12 reminder messages pet owners actually read

Copy, paste, and swap the words in **[brackets]** for your own. Each one works for email, SMS and WhatsApp.

Pet's name first
It's the word owners notice in a full inbox.

One next step
Confirm, book or call. Not all three.

No private details
Say "results are ready", never the results.

01 A few days before a visit

SEND: 3 TO 4 DAYS BEFORE

Hi [Owner], just a heads-up that [Pet] is booked in for [reason] on [Day], [Date] at [Time] at [Clinic]. If that time no longer works, reply here or call [Phone] and we'll move it.

02 The day before a visit

SEND: DAY BEFORE, MORNING

Hi [Owner], a reminder that [Pet] is booked in for [reason] tomorrow, [Day] at [Time], at [Clinic]. Need a different time? Reply to this message or call [Phone]. See you soon!

03 Yearly checkup due

SEND: 2 TO 3 WEEKS AHEAD

Hi [Owner], it's been about a year since [Pet]'s last checkup at [Clinic]. A yearly visit helps us catch small problems early. Book a time that suits you: [Link or Phone].

04 Vaccine booster due

SEND: 2 TO 3 WEEKS AHEAD

Hi [Owner], [Pet]'s [vaccine] booster is due on [Date]. Staying on schedule keeps the protection working. Reply to book, or call us on [Phone]. [Clinic]

05 Puppy or kitten vaccines

SEND: AFTER EACH VISIT IN THE SERIES

Hi [Owner], great to see [Pet] today! Their next vaccine in the series is due on [Date]. We've booked [Day] at [Time] for you. Reply if you need a different time. [Clinic]

06 Dental visit recommended

SEND: AFTER A CHECKUP

Hi [Owner], at [Pet]'s checkup Dr. [Name] suggested a dental visit. Healthy teeth make a big difference to how pets eat and feel. Reply or call [Phone] to find a time. [Clinic]

07 Check-up after surgery

SEND: DAY AFTER SURGERY

Hi [Owner], we hope [Pet] is resting well. Their check-up after surgery is on [Day] at [Time]. If you notice anything that worries you before then, call us straight away on [Phone]. [Clinic]

08 Medication refill

SEND: A WEEK BEFORE IT RUNS OUT

Hi [Owner], [Pet]'s [medicine] should be running low soon. Reply "refill" and we'll have it ready to collect, or call [Phone] if anything has changed. [Clinic]

09 Results are ready

SEND: AS SOON AS THEY'RE IN

Hi [Owner], [Pet]'s test results are back. Dr. [Name] would like to go through them with you. Please call us on [Phone] or reply with a good time to talk. [Clinic]

10 A missed visit

SEND: SAME DAY

Hi [Owner], we missed [Pet] today and hope everything is okay. When you're ready, reply here or call [Phone] and we'll find a new time. [Clinic]

11 Welcome, new client

SEND: AFTER THE FIRST VISIT

Welcome to [Clinic], [Owner]! It was lovely to meet [Pet]. Save this number for questions or bookings: [Phone]. We're open [Hours]. For an emergency, call us straight away.

12 We haven't seen you in a while

SEND: AFTER ABOUT 18 MONTHS

Hi [Owner], we haven't seen [Pet] at [Clinic] for a while and wanted to check in. If it's time for a checkup, we'd love to see you both. Reply or call [Phone] to book.

Before you send

Read it out loud
If it sounds like your best receptionist talking, it's right.

Check the time
Send during the day, when owners can still call you back.

Use your own rules
Fasting times, vaccine schedules and prices are your vets' call.

Ask how they want it
Email, text or WhatsApp: note each owner's choice on their record.

Rather not send these by hand?
Vetari emails visit reminders for you, keeps every pet's history in one place, and gives owners their own portal. Try a sample clinic, no signup: **getvetari.com/demo**