Confirmation (Email)

Subject line: [PET NAME] is on the calendar! 3 quick questions.

Hi [CLIENT NAME],

I'm excited to see [PET NAME] on [DATES / DATE at TIME]. Before then, can you confirm a few things?

- **Emergency contact:** I have [NAME] at [NUMBER]. Still current?
- **Vet authorization:** I have a signed form on file from [DATE]. Let me know if you've changed vets.
- **Anything new?** Food changes, recent injuries or surgeries, or anything about [PET NAME]'s routine that's shifted since we last talked.

Remember that cancellations inside [X] days are [non-refundable / credited] during the holiday season, so please let me know as soon as you can if plans have changed.

Looking forward to seeing [PET NAME] soon!

[YOUR NAME]

Holiday Booking Reminder (Text or DM)

Hi [CLIENT NAME]! Just a reminder that [PET NAME] is booked for [DATES / DATE at TIME]. Let me know if anything has changed. See you soon!

If they cancel:

Thanks for letting me know. I've taken [PET NAME] off the calendar for [DATES]. *[If it's after the deposit cutoff: Since this is within [X] days of the booking, the [deposit / cancellation fee] applies.]* Let me know when you're ready to get [HIM / HER] back on the books!



When You're Fully Booked: Waitlist Offer (Email)

Subject line: I'm booked for [DATES], but I have options

Hi [CLIENT NAME],

Thank you for reaching out about [DATES]. I'm fully booked for that window, so I can't take [PET NAME] this time.

I do keep a waitlist, and holiday cancellations happen more often than you'd think. Want me to add you? If a spot opens, I'll contact waitlist clients in the order they reached out before I post the opening anywhere else.

[Referral option: If you'd rather not wait, I'm happy to recommend a few other options in the area who I would trust with my own pets.]

I hope it works out that I can see [PET NAME] soon! Either way, I'd love to have [HIM / HER] back on the calendar for [NEXT SEASON / REGULAR SERVICE]. Want me to hold any dates for you now, so it's on the books?

[YOUR NAME]

When a Spot Opens Up: Waitlist Followup (Text or DM)

Hi [CLIENT NAME],

A spot just opened for [DATES / DATE at TIME]. You're first on my waitlist, so it's yours if you want it.

I can hold it until [DATE/TIME], then I'll offer it to the next person on the list. To confirm, [reply to this message / send your deposit here: [BOOKING LINK](#)].

[YOUR NAME]