

THE AGENCY STANDARD

THE MEETING BOOKING PLAYBOOK

One of a series on building outbound that books meetings.

REVENUE.INC × CLOSE3X

PRIVATE CIRCULATION

THE MEETING BOOKING PLAYBOOK

“The meeting is not the win. The held meeting is the win.”

A REVENUE.INC × CLOSE3X FIELD GUIDE · MEETING BOOKING

ESTABLISHED ON 10,000,000 SENT EMAILS MONTHLY · TWO HUNDRED CLIENT DESKS

What this is. *This is the guide to everything between the click and the call.*

Most teams quit the second a meeting lands on the calendar. That’s exactly when the quietest leak in the funnel opens up.

Three things live in that gap. The booking page. The confirmation page. And what you send before the call.

Get all three right and your show rate moves. So does your close rate. Somebody who turns up already knowing how you work is a completely different conversation.

This is one of a series of field guides on modern outbound. It picks up where the replies-to-calls guide stops, and hands off to the sales call playbook the second the call starts.

PART ONE

THE BOOKING PAGE

01 AVAILABILITY

A client called us angry. Fifty leads. Zero bookings. He blamed the campaign.

We pulled up his calendar.

Two open slots. All week.

That's the leak nobody looks for, and it's usually that stupid.

Your booking link isn't a link. It's the last door before the money. Every bit of friction on it costs you meetings.

So the rule is simple. More availability, more bookings. Someone too busy to take calls can't expect many to come in.

Open eight hours every business day. Wide open beats a narrow window at noon.

Use their time zone. Not yours. If you're calling into New York, show New York hours. Nobody should do math to find a slot.

Then cap the window at seven days, rolling. Today is Monday, the furthest anyone books is next Monday. Tomorrow it rolls forward a day.

That last one is the rule people fight. So here's the proof. Reply.io looked at 2,900 booked demos. Same-day meetings no-showed 7 percent of the time. Next day, 10 percent. Eight days out or more, 23 percent.

Interest goes stale. Somebody who booked Tuesday because your email hit them right is a different person by the following Thursday. The urgency faded. A competitor called. Their quarter turned.

You can't write your way out of that. Book them closer.

One more thing while you're in there. Make it thirty minutes, not sixty. Smaller ask, easier yes, easier to keep. A booked thirty always has room to run long.

THE CALENDAR IS A CONVERSION PAGE

Treat the booking page like the last step in the funnel, because that is what it is. Every closed day, far-out slot and extra question is a reason to drop off.

ILLUSTRATION 01 · THE BOOKING PAGE TEARDOWN

An annotated before-and-after of a booking page. The "before" carries a narrow two-hour window, a nine-field form, no branding and a 60-minute slot, each flagged in red. The "after" shows eight-hour days, a seven-day rolling window, three fields, a logo, a 30-minute slot, each flagged gold with the reason. Caption: "Same offer, same list. One of these fills a calendar."

02 THE DESCRIPTION

The description sells while they sit there deciding. Keep it short enough to read in seconds.

Lead with the offer. Show them who you help. Name the pains. Point at the button.

Welcome to [COMPANY NAME]. [YOUR VALUE PROP OR OFFER]. We typically help [AUDIENCE] solve these three things: Problem 1. Problem 2. Problem 3. Book a call on the right if that sounds like you.

The three pains are the part that matters.

A lead reads their own problem back to them. Suddenly it stops feeling like a pitch. It starts feeling obvious.

Keep each one to a line. Use the words they say out loud. Not your jargon.

03 THE QUESTIONS ARE A FRICTION DIAL

The questions on your form are a dial. Not a checklist.

More questions, fewer meetings, better quality. Fewer questions, more meetings, more junk. There's no correct number. It depends on how full your calendar already is.

Empty calendar	Packed calendar
Roughly one call a week. Go low barrier, two or three questions maximum. Every booking is worth having, so let people through in seconds.	More demand than time. Turn the friction up and ask a lot. Fewer people book, and the ones who push through are worth the slot.

Start light while you're hungry. Add questions as the calendar fills and you can afford to be picky. You're trading meeting count for lead quality, and you pick the exchange rate.

One question earns its spot at any volume. Ask what they want out of the call. It feeds the confirmation page, it feeds what you send them, and it feeds the first five minutes of the call.

