

Backend Automation Playbook

Coaching with Krista · Jenn · The Flodesk + Zapier + Vagaro build · October 2026

Three email automations, one Amazon storefront, one Google Business fix. Everything built so that when a client books an extension in Vagaro, the system runs itself — prep email before, home care email after, review ask two weeks later. No more manual texts with PDFs. No more "did I send her the aftercare?" This is the backend you set up ONCE and ride for the rest of your career.

PRE-FLIGHT · DO THIS BEFORE ANYTHING ELSE

Rename every extension service in Vagaro.

Zapier can only trigger on service names it recognizes. "The Volume" won't trigger. "The Volume Extensions" will.

Add the word "extensions" to every K-tip service name.

Vagaro → Settings → Services → every extension service gets renamed:

- The Face Frame → **The Face Frame Extensions**
- The Volume → **The Volume Extensions**
- The Lengthen → **The Lengthen Extensions**
- The Fullest → **The Fullest Extensions**
- Extension Move-Up → **Extension Move-Up** (already has it)
- Extension Removal → **Extension Removal** (already has it)

Why this one tiny step is the foundation of everything: every automation below filters on "service name contains extensions." No rename, no automation. Do this first, do it once, done forever.

AUTOMATION 1 · THE PREP EMAIL

Fires when an extension is booked in Vagaro.

Tells her how to show up for her appointment. No more clients asking "do I wash my hair before?"

Vagaro appointment created → Service name contains "extensions" AND status = booked/confirmed

Zapier looks up email → Via Vagaro API (needs the Vagaro add-on — same one as webhooks, no extra cost)

Zapier adds subscriber → To Flodesk segment: "Extension Prep"

Flodesk workflow → Sends prep email immediately

What the prep email covers:

- Confirmation that she's booked + the date/time (friendly, not corporate)
- What to do the day before (wash + light conditioner, no heavy oils, no dry shampoo)
- What to bring (water bottle, snacks, laptop if she's working, headphones)
- How long to plan for (4-5 hours for a Volume install, etc.)
- Payment reminder (balance due at checkout)
- What to text if she needs to reschedule

AUTOMATION 2 · THE HOME CARE EMAIL

Fires when the extension appointment is marked complete.

Replaces the manual text with PDF. Includes the PDF as attachment + linked products.

Vagaro appointment updated → Service name contains "extensions" AND status = completed

Filter in Zapier → Only continue if appointment date = today (prevents accidental triggers on old appointments)

Zapier adds subscriber → To Flodesk segment: "Extension Home Care"

Flodesk workflow → Sends home care email + PDF + linked products

What the home care email covers:

- Short, warm thank-you ("I loved doing your hair today")
- Home care PDF attached (your existing one — upload it to Claude so Flodesk pulls from it)
- Linked product recommendations (Amazon affiliate links — see Amazon Storefront section)
- What to do if something feels off in the first 48 hours (reach out via text)
- When to book her move-up (6-8 weeks)
- NO review ask yet — that's its own email two weeks out

Why no review ask in this email: Krista's rule — if you ask the day of, it reads like you want something from her before she's even washed it once. Wait until she's lived in the hair. Two weeks is the sweet spot.

AUTOMATION 3 · THE REVIEW ASK

Fires 2 weeks after the extension install.

Opens as a check-in, closes with the Google review ask. One email, warm, specific.

Delay in Zapier → 14 days after home-care email trigger fires

Zapier adds subscriber → To Flodesk segment: "Extension Review Check-In"

Flodesk workflow → Sends check-in + review ask

What the review email covers:

- Opens with the CHECK-IN, not the ask: "How's it feeling? Everything settled?"
- Reminder to separate the bonds every day (one real care tip, not generic)
- Soft Google review ask at the bottom with direct link
- Reminder to text her if anything feels loose, uncomfortable, or weird

Krista's rule on the review ask: Google doesn't allow asking only happy clients or filtering unhappy ones away. Everyone who gets this email gets the same ask. No discount, no bribe, no "I'd love it if you could" — just the question. Google's policy is strict and they will suspend your profile if you break it.

