

HubSpot + SalesMsg Automated Communications

This page is designed to give you a clear view of when messages go out, through which channel (email or text), and the content of each message. Use this as a reference to understand the overall flow and to support your communication with your leads.

Cadence:

Day	Text	Local Email	National Email	Message Focus
1	✓	✓	✓	Warm intro, start building trust, open the door for convo
2	✓		✓	Empathetic touchpoint, highlight community; Inspirational Sola Pro story/video in national message
3		✓		Expand on freedom + values, lightly reinforce studio opportunity
4	✓			Highlight the support system at Sola-community vibes
5			✓	Educational content - Guide to Going Independent
6	✓			Offer a resource or short guide, continue being helpful, not pushy
7		✓		Build on community angle, success stories, "see what's possible"
8			✓	Build on community angle, success stories, 'see what's possible'
9	✓			Light mention of availability, offer photos or info
10				Low-pressure, "still here if you're exploring" message
11		✓		Invite them to reflect on what they want—and how Sola could help make it happen
12	✓			Emotional note about chasing dreams, missing highlight
13				No automated comms
14	✓	✓		Close the loop with gratitude, open door for future, light emotional connection

Messaging:


Day	Text	Local Email
1	<p>Hey {{firstname}}, this is {{Deal Owner Name}} from Sola Salons {{Deal Owner Name}}! I just saw your inquiry come through — so excited that you're exploring the idea of your own studio! I'd love to talk with you about next steps — just let me know a time that works for you 😊</p>	<p>Subject: Welcome to Sola—Where You're in Business for Yourself, Not By Yourself Hi {{firstname}},</p> <p>I'm {{Deal Owner Name}}, Leasing Manager here at Sola {{sola_location}}. First off—thank you for reaching out. I know what a big decision this can be, and I want you to know we've built Sola to support beauty pros like you every step of the way.</p> <p>To make things easy, I've included some helpful info about our {{sola_location}} salon suite options below. If you're ready to take the next step, let's schedule a tour or chat. Feel free to reach out via email or phone/text at {{Phone Number}}.</p> <p>Tailored Studio Options for YOUR Business</p> <ul style="list-style-type: none"> ✦ Standard - Ideal for one professional ✦ Large - Perfect for a solo professional plus an assistant ✦ Double - Spacious enough for one or two professionals <p>Starting your salon business should be exciting, not stressful! That's why we help make your move-in process as turn-key as possible!</p> <p>What Makes Sola different?</p> <ul style="list-style-type: none"> ✦ Total Freedom – You set your own hours, prices, and services. You're the boss. ✦ 100% of Your Profits – No commissions. No split. No surprises. ✦ Your Studio, Your Vibe – Customize your space to reflect your brand, not someone else's. ✦ A Powerhouse Community – Join a network of ambitious, like-minded pros who left the old way behind and never looked back. <p>Whether you're in the early stages of exploring your next move, or you're ready to break free from the limitations of traditional salon setups and finally do things on your own terms, let's chat. I'd love to show you what's possible at Sola!</p> <p>Talk soon, {{Deal Owner Signature}}</p>
2	<p>Hi {{firstname}}, this is {{Deal Owner Name}} from Sola! I just wanted to check in and to see if there was time this week that we could connect? I'd love to show you around our {{sola_location}} location.</p>	<p>N/A</p>
3	<p>N/A</p>	<p>Subject: The Only Regret? Not Starting Sooner. 😊 Hi {{firstname}},</p>

