HOLIDAY BOOKING RUSH KIT

Fill your December calendar in 7 days -
before December fills somebody else's.

December 1, 2026 is a Tuesday. The businesses that win December are not the ones who post on December 1. They are the ones who ran one focused week in late November: regulars first, then the waitlist, then the public - with a booking path that actually works.

Best week to run this in 2026: Monday Nov 23 to Sunday Nov 29. Second-best week: next Monday.

INSIDE: one offer, picked honestly - the 7-day plan - texts for regulars and the waitlist - 3 social posts - gift-card script - last-slots board January waitlist capture sheet

Made for salons, barbers, clinics, cleaners, trades and any local business that books appointments.

Personalize every script with a real name and a real detail before you use it - always.

Dragon Ark - dragonark.ca

Step 0: Pick ONE Offer

One clear offer beats five vague ones. Pick the one your margins can carry.

You do not need a discount to fill December. You need a reason to book THIS week instead of 'sometime.' Pick exactly one of these three shapes - the one that is true for your business:

- **1. Regulars-first window.**
  Your regulars hear about December openings before the public does, for 48 hours. Costs you nothing. Works because it is true - they did earn it.
- **2. Gift card with a January job attached.**
  Every December booking can add a gift card for a January service, sold at the till or by text. Only offer a bonus you have already priced into the card - never invent one at the counter.
- **3. Prepaid hold.**
  A prepaid December slot, paid in full when booked, with your normal cancellation rule stated up front in writing. Best for services with a no-show problem - say the rule before you take the money, not after.

The two rules that keep this honest:

- Never claim slots are 'almost gone' unless you have counted the real openings on page 6. Fake scarcity is the fastest way to lose a regular.
- Never discount below the price where the job stops being worth doing. A full calendar of bad jobs is worse than a half-full calendar of good ones.

Your own math (your numbers, not a guru's)

Open December slots I actually have: _____ Average value of one booking: $_____ If this week fills even a quarter of those slots, that is: _____ x $_____ = $_____ of December work booked before December starts. That number - not likes, not views - is what the next 7 days are for.

The 7-Day Plan

About 30 focused minutes a day. In order - each day feeds the next.

Day 1 - Test the door before you push.

Book yourself through every path a customer uses: your booking link, tap-to-call, your form, the number on Google. Time it. If any path fails, fix that first - the rest of this week pours people through that door. (Free self-check: dragonark.ca/leak-check)

Day 2 - Regulars first.

Text or DM your real regulars, one at a time, using Script 1 on page 4. Not a blast - a message each, with their name and their usual service in it. This is your offer's 48-hour window.

Day 3 - First public post.

Post Social Post 1 (page 5) with a real photo of your real work. Link goes to the booking path you tested on Day 1 - nowhere else.

Day 4 - The waitlist and the no-shows.

Anyone who ever asked and never booked, and anyone who no-showed and apologized, gets Script 2 on page 4. December is when 'let me know if something opens' people actually mean it.

Day 5 - Gift cards.

Social Post 2 (page 5) plus the till script on page 5. One post, one sign by the till, and the offer said out loud to every customer who sits down today.

Day 6 - Count what is left. Post the board.

Fill in the Last-Slots Board on page 6 with the REAL remaining openings. Photograph it for Social Post 3 - a true count, not a pressure trick.

Day 7 - Close the week, open January.

Final post or story: December is now [your true state], and the January Waitlist (page 7) is open. Every 'too late' from here on becomes a January name, not a lost customer.

Words: Regulars + Waitlist

Copy, fill the [brackets], add one real detail. One person at a time - never a bulk blast.

Script 1 - Day 2, to a regular

Hi [Name], it's [Your Name] at [Business]. I'm opening December bookings to regulars first, before I post them publicly tomorrow. Your usual [service] - I can hold [day/time option] or [day/time option] for you until tomorrow night. Want one of them?