Last thing, and everybody skips it. Put your logo on the page. A booking page with no branding looks like a random scheduling link, and that's a reason to hesitate at the exact moment you want them clicking confirm.

QUESTIONS TRADE VOLUME FOR QUALITY

Empty calendar, keep it to two or three. Full calendar, load it up. Always keep the one that asks what they want from the call.

PART TWO

THE CONFIRMATION PAGE

04 THE MOST VALUABLE PAGE YOU OWN

Almost nobody builds this page. It's the first thing we'd fix in any account.

Look at what it is. You have their full attention. They already said yes. They aren't being sold to, because they just bought in and now they're curious. And they're staring at a page you control.

You never get those four things together again.

Most companies use the moment to say "Thanks, check your email."

The job instead. Answer every question they'd have asked on the call. Before the call.

Not so the call is shorter. So the call is about something else.

Somebody shows up having watched a two-minute overview, read six objections handled, and heard four of your clients talk. That person isn't a prospect anymore. They're most of the way to a decision. Now the call is about their business instead of about who you are.

That's why this moves close rate and not just show rate.

One number makes the argument better than I can. About a third of people who attend a sales meeting don't remember why they booked it.

Sit with that. Then think about your calendar this week.

The confirmation page is where you stop it.

We've watched clients build a good one and see close rate move, sometimes by around a third. That's our own observation from our own accounts, not a published study, so weigh it that way.

THE PAGE YOU ALREADY OWN

They said yes, they are curious, and they are looking at a page you control. It is the only time all three are true. Do more with it than "check your email."

05 THE ANATOMY

The page we run, in order.

It opens by confirming the booking. One line. “You’re booked. See you soon.” They need to know it worked, and that’s all that block owes them.

Then a numbered list of what to do next. Four steps. No more. Ours: accept the invite, watch the overview, browse the questions, run your numbers.

That block works harder than it looks. A checklist turns a dead page into a live one. Every step somebody finishes is a small commitment, and small commitments make people show up. Put “check spam if you don’t see it” on the invite step. That’s a real failure mode.

Next, the reschedule link. Don’t bury it. Frame it. Ours says it beats a no-show and takes ten seconds.

That feels backwards. It isn’t. You’re never going to guilt somebody into a call they can’t make. Reschedule or ghost, those are your two options. Take the reschedule. Naming it hands them a graceful exit that keeps the deal alive.

Then the common questions, on video, under a minute each. Group them so nobody scrolls a wall. Ours run in four tabs: why this channel, why us, how the model works, how we run it.

Short is the whole trick. A forty-second answer gets watched. A nine-minute webinar does not.

Proof comes next. Video testimonials from real clients, names and titles on them, written quotes underneath. Ours run one to three minutes. Four videos and four quotes is plenty.

Then let them meet whoever they’re meeting. The founder’s LinkedIn. The YouTube channel. The blog. Anywhere they can go and decide a real operator exists. They’re going to research you either way. Help them, and you control what they find.

Then give them something with their own numbers in it. Ours is an ROI calculator. Plug in your figures, get a projection.

This is the most underrated block on the page. Somebody who ran their own numbers shows up with a range already in their head. Now the money conversation starts from their math instead of your price.

A short text FAQ mops up what doesn’t need video. Six questions, tight answers. Ours: what happens on the call, how long to launch, will this hurt my main domain, who owns the data, what if my offer needs work, do I need to prepare anything.

Last, a way to reach a human. One line. One address.

ILLUSTRATION 02 · THE CONFIRMATION PAGE ANATOMY

A tall page mock rendered as a labeled stack of nine blocks, each tagged with its job: CONFIRM (reassure), FOUR STEPS (commit), RESCHEDULE (rescue), VIDEO FAQ (handle objections), PROOF (build trust), THE PEOPLE (build familiarity), THEIR NUMBERS (pre-frame price), TEXT FAQ (mop up), CONTACT (open door). A margin note: “Every block answers a question they would otherwise ask on the call.”

06 BUILDING THE FAQ THAT SELLS

The FAQ carries the page. So build it from evidence, not imagination.

Pull the questions off your own recordings. Every objection a closer handles twice a month belongs here. So does every question that eats five minutes of a call.