		<p>Just following up on your inquiry a few days ago and had to share something we hear all the time from our Sola pros: ""I wish I'd made the move sooner!""</p> <p>When you join Sola, you're not just getting a private, move-in-ready studio—you're stepping into a vibrant, inspiring community of over 20,000 beauty professionals who believe in lifting each other up, not competing. 🙌✨ It's a space where creativity thrives, friendships are formed, and everyone is cheering you on as you grow your business your way.</p> <p>If you're even a little curious about how Sola {{sola_location}} could be the perfect next step, let's chat! I'd love to learn more about you and help you explore what's possible.</p> <p>Let me know when you're free for a quick call or private tour—I promise it'll be worth it.</p> <p>Talk soon, {{Deal Owner Signature}}</p>
4	Hi {{firstname}}, We are so proud of the community we've built at Sola {{Location Name}}. There's something really powerful about being surrounded by others who believe in building something of their own—Would love to introduce you to show you around and give you a sense for Sola!	N/A
5	N/A	N/A
6	Hey {{firstname}}, I've got a short guide that breaks down what going independent can really look like. It's a quick, helpful read—happy to send it your way tomorrow if you're interested? 📖✨	N/A
7	N/A	<p>Subject: Thinking About Independence? Here's What to Know Hi {{firstname}},</p> <p>I thought I'd pass along a couple of quick reads that might help as you think through what's next:</p> <ul style="list-style-type: none"> 📖 Why So Many Beauty Pros Choose Sola 📖 What to Expect When You Go Independent <p>If anything stands out, or if you want to bounce around ideas, I'm here.</p> <p>{{Deal Owner Signature}}</p>
8	N/A	N/A

9	Hi Again - We have some beautiful studios to inspire you at Sola {{sola_location}}. If you're still thinking about your next step, this could be a great time to take a peek 📷 Let me know if you'd like me to send over a few photos!	N/A
10	N/A	N/A
11	N/A	<p>Subject: Let's Talk About What's Possible Hi {{firstname}},</p> <p>This journey looks different for everyone, but the one thing all Sola Pros have in common? They chose themselves.</p> <p>Whether you're looking for more freedom, more control, or just something that finally feels like yours—I'd love to talk through what your path could look like.</p> <p>You don't have to have it all figured out. That's what I'm here for.</p> <p>Warmly, {{Deal Owner Signature}}</p>
12	Hey {{firstname}}, if you're still feeling things out, I get it. If you ever want to talk it through or get a feel for what this could really look like, I'd love to chat 🗨️	N/A
13	N/A	N/A
14	Just wanted to say thank you for exploring Sola! I'd love to check back in next month in case the timing is right, I'd be so excited to help you take the next step. Wishing you the best as you build what's next ✨	<p>Subject: When You're Ready to Dream Bigger.. We'll Be Here ✨ Hi {{firstname}},</p> <p>In this industry, you've got options and that's the exciting part! I haven't had the chance to connect with you just yet, but I wanted to make sure you had my info in case you're ever curious about what life at Sola could look like for you.</p> <p>Whether you're ready to take the leap now or just exploring future possibilities, I'm here to help whenever the time feels right. Feel free to reach out anytime at {{phone_number}} or {{email_address}}. I'd love to chat!</p> <p>No pressure, just possibilities. Hope to welcome you to the Sola family when the moment's right 🗨️</p> <p>Warmly, {{Deal Owner Signature}}</p>

Nurture Pipeline Automation

While the Leasing Pipeline automation above focuses on active prospects moving toward a lease, the Nurture Pipeline is designed for leads that aren't ready to move forward yet. This automation keeps cold or inactive leads engaged over time—ensuring they continue to receive valuable touchpoints until they're ready to re-enter the leasing process.

Day	Text	National Email
45	<p>"Hi [First Name], I know it has been a few weeks, but I just wanted to reach out to see if you are still thinking about your future studio at Sola Salons? I'm here to help... and ready whenever you are! Is there a good time in the next few days to chat? - [Leasing Manager Name]"</p>	<p>Subject line: Let's reconnect + see what's possible at Sola </p> <p>Sender: Leasing manager</p> <p>Hi [Recipient's First Name],</p> <p>It's been a while, and I'd love to invite you to come by for a quick tour of Sola. Seeing the studios in person is the easiest way to imagine what your business could look like here — simply a chance to explore what is possible without any commitment.</p> <p>If you're still interested, this is also a great time to check in about current opportunities. I'd be happy to share what is available when we connect.</p> <p>When would be a good time for you to stop by?</p> <p>Talk soon,</p> <p>Leasing Manager Name Leasing Manager email Leasing Manager phone number</p>
46	N/A	N/A
47	<p>"Hey [First Name], I just wanted to check in one more time. Please let me know if you have any interest in coming by to check out Sola [Location]. Hope you have a great day - [Leasing Manager Name]"</p>	N/A