AUTOMATION 4 · THE COLOR-CLIENT REVIEW (SEPARATE)

Fires 3-5 days after a color client's first appointment with you. ONCE per client, ever.

Different trigger logic. Different cadence. Different rule.

The one-and-done rule:

Color clients come back every 6-12 weeks. If you ask for a review after every visit, she starts tuning out your emails — including the ones you actually need her to read. Krista's hard rule: ask once, after her FIRST appointment with you, and never again.

How to build this in Flodesk:

- Create a Flodesk tag: "Color Review Sent"
- Zapier trigger: Vagaro appointment complete + service name contains color services + subscriber does NOT have "Color Review Sent" tag
- Flodesk sends the review email + applies the "Color Review Sent" tag
- Future bookings won't trigger again because the tag is on her forever

THE AMAZON STOREFRONT

Build with Claude. Categorize by hair type. Link in every automation.

Setup steps:

1. Sign up at amazon.com/associates. Takes 10 minutes. You need a tax ID.
2. Once approved, open your Chrome browser to your Amazon storefront settings.
3. In Claude, say: "Create my Amazon storefront organized by hair type. Categories: Fine Hair / Extensions, Normal Hair / Extensions, Oily or Thick Hair / Extensions. Within each: brush, oil, detangler, silk pillowcase, sunscreen. Give me recommended products from Amazon and I'll approve them."
4. Review Claude's picks. Swap anything you wouldn't personally recommend. Add anything missing.
5. Get the storefront URL. Paste it into every automation email.

The product-recommendation email (monthly):

Once the storefront is live, add a monthly Flodesk email to all extension clients. Format Krista gave you:

- If you have fine hair with extensions → [product recs with links]
- If you have normal hair with extensions → [product recs with links]
- If you have oily or thick hair with extensions → [product recs with links]
- Link to your full storefront at the bottom

Every click earns you a small commission. Takes zero of your time once set up.

GOOGLE BUSINESS — THE VERIFICATION FIGHT

The current block + what to try next.

The problem:

You've tried 7 times. Google's bot keeps rejecting because you don't have "hard signage" outside your suite. Google Business support is bot-only — no human to escalate to.

What to try next (in order):

- 1. Ask Claude to help.** Give it screenshots of what Google's asking + what you've tried. It can sometimes find paths through verification that aren't obvious.
- 2. Add hard signage to the suite.** Even a small vinyl decal on your door with "Hair By Jen" and your suite number. Costs \$30 on Etsy. Then re-request video verification.
- 3. Video verification route.** Google now allows video verification for some businesses. Record a walkthrough from the street to your suite showing the building, signage, interior. This bypasses the bot.
- 4. Follow Val Plunk at Salt Strands.** She's dealing with the same issue even WITH hard signage. If she finds a workaround, follow her playbook.
- 5. Nuclear option:** start posting on Google Business even while unverified. Some functionality works. The posts help with ranking regardless.

Why this matters: Google Business is the single biggest free growth lever you have. Once verified + posting weekly + collecting reviews, you rank #1 for "extensions Charlotte NC" within 6-12 months. Krista's experience: it's how Bleach became the top-ranked extension salon in Reno.

ORDER OF OPERATIONS — THIS WEEK + NEXT WEEK

If you try to do all of this in one sitting you'll freeze.

Week 1 (now):

- Rename all Vagaro extension services (15 min)
- Finish the extension prep email + home care email drafts in Claude using your voice (already in motion)
- Fix the voice issue in Claude (see Voice Correction Riffs doc)

Week 2:

- Set up Zapier + Vagaro add-on + Flodesk connections
- Run a test extension booking to confirm the trigger fires
- Sign up for Amazon Associates

Week 3-4:

- Build Amazon storefront with Claude
- Add linked products to the home care email
- Launch the review ask automation
- Add hard signage to studio + retry Google Business verification
- First Google Business post (same content as IG)

The whole backend in one line: *rename the services, connect Zapier to Flodesk, let the automations run, build the storefront on top of it, add Google Business review flow — then every new client who books an extension slides through a system that holds her at every step. You stop texting PDFs manually. The system becomes the operations team you don't have to hire.*