

The Catch Report - The Velvet Clipper

Week of July 6–12, 2026 · Free trial, day 1–7 · Sample report, fictional demo business. Overflow-only: your phone worked exactly like always - this is only what you **missed**.

<p>12</p> <p>MISSED CALLS ANSWERED</p>	<p>9</p> <p>LEADS CAPTURED</p>	<p>6</p> <p>BOOKINGS MADE</p>	<p>4</p> <p>AFTER-HOURS SAVES</p>	<p>\$265</p> <p>EST. REVENUE CAUGHT</p>
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Every call it caught

WHEN	CALLER	WHAT THEY WANTED	OUTCOME
Mon 12:41p	Jas - 604-xxx-1182	Fade, "today if possible"	BOOKED - 4:30p same day (\$45)
Mon 7:22p	Ryan - 778-xxx-9034	Hours + price check	AFTER-HOURS BOOKED - Wed 11a (\$35)
Tue 12:15p	Unknown - 604-xxx-3327	"Do you do kids' cuts?"	LEAD - link texted, not yet booked
Tue 5:58p	Manny - 236-xxx-7745	Beard trim Saturday	BOOKED - Sat 1p (\$20)
Wed 8:04p	Deep - 604-xxx-8815	Fade + beard, weekend	AFTER-HOURS BOOKED - Sat 3p (\$65)
Thu 1:02p	Chris - 604-xxx-4451	Price for cut + design	LEAD - quote request texted to owner
Fri 12:19p	Sunny - 778-xxx-0092	"Can I get in tomorrow morning?"	BOOKED - Sat 10:30a (\$45)
Sat 10:12a	Karan - 672-xxx-3308	Two cuts, walk-in?	BOOKED - 12:30p (\$70... 2x \$35)
Sat 11:55a	Unknown - 604-xxx-7716	Rang once, hung up	TEXT-BACK sent - "missed you, here's the booking link"
Sat 6:31p	Priya - 778-xxx-5540	Kids cut next week	AFTER-HOURS LEAD - link texted

The math: 6 bookings caught this week = **\$265** you would not have seen - roughly **\$1,060/month** at this pace. The system costs **\$400/month**, setup waived. It pays for itself in the first 9 days of a month, and every call after that is found money.

Worth knowing

- 🕒 **4 of your 12 missed calls came after close.** Those callers got answered and 3 booked - before this week they got voicemail.
- 📈 **Busiest miss window: Sat 10a–12p** - exactly when the shop is slammed. That's the system working as designed.
- 💬 **2 leads got the link but haven't booked** - the follow-up nudge goes out automatically Monday.