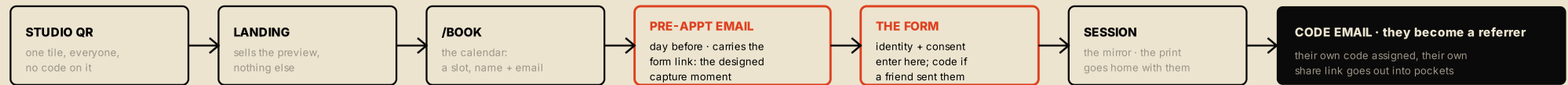


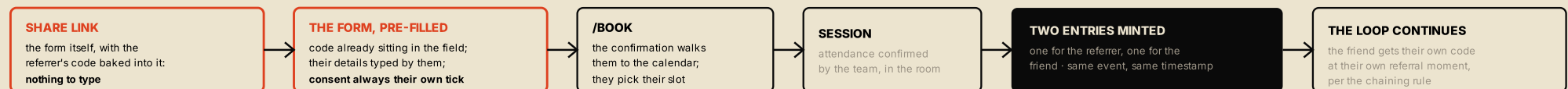
THE COMPLETE JOURNEY, BOTH DOORS.

Every path a customer can take, and where identity, consent and attribution enter each one. The landing sells and books, nothing more; the form captures; the room is the backstop for everything.

THE WALK-IN · VIA THE TILE



THE REFERRED FRIEND · VIA THE SHARE LINK



THE ROOM IS THE BACKSTOP FOR EVERY PATH

Arrived without the form? It gets filled in the room, on their phone, the team supplying the link. Link failed to carry the code? "Did a friend send you? What's their code?" is asked at every visit and logged. A booking without a form, or a form without a booking, is chased the same day, never on draw

Vermillion boxes: where identity, consent and attribution enter the system. Dark boxes: where the register writes. Everything else is selling, timing, and the mirror.

ONE CODE, EVERY ROLE: assigned at the code email → baked into the share link → minted into entries → drawn on 16 September

01 WHERE THE FORM GETS FILLED

Not on the landing: by design it sells and books, nothing more. The designed moment is the **pre-appointment email**, the day before, carrying the form link when the customer is committed and attentive. The backstop is the **room**: anyone arriving un-formed fills it there, on their phone. The studio-day reconciliation sweeps whatever slips: chased the same day, never on draw day.

02 THE REFERRAL LINK, AS WIRED

The share link **is the form with the code baked in**. The master link, with only the trailing CODE swapped for the assigned code:

docs.google.com/forms/d/e/1FAIpQLSdkiILP_Tss7KPJ_Lb5NEp490n14Pe2gea58jB4KN8HrPdQA/viewform?usp=pp_url&entry.432130326=CODE

Nothing else is ever added to the link: **the consent line is always the friend's own tick**. "Your friends have nothing to type" is now literally true.

03 HOW THE SEAM WAS FOUND

The dry run's pre-fill check caught it: the old link carried the code to the landing, but the landing's BOOK button goes to the calendar, and the form is a separate page, so the code never rode through. The campaign's rule is fix it or stop claiming it; the link was rewired to the pre-filled form, and the backstops stayed in place regardless. Findings become fixes: that is the system working.