Script 2 - Day 4, to the waitlist / the 'let me know' list

Hi [Name], you asked me to let you know if a December slot opened at [Business]. One has: [day, time, service]. It's yours if you reply today - after that I'll offer it on the public post. No pressure either way.

Script 3 - When someone replies 'too late / all full?'

December is full for [service], [Name] - but I keep a January waitlist and it gets first pick of my January calendar before I post it. Want me to put you on it? All I need is the service and a weekday that suits you.

Why 'one at a time' is the whole point: a message with a person's name, their usual service and a real time in it gets answered. A blast that says 'BOOK NOW - SLOTS GOING FAST' gets ignored - and if the slots are not actually going fast, it should be.

Words: Social Posts + Gift Cards

Examples are written for a fictional salon - swap in your trade, your town, your truth.

Post 1 - Day 3 (public opening)

December books are open at Maple Street Salon. Regulars got first pick this week - what's left is posted now. Holiday hours: we close Thu Dec 24 at noon and reopen Mon Dec 28. Book at [link].

Post 2 - Day 5 (gift cards)

The gift people actually use: a [service] at Maple Street in the new year. Gift cards at the till or by text - [number]. December appointments are still open too, while they last: [link].

Post 3 - Day 6 (the true count)

Counted it this morning: [N] December slots left at Maple Street - [list the real days]. When they're gone, the January waitlist (link in bio) is the way in.

At the till - gift cards, said out loud

"While you're here - we do gift cards for [service] if there's someone on your list who's hard to buy for. I can add one now, takes a minute."

Holiday-hours note: the Dec 24 / Dec 25 dates above are the real 2026 calendar (Thu Dec 24, Fri Dec 25). State YOUR hours - if you are closed other days, or open Boxing Day, say that instead. Wrong hours in a post cost more bookings than no post at all.

Printable: The Last-Slots Board

Fill in pen. Photograph it for Post 3. Only write slots that are really open.

DECEMBER OPENINGS - counted on: _____

Date	Time	Service	Taken by

When a slot is taken, cross it out where customers can see it happen - at the till, in the next post's photo. A board that visibly fills is honest proof; a board that never changes is wallpaper.

Printable: January Waitlist Capture

December overflow is January income - if you write it down.

Every person who asks after December fills goes on this sheet, with what they wanted and when suits them. In the first week of January, work this list top to bottom BEFORE any public post - these are the warmest bookings you will get all winter.

Name	Best contact	Service wanted	Day that suits

The January rule: waitlist first, public second - and tell the waitlist that is what you did. 'You were on the list, so you heard first' is how a December disappointment becomes a January regular.

If the Door Is Broken, Fix It First

A rush poured through a broken booking path is just a faster leak.

Day 1 of this kit is a test, and some businesses fail it: the booking link errors, tap-to-call dials an old number, the form sends to an inbox nobody reads. If that is you, these are the three Dragon Ark ways to fix it - fixed prices, no contract on the one-offs:

Front Door Check - CA$45 one-time

We test every customer path end to end, the way a real customer would, and send a plain-language report: what works, what is broken, what to fix first.

https://buy.stripe.com/dRm4gBbbSfsEcuaczB77O04

Booking Page Add-On - CA$129 one-time

Still booking by phone and DM? We add real online booking to your existing website - services, times, confirmations and reminders - set up in 4 business days.

https://buy.stripe.com/8x2eVf93Kbco3XEart77O09

Booking plan - CA$150/mo (first payment CA$200 incl. CA$50 setup)

A custom booking website with 24/7 customer self-booking and booking notifications, hosting, maintenance, support and your own custom domain included - the whole front door, handled every month, not just in December.

https://buy.stripe.com/dRm8wRgwc80c9hY8jI77O01

Or run the free self-check first: dragonark.ca/leak-check - 7 front-door tests and your own leak estimate, in your browser, no signup.

Run the week. Count what it booked in real dollars. Then decide what January gets - the board on page 6 and the waitlist on page 7 are yours to keep either way.