

SQUIRE

21-DAY PLAYBOOK

HOW TO SWITCH BOOKING SOFTWARE WITHOUT GOING DARK.

21-day migration playbook for barbershops – written for owners who can't afford a quiet Saturday.



CONTENTS

WHAT'S INSIDE

Six chapters, an FAQ, and a 21-day checklist. Read it cover-to-cover, or jump to the chapter you're stuck on.

01	Why most shop owners delay the switch It isn't price. It's fear of the gap.	P. 04
02	The 21-day pre-switch checklist Five moves to make in the three weeks before go-live.	P. 05
03	Launch day, step by step One clean cutover — never two systems at once.	P. 07
04	Communicating the switch One short message the day you switch.	P. 08
05	Training your barbers A 45-minute session, a few days before go-live.	P. 09
06	Post-switch stabilization The two-week window that finishes the job.	P. 10
07	Common mistakes & FAQ Three patterns and five answers.	P. 11
08	What to look for in a platform The questions to ask before you commit.	P. 13

YOU'VE BEEN SAYING YOU'LL SWITCH FOR A YEAR. MAYBE TWO.

The new platform looks better in every demo, the math on what you're currently paying makes you tired, and your team keeps asking when you're going to do something about it. But you haven't — because going dark on a Saturday is not an option, and the last time you tried to move client data between systems it was a mess.

Switching booking software is rarely as painful as the delay. Most barbershops can move to a new platform in **about 21 days** — without losing client data, without confusing the team, and without missing a single appointment.

21 DAYS

Contract to go-live

1 MOVE

Clean cutover

0

Missed appointments

THE WHOLE GAME

Prep the data. Lock the launch date early. Train the team before go-live. Make the switch in one clean move.

01

CHAPTER - ONE

WHY MOST OWNERS DELAY THE SWITCH.

By the time you're seriously evaluating a new platform, you've already done the math. You know what you're losing. So price isn't the reason you haven't moved.

It's fear of the gap.

The fear that the day you make the switch, three things break at once.

1

A client books on the old system.

...and shows up to a barber who isn't expecting them.

2

A barber loses notes on a regular.

Six years of context, and the chair-side small talk that holds the relationship together. Gone.

3

Card data doesn't transfer.

That's the reality across every platform. You'll re-collect it the first time each client books on the new system.

THE GOOD NEWS

It doesn't have to break.

02

CHAPTER - TWO

THE 21-DAY PRE-SWITCH CHECKLIST.

Three weeks out, your job is to make the actual switch boring. The work happens now — so launch day feels like a Tuesday morning, not a stage performance.



Lock your go-live date.

T-21 DAYS

Pick it now. Most successful switches launch on a Monday or Tuesday, when the shop is at its slowest. Avoid Fridays and weekends entirely. Once the date is set, everything else works backward from it.



Kick off your data migration.

T-21 DAYS

The best platforms do the heavy lifting on migration — SQUIRE's team guides you through every step.



Decide your service menu.

T-18 DAYS

The switch is a clean moment to retire a service or restructure pricing — but do that work before migration day, not during.



Complete staff training.

T-10 DAYS

Good platforms offer a guided session as part of onboarding — most run about 45 minutes. Do it a few days before launch, not the morning of.



Spot-check 20 client records.

T-7 DAYS

Pull a sample and verify the data looks right. A week out gives you enough time to catch and fix anything unusual before it matters.

