Connect your portfolio to bookings

Audit one service journey, from a trustworthy example to a clear inquiry and booking path.

Type in the fields or print. Save your copy; use concise notes and keep details in your records. This is a marketing and scheduling tool; suitability decisions stay with the qualified service professional.

1 Separate service and training inquiries

Business / service / artist

Review date

Service inquiry destination

Training destination, or N/A

2 Check each portfolio example

Confirm stage with the artist; do not guess from the image. Record permission for the intended use. Hold an example if the stage, attribution or permission is unverified.

Asset / service / artist	Stage: fresh / healed / unknown	Use / permission reference	Decision: use / revise / hold

- ☐ Work is shown accurately, with service, artist and confirmed stage labeled.
- ☐ No stock or generated image is presented as an actual client result.

Write one caption using verified details and accurate context

Do not imply identical outcomes for every client or present another artist's work as your own. Keep private details out of public captions.

Make the consultation path clear

A request, a confirmed appointment and an attended visit are different steps. Explain your actual process.

3 Check the service page and booking path

- [ ] The service, artist, location and intended next step are clear.
- [ ] The page explains the studio's actual consultation and confirmation process.
- [ ] Appointment terms and a route for professional questions are available.

Your service journey

Select...

Mobile test date

What a form request means; what counts as a confirmed appointment

Working portfolio / booking link and first problem to fix

4 Prepare the reply and handoff

Draft a reply: answer the question, share relevant work, offer the next step

How questions reach the artist; when automation hands over to a person

General scheduling replies do not decide treatment suitability. Keep health and clinical details in your normal professional systems, outside this worksheet.

Track services, not mixed inquiries

Keep one record per new service client. Training inquiries and returning clients stay in separate groups.

5 Follow a dated group through the journey

Inquiry dates: from / through

Review date / source-crediting rule

Client ID / source / inquiry date	Consultation booked / scheduled / attended	Service booked / scheduled / attended	Current status / next action

Use N/A for consultation when direct booking is allowed. Status: not booked, requested, upcoming, attended, canceled, rescheduled, missed or unknown. Keep original and revised dates in the client record.

Unique new service inquiries

Consultations attended

Services attended

Consultations still pending

Services still pending

Unknown outcomes

Where does progress stop? Evidence and one change to test

Next review date

What will show whether the change helped?