



THE SCRIPT · SAID IN THE STUDIO, NEVER READ

THREE BEATS, THEN THE QR.

The whole pitch in under thirty seconds. Learn the beats, keep your own words, land the last line and lift the code.

01 EXCLUSIVE ACCESS *"Downstairs only. No public marketing, no social posts. The only way in is a referral from a client."*

02 THE EXPERIENCE *"A private preview booth. You stand at the mirror and see the tattoo on you, life-size, moving as you move, before you commit to ink."*

03 THE REWARD *"Send a friend our way. When they turn up for their preview, you're both in a draw for a £500 voucher."*

IF YES

"Brilliant." Show the QR, watch them land on the page, leave them to book.

IF NO

"No worries!" And mean it. The exclusivity only works if nobody is ever pushed.

AT THE VISIT · EVERY VISIT

"Did a friend send you? What's their code?" Ask it, log it against their row. This is the backstop that saves attribution when the booking form field was skipped: no code logged, no entries for anyone.



PRE-APPOINTMENT EMAIL · SENT THE DAY BEFORE

SEE YOU TOMORROW.

SUBJECT

Tomorrow: your booth preview

Hiya,

Thank you so much for booking with us! We're really looking forward to seeing you tomorrow for your tattoo preview. A few quick things before you arrive:

Dress for the placement. Wear something that keeps the area easy to reach. Previewing an arm tattoo? A t-shirt is perfect.

Your comfort comes first. We have male and female booth operators on site. If you're previewing a sensitive area, or simply have a preference, just say and we'll sort it.

Guests are welcome. Bring friends or family along to watch. If they want a turn in the booth, they'll just need their own booking.

Please arrive on time. We run back-to-back bookings on a tight schedule, so being prompt means you get your full slot.

What happens next. After your preview we'll email you your unique referral code. When a friend books with it and attends, you're both entered into our £500 voucher draw. No-shows don't create entries.

Any last-minute questions, just reply to this email. Otherwise, see you tomorrow!

[FIRST NAME] at No Regrets



REFERRAL EMAIL · SENT AFTER THE VISIT, PREVIEW ATTACHED

YOUR PREVIEW, YOUR CODE.

SUBJECT

Your preview is attached (and so is a £500 draw)

Hiya,

Thanks for coming in today, we loved having you in the booth! Your preview is attached: check it out, show it off.

Your referral code: [CODE]**Your share link:** [LINK] (it carries your code for you, so your friends have nothing to type)**Share.** Send your link to friends who'd love a preview.**Book & attend.** They book with your code. Once they attend, you're both entered into the £500 voucher draw.**Multiply.** Every friend who attends is another entry for you, and they get their own code to start referring too.

Entries are confirmed on attendance, so no-shows don't qualify. Entries close at 23:59 on 15 September, and the draw runs in public on 22 September: it's screen-filmed, and the film lands on every participant's WhatsApp the same day. Full terms: [T&Cs LINK].

Questions? Just reply anytime. Hope to see you back in the booth soon!

[FIRST NAME] at No Regrets



NO REGRETS

CARD 04 / 04 · EMAIL

CHASER EMAIL · SENT 1 SEPTEMBER, TWO WEEKS BEFORE CLOSE

TWO WEEKS ON THE CLOCK.

SUBJECT

Two weeks left: the £500 draw closes 15 September

Hiya,

Just checking in! If you've already shared your link, make sure your friends book with your code, so you're both in the £500 voucher draw.

Two weeks left: entries close at **23:59 on 15 September**. Appointment slots are going fast, and every friend who attends is another entry for you.

Need your code or link? Both are in your "**Your preview, your code**" email: the code is seven characters, with no zeroes or ones, so it always reads clean. Can't find it? Just reply to this email and we'll sort you right out.

Good luck, and thanks again for spreading the word!

[FIRST NAME] at No Regrets