Consent line for your web form

Recommended practice

T-01 Copy this text

[ ] Yes, {company} may text me at this number about my request, my site visit, my quote and my job, plus one review request after the job. Message frequency varies. Msg & data rates may apply. Reply STOP to opt out, HELP for help. Consent is not required to buy. Contact: {office_phone}. Privacy: {privacy_link}

Use it

Use an unchecked box. The form must work without it. Save the date, time, phone number, page and form version for each yes. No yes: call or email. This box does not cover promotions.

Texting rules

US: Get consent before you text (TCPA). Text from a registered business number (A2P 10DLC, done through your texting provider). Say who you are and "Reply STOP to opt out" in the first text. Stop when people say stop, by any words. Some states (for example Florida, Oklahoma, Maryland, Texas) have stricter rules.

Canada

CASL applies to business texts and emails. You need consent (an inquiry gives limited implied consent, a purchase longer), and every message needs your name, contact info and a way to unsubscribe.

Our house rule for messages you start

Reminders, follow-ups, review asks: weekdays 9 a.m.–8 p.m., weekends 10 a.m.–6 p.m., in the customer's time zone. A reply to a message they just sent is fine anytime, but keep it to one.

Keep texts plain

No emojis, no curly quotes, no long dashes. They can split one text into several billed parts.

Before you use this

Not legal advice. These are sample texts. Rules for texts, calls, emails, contracts and reviews differ by state and province. Have a local lawyer check your consent line, your approval wording and your cancel notice before you use them. Replace every {placeholder}. Search for { before saving. Test on your own phone first. Stop means stop, in any words.

First reply to a new inquiry

Our practice: automatic thank-you text. Named caller and call time: recommended US addition.

T-03 Copy this text

Hi {first_name}, this is {company}. Thanks for your {job_short} request. {rep_name} will call you {call_time} from {office_phone}. Reply STOP to opt out.

Use it

Send only after consent. Name the person who will call and a time you will keep. Save this as a quick reply if you have no automation.

Texting rules

US: Get consent before you text (TCPA). Text from a registered business number (A2P 10DLC, done through your texting provider). Say who you are and "Reply STOP to opt out" in the first text. Stop when people say stop, by any words. Some states (for example Florida, Oklahoma, Maryland, Texas) have stricter rules.

Canada

CASL applies to business texts and emails. You need consent (an inquiry gives limited implied consent, a purchase longer), and every message needs your name, contact info and a way to unsubscribe.

Our house rule for messages you start

Reminders, follow-ups, review asks: weekdays 9 a.m.–8 p.m., weekends 10 a.m.–6 p.m., in the customer's time zone. A reply to a message they just sent is fine anytime, but keep it to one.

Keep texts plain

No emojis, no curly quotes, no long dashes. They can split one text into several billed parts.

Before you use this

Not legal advice. These are sample texts. Rules for texts, calls, emails, contracts and reviews differ by state and province. Have a local lawyer check your consent line, your approval wording and your cancel notice before you use them. Replace every {placeholder}. Search for { before saving. Test on your own phone first. Stop means stop, in any words.

Site visit confirmation

Our practice: written confirmation. Time window, get-ready line, change line and STOP: recommended additions.

T-10 Copy this text

{company}: Your {job_short} visit is booked for {day}, {date}, between {time_window}, at {street_address}. Your tech: {tech_name}, {tech_phone}. Please {get_ready_item}. Need to change it? Call {office_phone}. Reply STOP to opt out.

Use it

Send right after booking. Keep the address, tech name, tech phone and change line. Confirm by email too. Two SMS parts are fine.

Texting rules

US: Get consent before you text (TCPA). Text from a registered business number (A2P 10DLC, done through your texting provider). Say who you are and "Reply STOP to opt out" in the first text. Stop when people say stop, by any words. Some states (for example Florida, Oklahoma, Maryland, Texas) have stricter rules.