You're not being comprehensive. You're removing the friction your buyer brings.

Answer the hard ones. A FAQ full of flattering questions reads as marketing and gets skipped. Ours asks whether this hurts your main domain. Whether the channel even still works. Those are the real doubts, and answering them plainly is what buys the trust.

Keep every video under a minute. Under forty-five seconds if you can. Straight answer, not a seminar.

Group them into four to six categories. A flat list of twenty gets scrolled past. Categories let somebody find their own doubt in two seconds.

And say the number. If a real figure off your proof sheet answers it, use the figure. Vague reassurance is worth nothing here.

Everything on this page comes off the live proof sheet. Real clients. Real numbers. Names where the client allows. Nothing invented, nothing rounded up, nothing borrowed. This is the worst possible place to get caught exaggerating, because they're going to ask you about it in about eighteen hours.

07 WHAT NEVER GOES ON IT

Four things kill the page.

Another offer. No upsells. No downsells. No "while you're here." They already converted, and a second ask splits their attention while teaching them the first yes was just a step in a machine.

A second call to action. The next step is attending the call. Everything on the page serves that or it comes off.

A wall of video. Nine minutes nobody watches loses to two minutes they finish.

And silence about the call itself. This is the common one. The page confirms the booking and never says what the meeting will be like. They booked, they got a page, and they still don't know what they walked into. Say it plainly in one FAQ answer.

ONE PAGE, ONE JOB *The confirmation page exists to get them to the call, prepared. It does not exist to sell them something else. Every block either answers a question or builds trust, and anything doing neither comes off.*

PART THREE

WHAT YOU SEND BEFORE THE CALL

08 THE THREE TOUCHES

The confirmation page is the room. What you send is what walks them back into it.

Three touches. Three different jobs.

Touch	When	Job
The confirmation	Instantly, on booking	Prove it worked. Point at the page.
The substance	24 hours before	Give something real. This is the one that moves the number.
The nudge	Two hours before	Remove the last friction. Short.

The confirmation goes out immediately. It carries the invite and points at the page with a reason to go there. Not “here’s your link.” More like “the four things worth doing before we talk are on this page.”

The 24-hour touch is the one that matters. It’s also the one most teams get wrong. Send prep at the moment of booking and it’s forgotten by the call. Send it the day before and you catch them looking at tomorrow.

The two-hour nudge is short. Confirm, link, reschedule offer, done.

09 WHAT GOES IN THEM

This is the whole difference between a cadence that works and one that annoys people.

Generic reminders do nothing. Substance about their business gets people to show up.

“Looking forward to our call tomorrow” is a calendar burp. It adds nothing. Worse, it teaches them your emails can be ignored.

“I pulled your three closest competitors and where their outbound is landing” is a reason to show up.

Every touch carries one of four things.

Something about their business. This one beats the rest by a distance. A finding, a teardown, a benchmark, a number you pulled about them specifically.

A case study that matches them. Same size, same problem, ideally same scar. One, not a library. Name the resemblance out loud so they don’t have to go hunting for it.

An answer to what they'll worry about. You know your top three objections. Handle one per touch, before the call, and it never costs you fifteen minutes live.

Or a short, useful asset. The playbook, the two-minute breakdown, the template. Something worth their time even if no meeting existed.

Rotate the angle. Don't send the same thing louder.

The 24-hour touch, the one doing the work:

AS PRINTED · SPECIMEN COPY

Subject: for tomorrow

Hi {{first name}} - we're on at {{time}} tomorrow.

I pulled {{company}} through our checker beforehand so we're not starting cold. Two things stood out, and one of them is costing you more than you'd think. Both are in the doc I've attached to the invite.

Anything specific you want me to have ready?

And the two-hour nudge, deliberately thin:

AS PRINTED · SPECIMEN COPY

Subject: in 2 hours

Hi {{first name}} - here's the link again so it's not buried in the thread: {{link}}.

I've got your two findings pulled up, so it should be a useful twenty minutes either way.

If today turned into a mess, the reschedule link is in the invite and I'd much rather move it than miss you. Still good for {{time}}?

Look at what the second one does. It offers the reschedule again, two hours out, on purpose. A moved meeting is a live deal. A ghosted one usually isn't.

