FREE RESOURCE

WhatsApp templates for auto *repair shops*

WhatsApp Business setup and a ready-to-send message for every stage of the job.

Jhonny Moreno Mkt
By Jhonny Moreno
jhonnymorenoautomkt.com

An organized WhatsApp handles customers as well at 10 p.m. as it does at 10 a.m. Copy these templates, replace what's in brackets and save them as quick replies. (They work the same over regular text messaging.)

Before you start: your WhatsApp Business profile

- [ ] Shop name and the category closest to an auto repair shop.
- [ ] Description: what you do, for whom and where.
- [ ] Address, hours and website matching your Google profile.
- [ ] A catalog with your most requested services, with a photo and ballpark price.
- [ ] A shop number, not the mechanic's personal one.

Automated messages

GREETING MESSAGE

Thanks for messaging [shop]. We're open Monday to Friday [time] to [time] and Saturday [time] to [time]. Tell us what's going on with your car and we'll get back to you as soon as possible.

AWAY MESSAGE

Hi, we're closed right now. We'll reply first thing tomorrow. If it's a roadside emergency, call [number].

Quick replies (type "/" and the shortcut)

SHORTCUT	TEXT
/location	We're at [address]. Here's how to get here: [Google Maps link].
/hours	We're open Monday to Friday [time] to [time] and Saturday [time] to [time].
/price	[Service] starts at [price]. The final price depends on the diagnosis; I'll confirm it before we do any work.
/book	What day works best? I have openings on [day] at [time] and [day] at [time].
/review	Thanks for trusting us. If you'd like to share your experience, here's the link: [link].

Suggested labels

- New contact
- Estimate sent
- Waiting for approval
- Waiting on parts
- Ready for pickup
- Ask for review

Messages for every stage

1. CHECKING THE CAR IN

Hi [name], we've got your [make/model] in, order [number]. We're starting the inspection and I'll send you the diagnosis in about [X hours].

2. DIAGNOSIS AND ESTIMATE

Hi [name], we've checked your car. The problem is [short description]. Photos and estimate attached: [details]. OK to go ahead?

3. EXTRA WORK FOUND MID-JOB

[Name], once we took it apart we found [finding] as well. Two options: do it now for an extra [amount], or leave it for your next visit, though [consequence]. How would you like to proceed?

4. THE CAR IS READY

Good news, [name]! Your [model] is ready. The total is [amount]. We're open until [time]. Will we see you today?

5. FOLLOW-UP AND REVIEW

Thanks for trusting [shop], [name]. If you notice anything at all with the car, just message me. And if you'd like to share your experience, here's our Google link: [link].

6. THREE-DAY FOLLOW-UP

Hi [name], how's the car running since the [service]? Any questions, I'm here.

7. MAINTENANCE REMINDER

Hi [name], it's been [X] months since your [model]'s last oil change. Want me to save you a spot this week? We have openings on [day] and [day].

8. CUSTOMER ASKED FOR A PRICE AND WENT QUIET

Hi [name], following up on the [service] estimate I sent on [day]. Any questions? If you'd like, I can hold a spot for you this week.

What not to do

- Adding customers to groups or sending chain messages.
- Sending promos to numbers that never contacted you.
- Replying to an estimate request three hours later.
- Asking for five stars or offering something in exchange for a review.

TIP To send automated messages to your whole customer list (reminders, notices) you need the WhatsApp Business API, approved templates and the customer's prior permission.

Want to do it together? If you'd rather have me handle your ads, Google profile or WhatsApp, reach out: **jhonnymorenoautomkt.com**