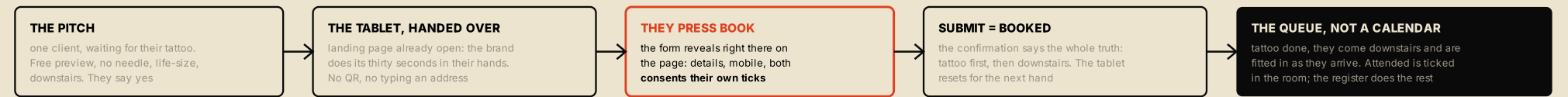


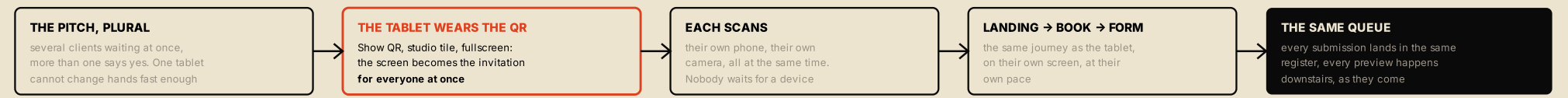
GETTING IN,
TWO ROOMS.

Both paths start with the pitch and end in the same queue. The only decision the intern makes is who holds the screen: a quiet room hands the tablet over; a busy room lets every phone be its own.

PATH A · QUIET ROOM · THE TABLET CHANGES HANDS



PATH B · BUSY ROOM · EVERY PHONE IS ITS OWN TABLET



ONE RULE DECIDES THE PATH

One interested client: hand the tablet. More than one: wear the QR. Nothing else changes: same landing, same form, same confirmation, same queue. The tablet's reset link hands the form to the next person without a reload; the QR needs no reset at all.

Vermillion boxes: where the client acts. Dark boxes: where the campaign's promises are kept: the queue truth, the register's single tick. The pitch is spoken; everything after it is self-service.

QUIET ROOM: HAND THE SCREEN · BUSY ROOM: WEAR THE SCREEN · EITHER WAY: FORM, QUEUE, TICK

01 WHY THE TABLET OPENS ON THE LANDING

The landing is not decoration: it is the thirty seconds of selling that earns the form. A client handed a bare form is being processed; a client handed the landing is being invited. The BOOK press is theirs, the reveal is theirs, and the brand has done its work before a single field asks for anything.

02 THE BUSY-ROOM ARITHMETIC

The QR turns one intern into many: the pitch is made once to the room, the tablet is held up once, and every interested phone leaves with the journey in progress. Nobody queues for a device, nobody dictates an email aloud, and the intern's hands are free for the next conversation. The fullscreen studio tile is always one tap away on The Desk.

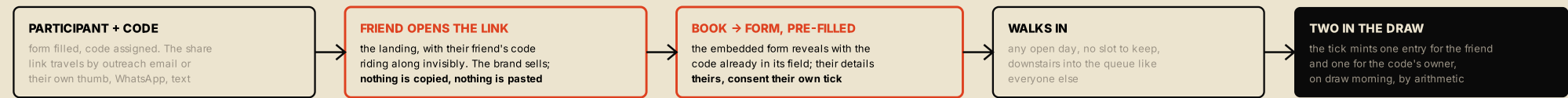
03 WHAT BOTH PATHS REFUSE TO DO

No calendar, no slots, no times promised. The confirmation tells every path the same truth: tattoo first, downstairs after, fitted in as they come. And no data enters the register except through the form: the intern pitches and points, but never types a client's details for them. Consent is always the client's own tick, on their own screen or the one in their hands.

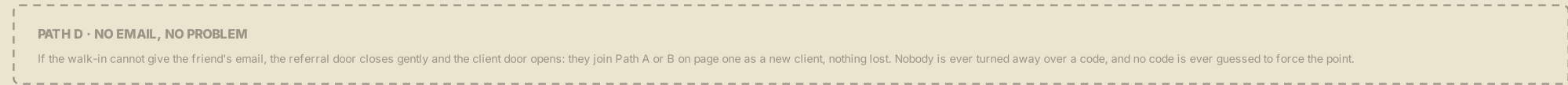
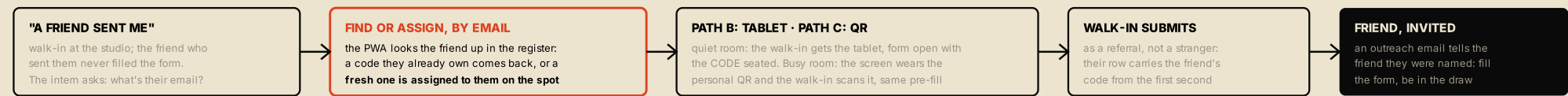
THE CODE,
FOUR DOORS.

A referral can start from either end: a participant reaching out, or a walk-in naming the friend who sent them. Every door ends the same way: a form with the code already seated, and two people in the draw.

PATH A · THE INVITE · PARTICIPANT REACHES OUT



PATHS B + C · THE NAMED FRIEND · WALK-IN ARRIVES FIRST



Vermillion boxes: where the code is created, found, or enters a form. Dark boxes: where the campaign gains something: two entries, or a named friend to invite. B and C double the data: the walk-in converts today and the friend becomes tomorrow's outreach.

EVERY DOOR ENDS THE SAME: A FORM WITH THE CODE SEATED · TWO PEOPLE IN THE DRAW · DRAWN 16 SEPTEMBER

01 PATH A, CORRECTED

The friend copies nothing and pastes nothing: the invite link carries the code itself. As built today the link opens the bare form, pre-filled; the coming build routes it through the landing instead, so the brand sells first and the embedded form reveals with the code already seated. Same zero typing, better first impression.

02 THE BUILD THIS PAGE COMMISSIONS

Two pieces, queued: the PWA's assign becomes **find-or-assign**: an email that already owns a code gets that code back instead of a second one, which is what makes B and C safe to run all day. And a third email joins the kit: the named-friend invitation, sent to the email the walk-in gave, carrying the friend's own share link. Sheets and form: untouched.

03 WHY B AND C ARE WORTH THE ASK

A walk-in processed as a stranger is one row and one entry. The same walk-in processed as a referral is a row with attribution, a friend with a reason to fill the form, and two entries when both attend. One question: "what's their email?" turns single conversion into a chain, and the in-room ask was already doctrine; B and C just give it machinery.