ILLUSTRATION 03 · THE CADENCE RAIL

A horizontal timeline from BOOKED to CALL. Three marked touches: INSTANT (confirm + page), 24 HOURS (substance, drawn largest), 2 HOURS (nudge). Under each, a tag naming its job. A greyed-out fourth touch labeled "looking forward to our call!" sits crossed out below the rail with a note: "adds nothing, costs trust." Caption: "Three touches. Only one of them has to be good."

10 SHORT NOTICE, AND THE RECOVERY

Meeting less than a day out? Compress. Send the substance right away instead of waiting, then run the nudge as normal.

Same-day and next-day meetings already show up best. Don't over-engineer them. Confirm, give them one useful thing, get out of the way.

When they no-show anyway, move fast and stay warm. Most of what you can recover, you recover that same day. The first hour is the best hour.

Assume something went wrong. Don't assume they don't care, because usually something did go wrong. And never make them apologize.

AS PRINTED · SPECIMEN COPY

Subject: my calendar or yours

Hi {{first name}} - looks like we crossed wires at {{time}}, which usually means the day got away from someone, often me.

No problem at all. I still pulled the two findings on {{company}} and they keep just as well until tomorrow. Want me to send them over now, or grab fifteen minutes later this week?

Either works.

Two touches like that. Then the honest release. "Usually when this goes quiet it means the timing's wrong, and that's fine. Which is it, so I stop guessing?"

The objection playbook and the sales call playbook take it from there.

PART FOUR

THE NUMBERS

11 WHAT TO MEASURE

Four numbers cover this whole stretch. Each one names its own fix.

Click-to-book rate. Of everybody who reached your booking page, how many booked. That grades Part One. When it sags, it's availability, the description, or the number of form fields. It's almost never the campaign.

Booking lead time. Average days between the booking and the call. Nobody tracks this and it matters most. Over three days? Fix that before anything else in this guide.

Show rate. Of meetings booked, how many happened. Know your own number to the decimal. Published benchmarks are all measuring slightly different things, and none of them is measuring you.

Time-to-discovery. How many minutes in before you're talking about their business instead of explaining yours. If the confirmation page is working this falls hard, and it's the clearest sign you changed the meeting instead of just filling it.

THE FOUR-NUMBER READ

Click-to-book grades the booking page. Lead time grades the window. Show rate grades what you sent. Time-to-discovery grades the confirmation page. Read them in that order, because each is upstream of the next.

12 THE GRAVEYARD

The ways this stretch dies. Named so they die in planning instead.

The two-slot calendar. Fifty leads, zero bookings, two openings all week, and the campaign takes the blame.

The three-week window. Letting people book a month out because the calendar looked empty. Roughly a quarter of those never happen.

The nine-field form. Qualifying hard on an empty calendar. Every field is a door, and people stop opening doors after the third.

"Thanks, check your email." The confirmation page as a dead end. Biggest wasted asset in most funnels.

The confirmation page that sells something else. An upsell, a second CTA, a newsletter box. They already said yes. Ask for anything else and you dilute the yes you've got.

The nine-minute welcome video. Nobody watches it. Four one-minute answers win every time.

The calendar burp. "Looking forward to our call!" as the whole reminder. Adds nothing, and teaches them to ignore you.

The buried reschedule link. Making it hard to move a meeting doesn't make people attend. It makes them ghost.

Prep sent at booking. Forgotten by the call. Send substance 24 hours out, when they're looking at tomorrow.

The silent no-show. Letting it sit two days, when most of what you could have saved was savable that afternoon.

THE LAST WORD

Everybody works the campaign. Nobody works the twenty-four hours after the click. That is where meetings quietly die. Open the calendar wide and keep the window short, so interest never gets time to cool. Then build the confirmation page like it is the most valuable page you own, because it is. They already said yes. They are curious. They are looking at something you control. Earn the meeting twice, once with the booking and once with what you send before it. Do that and your call starts thirty minutes ahead of everyone else's, with a buyer who already knows who you are and mostly likes what they found. This guide is one of a series. If you would rather have the booking page rebuilt, the confirmation page built, and the pre-call sends written and running, that is the conversation this was meant to start. Book a working session at close3x.com/demo or revenue.inc/demo, and we will show you exactly where your booked meetings are leaking.

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