

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, email reference, start building trust, open the door for convo
2	✓		✓	Empathetic touchpoint, highlight community
3		✓		Expand on freedom + values, lightly reinforce studio opportunity
4	✓			Highlight the support system at Sola-community vibes
5			✓	Inspirational Sola Pro story or testimonial in national message
6	✓			Offer a resource or short guide, continue being helpful, not pushy
7		✓		Build on community angle, success stories, "see what's possible"
8			✓	Educational content (e.g., "What to expect going independent", "Top reasons pros choose Sola")
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	Hey {{firstname}}, this is {{Deal Owner Name}} from Sola Salons {{sola_location}}! Just saw your inquiry come through—so excited you're exploring the idea of your own studio! I sent you a quick email with more details. Feel free to reply here or by email—whatever works best for you 😊	<p>Subject: Welcome to Sola—Where You're in Business for Yourself, Not By Yourself</p> <p>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	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.	N/A
3	N/A	<p>Subject: The Only Regret? Not Starting Sooner. 😊</p> <p>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</p>

		<p>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</p> <p>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> <p>📖 Why So Many Beauty Pros Choose Sola 📖 What to Expect When You Go Independent</p> <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	N/A

	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!	
10	N/A	N/A
11	N/A	<p>Subject: Let's Talk About What's Possible</p> <p>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 ✨</p> <p>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>