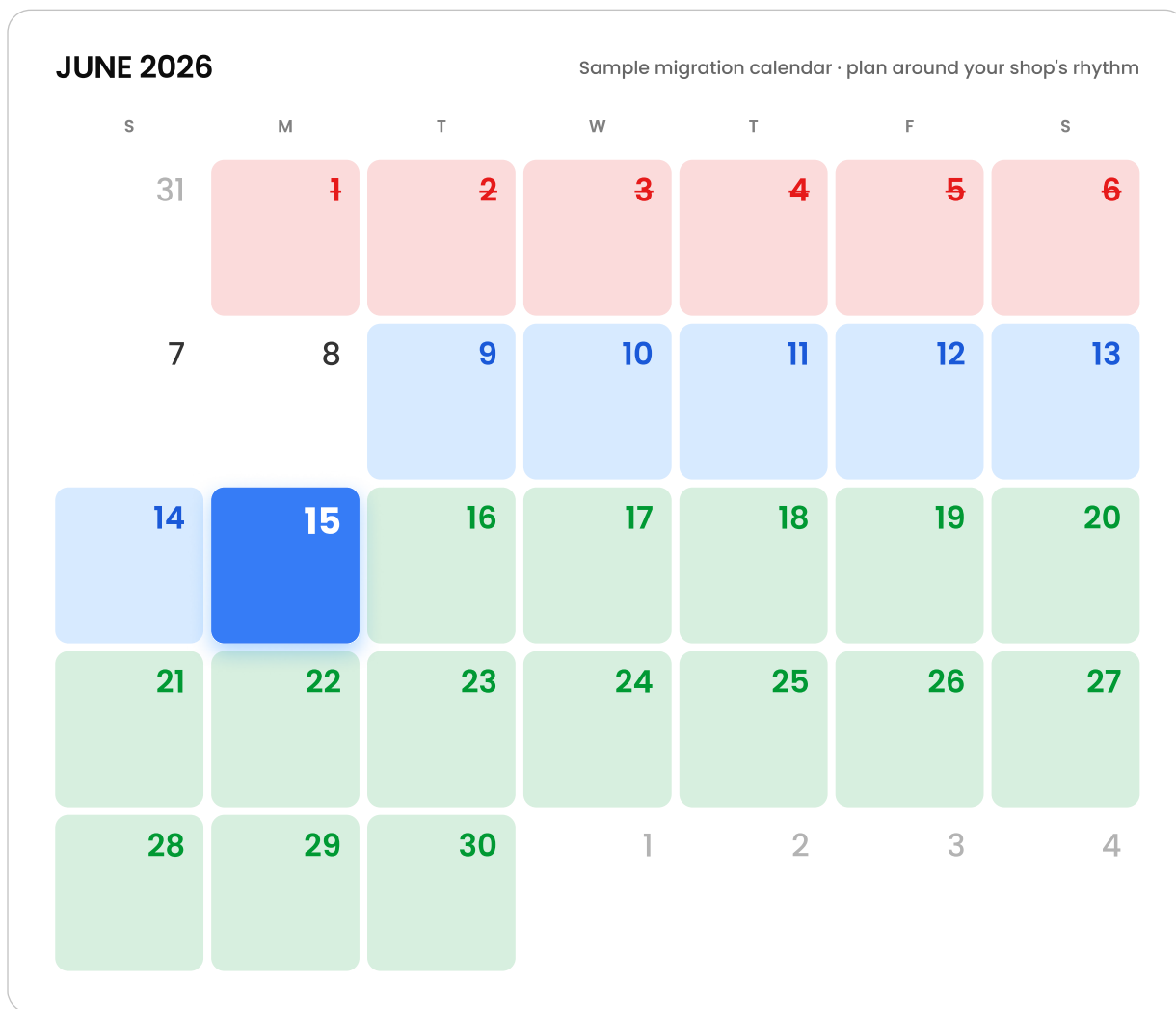
PICK THE DATE

PICK A MONDAY OR TUESDAY.

Your go-live date is the most overlooked decision in a migration. Launch when the shop is at its slowest – most shops are closed on Mondays, which makes them the lowest-risk day to go live. Pick right and the team barely notices.

SAMPLE · GO-LIVE

MON, JUN 15



Avoid

Fridays and weekends.

Pre-switch prep

Migration, training, and the spot-check land in the days before go-live.

Go-live · Mon 6/15

Light schedule. Give the team room to get comfortable.

Stabilization

Two weeks of watching bookings, fees, and reports.

03

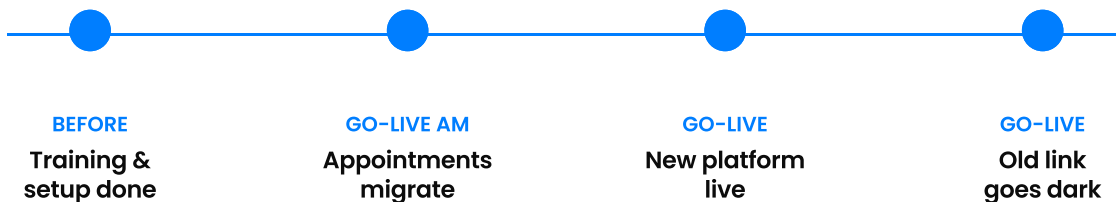
CHAPTER - THREE

HOW THE SWITCH HAPPENS ON LAUNCH DAY.

Here's the part most get wrong: you don't run two systems at once. The instinct is to overlap platforms – keep one foot in the old system while you test the new one. Don't. The shops that switch cleanly don't hedge. They commit to a single clean cutover.

HOW LAUNCH DAY UNFOLDS

One clean cutover · no overlap, no two systems



DON'T HEDGE

Commit to one system

Running two booking systems at the same time causes double bookings, confuses your team, and confuses your clients. The shops that switch cleanly don't hedge.

