

AI Readiness Guide

A practical checklist for beauty business owners who want to know if their salon, clinic, or spa is ready for smart automation.

You don't need to be technical to use AI in your business. But you do need a few things in place first. This guide walks you through what to check before you invest in automation — so you start from a position of strength.

1. Your Booking System

Automation starts with how clients book. If your booking process is already partly digital, you're ahead of most salons.

- ✓ **Do you use online booking?**
Tools like Fresha, Timely, Square, or Vagaro count. Even a simple online form works.
 - ✓ **Can clients book without calling?**
If most bookings still come by phone, that's the first thing to automate.
 - ✓ **Do you send appointment confirmations?**
Even manual SMS or email confirmations mean you have a process to build on.
 - ✓ **Do you track no-shows?**
Knowing your no-show rate helps measure the impact of automation.
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2. Your Client Data

AI systems need data to work. The more organised your client records, the faster you'll see results.

- ✓ **Do you have a client database?**
A POS system, spreadsheet, or booking tool with client records is enough.
- ✓ **Do you collect email addresses?**
Email is the backbone of automated follow-ups and rebooking nudges.
- ✓ **Do you collect phone numbers?**
SMS automations (appointment reminders, review requests) need mobile numbers.

- ✓ **Do you know your repeat visit rate?**
Even a rough idea helps us identify where clients are dropping off.
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3. Your Online Presence

A basic online presence means automation can amplify what you're already doing.

- ✓ **Do you have a Google Business profile?**
This is where review automation sends happy clients.
 - ✓ **Do you have a website or social media page?**
Any web presence gives automated systems a place to send people.
 - ✓ **Do you respond to Google reviews?**
If you're already doing this manually, AI can take it off your plate.
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4. Your Mindset

The most important readiness factor isn't technical — it's whether you're open to changing how some things work.

- ✓ **Are you open to automating repetitive tasks?**
Confirmations, reminders, and follow-ups don't need a human touch.
 - ✓ **Are you willing to invest 2-3 hours in setup?**
We do the heavy lifting, but you know your business best.
 - ✓ **Do you want to grow without hiring more admin staff?**
That's exactly what automation is designed to do.
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How to Read Your Results

11-14 ticks: You're ready. Let's talk about which system to build first.

7-10 ticks: You're close. A few small changes and you'll be in great shape.

Under 7: Start with the basics — get online booking and a client list in place, then come back to us.

Ready to find out exactly where to start? Take our free 1-minute quiz at foundry-au.com.au