

Your Salons kit

Booking mail answered, this week's posts and price list, and client-care mails that bring people back, all drafted for your OK. You look after clients, your team looks after the inbox.



TIME

10 minutes

FOR

Hairdressers, beauty and nail
salons, massage and wellness
practices, personal trainers

VERSION

v1.0

Your Salons kit

01 Your kit team

These three join Michael and the Basics team when you click **Add 3 team members** on the **Salon team** card in **Settings → General**.

02 What this kit does

Everything below lands as a draft. You read it, change what you want, and send or post it yourself.

03 Connect first

04 Your first week

Day 1 is the same for every kit: fill in your business profile with Michael. Then, one request a day.

05 Good to know

■ BEFORE YOU START

- ☐ Locally set up with the Basics team (guide 01)
- ☐ Support mailbox connected (guide 03)
- ☐ Optional, Moneybird or Stripe connected for invoices (guide 03)

Your kit team

These three join Michael and the Basics team when you click **Add 3 team members** on the **Salon team** card in **Settings → General**.



Sophie BOOKING DESK

Drafts replies to appointment requests, reschedules and cancellations, keeps your agenda file and writes your no-show and cancellation policy.



Yara SALON CONTENT

Prepares about three posts and two Story ideas a week, a clear price list and seasonal promos. Before/after photos only with the client's consent.



Iris CLIENT CARE

Drafts "we miss you", birthday and loyalty mails and review requests from your exported client list, with an opt-out line in every mail.

reasons, unanswered questions in your chats, and save and win-back drafts for members who leave. Jade makes members feel at home: welcome DMs, a first-week path, a weekly calendar of prompts, events and wins threads, and reply drafts for member questions. Rio grows the community: affiliate program and swipe copy, honest launches and promos, and Content Rewards (clipping) briefs with the budget math. They only read Whop and Discord; every post, DM, email, promo code and campaign is a draft you check and post yourself. Works together with the Business basics team that comes with every kit.

- ☒ **Kai** — Member pulse & retention: daily numbers, Monday churn report, unanswered questions, save and win-back drafts
- ☒ **Jade** — Member experience: welcome DMs, first-week path, weekly engagement calendar and reply drafts for member questions
- ☒ **Rio** — Community growth: affiliate program and swipe copy, honest launches and promos, Content Rewards clipping briefs

Team folder (shared files, plans and drafts): ~/Documents/Locally [Change](#)

- Needs Whop (optional) — strongly recommended: read members, cancellations and reasons, payments, reviews, affiliates and Whop chats/forums
- Needs your Discord server (optional) — if your community is on Discord: find unanswered questions and quiet channels (read-only, the bot never p
- Needs your mailbox (optional) — to read member emails and leave reply and win-back drafts [Connect](#)
- Needs Kit (optional) — so onboarding and win-back emails can wait in Kit as draft broadcasts [Connect](#)
- Needs Klaviyo (optional) — so onboarding and win-back emails can wait in Klaviyo as draft campaigns [Connect](#)

[Add 3 team members](#)

READY-MADE TEAM **Trading & picks community team**

Three AI colleagues for the busywork of a paid trading-education or sports-picks community. Owen checks your posts and sales pages for risky claims and turns your own trade/pick log into honest stats (every loss included). Clara writes pre-market or slate recaps from public sources and builds your lesson library and glossary. Felix drafts answers to member questions, plans AMAs and challenges, and tells you every Monday who left and why. They never write signals, picks or trade calls, and nothing is posted without you — Whop and Discord are read-only. Works together with the Basics team that comes with every kit.

- ☒ **Owen** — Compliance & honest numbers: checks posts and sales pages for risky claims, and turns your own trade/pick log into honest stats
- ☒ **Clara** — Education writer: pre-market or slate recaps from public sources, the weekly recap, and your lesson library and glossary
- ☒ **Felix** — Community manager: welcomes new members, drafts answers to member questions, keeps the FAQ, plans AMAs and challenges, and reports every Monday who left and why

Team folder (shared files, plans and drafts): ~/Documents/Locally [Change](#)

- Needs Whop (optional) — so Felix can read memberships, cancellations, reasons and member questions on Whop for support rounds and the churn

Settings → General: your kit card. Untick anyone you do not need yet, then Add 3 team members.

What this kit does

Everything below lands as a draft. You read it, change what you want, and send or post it yourself.

