

After-Hours Missed-Call Recovery Script Pack

Voicemail, same-night SMS, and next-morning call scripts local shops use to turn missed calls into booked jobs. No new phone system required.

Use this pack tonight. You get three pieces that work together:

1. Voicemail script (record once)
2. Same-night SMS (send within 10 minutes when you see the miss)
3. Next-morning call script (recover the booking)

Print this or keep it on your phone. Share with whoever answers the shop line. Replace the placeholders (ShopName, YourName, CallerFirstName, ShopPhone) with your details.

1) After-hours voicemail script (record this)

Length: 20-25 seconds. Speak clearly. Smile while you talk.

"Hi, you have reached {{ShopName}}. We are closed right now, but your call matters. Leave your name, number, and what you need, and we will text or call you back first thing. If this is urgent, text this number and we will reply as soon as we can. Thanks for calling {{ShopName}}."

Install tip: Replace the generic carrier greeting. Test by calling yourself after hours.

2) Same-night SMS (send when you see the missed call)

When: Within 10 minutes if you are awake; otherwise first thing in the morning before open.

Template A (general)

Hi {{CallerFirstName}}, this is {{YourName}} from {{ShopName}}. Sorry we missed your call. Reply with what you need and a good time, and we will get you on the schedule.

Template B (service / trades)

Hi {{CallerFirstName}}, {{ShopName}} here. Saw your missed call. Are you looking for an estimate, a repair, or something else? Reply and we will book you.

Template C (appointment businesses: salon, dental, medspa, gym)

Hi {{CallerFirstName}}, this is {{ShopName}}. We missed your call after hours. Want an appointment? Reply with preferred day/time and we will confirm.

Rule: One SMS. Do not spam. If they do not reply, move to the morning call.

3) Next-morning call script (recovery conversation)

When: Before or at open. Call from the shop number if possible.

Opener

"Hi {{CallerFirstName}}, this is {{YourName}} from {{ShopName}}. You called last night and we missed you. I wanted to make sure you got what you needed. Are you still looking for {{service or appointment}}?"

If yes

"Great. I have openings {{two options}}. Which works better?"

If they are shopping around

"Totally fair. Happy to answer a quick question now so you can decide. What were you hoping to get help with?"

If no answer / voicemail

"Hi {{CallerFirstName}}, {{YourName}} from {{ShopName}}. Following up on your call from last night. Call or text us back at {{ShopPhone}} and we will take care of you. Thanks."

Close when booked

"You are set for {{day/time}}. You will get a confirmation text. Looking forward to seeing you."

Mini checklist (use today)

- ☐ Record the after-hours voicemail
- ☐ Save the three SMS templates in your phone notes
- ☐ Put "missed-call recovery" on the morning open checklist
- ☐ Track: missed call → SMS → morning call → booked? (Y/N)

Want the full binder?

This free pack covers the core scripts. The **Missed-Call Recovery Binder** (\$47, founding \$37 for the first 20 buyers) adds the install guide, front-desk handoff, tracking sheet, and fuller templates so the whole team runs the same system.

Get the binder: <https://visibilitylab.gumroad.com/l/ypvtx> · Code: **FOUNDING37**

Founding buyers: first 20 get \$37 (regular \$47) in exchange for a short 2-sentence result after you use it.

Questions? Write visibilitysystemslab@gmail.com

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This free pack is for educational use. Results vary by shop and follow-through.