Canada

CASL applies to business texts and emails. You need consent (an inquiry gives limited implied consent, a purchase longer), and every message needs your name, contact info and a way to unsubscribe.

Our house rule for messages you start

Reminders, follow-ups, review asks: weekdays 9 a.m.–8 p.m., weekends 10 a.m.–6 p.m., in the customer's time zone. A reply to a message they just sent is fine anytime, but keep it to one.

Keep texts plain

No emojis, no curly quotes, no long dashes. They can split one text into several billed parts.

Before you use this

Not legal advice. These are sample texts. Rules for texts, calls, emails, contracts and reviews differ by state and province. Have a local lawyer check your consent line, your approval wording and your cancel notice before you use them. Replace every {placeholder}. Search for { before saving. Test on your own phone first. Stop means stop, in any words.

Day before reminder

Recommended practice

T-12 Copy this text

{company}: Reminder: {tech_name} is coming tomorrow, {date}, between {time_window}, for your {job_short} visit. Reply YES to confirm or call {office_phone} to change. Reply STOP to opt out.

Use it

Send the day before, inside house hours. If the visit moves, cancel the old scheduled reminder and send T-13 with the new time. If your number cannot take replies, remove "Reply YES to confirm or" and keep the call line.

Texting rules

US: Get consent before you text (TCPA). Text from a registered business number (A2P 10DLC, done through your texting provider). Say who you are and "Reply STOP to opt out" in the first text. Stop when people say stop, by any words. Some states (for example Florida, Oklahoma, Maryland, Texas) have stricter rules.

Canada

CASL applies to business texts and emails. You need consent (an inquiry gives limited implied consent, a purchase longer), and every message needs your name, contact info and a way to unsubscribe.

Our house rule for messages you start

Reminders, follow-ups, review asks: weekdays 9 a.m.–8 p.m., weekends 10 a.m.–6 p.m., in the customer's time zone. A reply to a message they just sent is fine anytime, but keep it to one.

Keep texts plain

No emojis, no curly quotes, no long dashes. They can split one text into several billed parts.

Before you use this

Not legal advice. These are sample texts. Rules for texts, calls, emails, contracts and reviews differ by state and province. Have a local lawyer check your consent line, your approval wording and your cancel notice before you use them. Replace every {placeholder}. Search for { before saving. Test on your own phone first. Stop means stop, in any words.

Texting rules

Keep this card beside every saved text template. Read it before any customer contact.

Sample texts; local rules

Not legal advice. These are sample texts. Rules for texts, calls, emails, contracts and reviews differ by state and province. Have a local lawyer check your consent line, your approval wording and your cancel notice before you use them.

Texting rules

US: Get consent before you text (TCPA). Text from a registered business number (A2P 10DLC, done through your texting provider). Say who you are and "Reply STOP to opt out" in the first text. Stop when people say stop, by any words. Some states (for example Florida, Oklahoma, Maryland, Texas) have stricter rules.

Canada: CASL applies to business texts and emails. You need consent (an inquiry gives limited implied consent, a purchase longer), and every message needs your name, contact info and a way to unsubscribe.

Our house rule for messages you start (reminders, follow-ups, review asks): weekdays 9 a.m.–8 p.m., weekends 10 a.m.–6 p.m., in the customer's time zone. A reply to a message they just sent is fine anytime, but keep it to one.

Keep texts plain: no emojis, no curly quotes, no long dashes. They can split one text into several billed parts.

Not legal advice. Check with a local lawyer.

Five rules for every template

- No consent, no texts you start. Call or email instead. (T-01 on the form, T-02 on the phone.)
- Every text you send says who you are and "Reply STOP to opt out." Even the last one.
- Stop means stop, in any words ("stop", "quit", "cancel", "unsubscribe", "don't text me"). Do it the same day.
- Replace every {placeholder}. Search for { before you save. Nothing with a brace goes to a customer.
- Send every template to your own phone and email first. Read it like a customer.