- **Booking mail answered.** On each mail round Sophie leaves a reply draft for every booking-related mail: new requests, rescheduling, cancellations, running late, questions before booking. Other mail she leaves for Nina.
- **A cancellation and no-show policy.** Ask Sophie and she writes the policy with you, in plain words. You decide every rule. She never charges or waives a fee.
- **This week's posts.** Yara prepares about three Instagram or Facebook posts and two Story ideas, each with photo instructions, caption, hashtags and alt text. One post shows a treatment with its real price from your profile.
- **Seasonal promos.** In the same round Yara looks six weeks ahead (Valentine's Day, Mother's Day, wedding season, Sinterklaas, Christmas gift cards) and prepares promo texts. Any discount is marked as your decision.
- **Client care from your own client list.** Export your clients as CSV from your booking tool. Iris finds upcoming birthdays, clients not seen for the agreed number of weeks and recent visitors, and drafts one personal mail each. At most ten per round.
- **Review requests.** Iris drafts a short thank-you mail with a review link for recent visitors. Never with a reward, never asking for five stars.
- **A Saturday reminder.** Sophie reminds you to update next week's agenda so her replies match your real availability.

IMPORTANT

Everything is a draft. The kit never books, moves or cancels an appointment and never mails a client on its own. Locally cannot connect to booking systems such as Salonized or Treatwell, so you confirm every time in your own booking tool.

Connect first

APP	WHY	GUIDE
Support mailbox	Sophie reads booking mail here and leaves her replies in your Drafts folder. Iris saves her client-care mails there too.	03

APP	WHY	GUIDE
Moneybird (optional)	Finn makes invoices, for example a no-show fee you decided on, as drafts.	03
Stripe (optional)	Finn reads what came in and makes invoices as drafts.	03

No mailbox yet? Sophie says so once and drafts replies for mails you paste into the chat. Iris then saves her mails as text files for you to copy.

04

Your first week

Day 1 is the same for every kit: fill in your business profile with Michael. Then, one request a day.

1 Day 1, the profile

Click **Get to know my business and fill in the profile** in Michael's panel and answer his questions. Or type: "Vera, set up my business profile, including my opening hours, area and prices." Mention your treatments, your prices, your booking tool and your booking link. Sophie and Yara use the prices from this profile, so get them right.

2 Day 2

Type to Sophie: "Sophie, draft replies to booking, reschedule and cancellation requests in my inbox." Each reply lands in your Drafts folder. Her report ends with what you still have to do in your booking system, such as moving an appointment.

3 Day 3

Type to Yara: "Yara, prepare this week's posts and a clear price list." You get the posts with photo instructions and captions in your team folder. Before/after photos only with client consent. If there is no recorded consent, Yara gives you a ready-made question to ask the client first.

4 Day 4

Export your client list as CSV from your booking tool and put it in **Documents → Locally → salon → clients** as `clients.csv`. Iris explains how if you ask. Then: "Iris, draft 'we miss you' mails for clients who haven't been in for 3 months." One personal draft per client, with an opt-out line.

5

Day 5 to 7

Type to Iris: "Iris, set up birthday mails and review requests." She asks what you want to offer on a birthday, if anything, and saves that as your setting. On Saturday, Sophie reminds you to update next week's agenda.

TIP

Requests that work well for this kit: "Sophie, write my cancellation and no-show policy.", "Yara, which promos should I plan for the next six weeks?", "Iris, who has a birthday in the next two weeks?"

05

Good to know

WATCH OUT

Before/after photos only with the client's consent, recorded in `salon/social/consent.md`. No health or medical claims in any text, and questions about pregnancy, allergies, medication or injuries are flagged for you, never answered. VAT on gift cards depends on what a card can be spent on; the team notes "VAT: check" for Finn. Confirm those lines with your accountant.

- After you add the team, Sophie's mail rounds and the Saturday agenda reminder switch on by themselves. See them in **Triggers** → **Schedules**; toggle one off there or ask Michael to pause it. The computer must be on and Locally open.
- Files land in **Documents** → **Locally** → **salon**: the agenda, your policy, posts and promos, and the client-care files.
- Your client list never leaves your computer. Iris mentions clients by first name only and logs every draft so nobody is mailed twice. Clients who said no are never mailed.
- Discounts, free treatments, birthday gifts and loyalty rewards exist only if you set them. The kit never invents a price, a result or a certificate.
- Replies to reviews are handled by Ava from the Basics team. Mail that is not about an appointment goes to Nina.

Stuck? We help.

Send us a message with a screenshot of what you see. A real person answers.

SUPPORT

Whop chat: whop.com/locallyai · Email: info@locallyai.nl

WEBSITE

locallyai.whop.site

WHOP

whop.com/locallyai

LINKEDIN

linkedin.com/company/locallyaiorg

INSTAGRAM

instagram.com/locallyai.app

COMPANY

Aion B.V. · Havenpark 4F, 4301 CD Zierikzee, the Netherlands · KvK 98223704 · VAT NL868406429B01