THE CUTOVER

Everything flows one way

At go-live the old booking link stops accepting appointments. From that moment forward, every booking runs through the new system. Online booking pauses briefly that morning – expected and normal.

WHY IT WORKS

THE PREP DID THE WORK.

By the time you hit go, there's nothing left to figure out. Your team has practiced; your services, staff, and settings are configured. The only thing left is flipping the switch.

04

CHAPTER - FOUR

HOW TO TELL YOUR CLIENTS.

The mistake here is over-explaining. Your clients don't care which booking software you use. They care whether their next appointment is still on the books.

One message. Launch day. Done.

No backstory. No apology. No "we're so excited." Confidence reads as confidence. On launch day, send the new booking link to your clients through your new platform. Keep it short — one message is all you need.

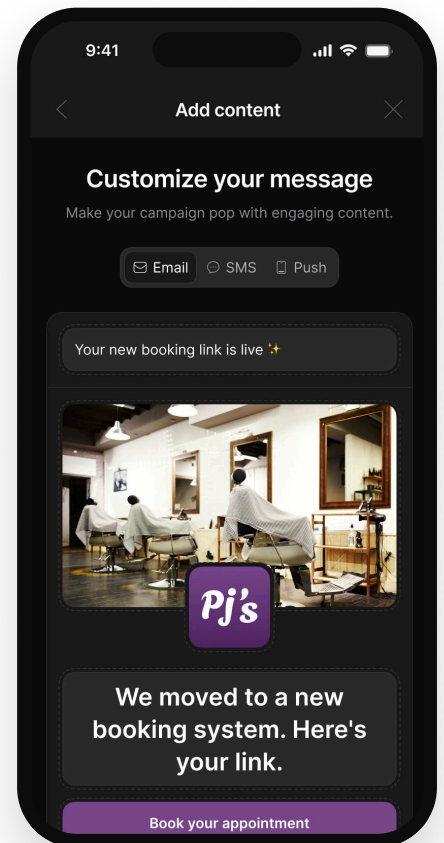
"Your clients don't care which booking software you use. They care whether their next appointment is still on the books."

DO

- Wait until launch day to send
- Keep the message short and neutral
- One message is enough

DON'T

- Apologize for the change
- Over-explain the software switch
- Send multiple follow-ups



SQUIRE ENGAGE
**SQUIRE ENGAGE
SENDS IT FOR YOU.**

When you go live, send the new booking link to your entire client list through SQUIRE Engage. No manual copy-pasting. One send, one message, done.

**Channel availability (SMS, email) depends on local marketing consent laws, which vary by country.*

05

CHAPTER - FIVE

TRAIN YOUR BARBERS WITHOUT SLOWING THE SHOP.

Most platforms can be learned in a single session. The friction isn't the software — it's that barbers don't want to feel unprepared in front of clients.

THE 45-MINUTE SESSION

A few days before. Not the morning of.

Run every barber through one full transaction front-to-back — booking, checkout, no-show policy. The first few on day one are slower than the last. By day three, it's faster than the old system was.

THE RUN-THROUGH

ONE 45-MIN SESSION

Five things, one sitting.



Booking flow

A new client and an existing regular — service, duration, barber, rebooking.



Checkout & tips

A real card payment, a partial refund, and a tip-on-card — no front-desk help.



No-show policy

Where the card-on-file lives and exactly when the fee fires.



Client history

Pull up a regular's notes, last service, and tip — where barbers feel the win.

06

CHAPTER - SIX

THREE MISTAKES SHOP OWNERS MAKE.

You're live. Here's what to watch in the first three weeks to make sure everything is running smoothly.

WATCH · 01

WEEK 1

Bookings

Make sure your new booking link is visible everywhere clients look — Google, Instagram, and your website. The easier it is to find, the faster your book fills back up.



WATCH · 02

CRITICAL

No-show fees

Confirm your card-on-file policy is set up and enforcing. Check your settings before the end of week one.



Fee charged · \$25

Card-on-file pulled cleanly

WATCH · 03

WEEK 1-2

Reports

Minor dips in weeks one and two are normal while clients rebook. Pull your first real comparison at week three.

This year

\$14,820

Same week, 2025

\$14,210

+4.3%

In range.
Move on.

07

WHAT GOES WRONG

THREE MISTAKES SHOP OWNERS MAKE.

Every switch that goes sideways shows one of these three patterns. They're easy to avoid once you know what to look for.

01 TIMING



Switching on a busy weekend.

Saturday is the worst day to learn new software. The shop is full, the line is out the door, and the first slow transaction breaks the whole afternoon.

FIX

Pick a Monday or Tuesday. Most shops are closed Mondays — the lowest-risk day to go live.

02 HEDGING



Running two platforms at once.

The shops that try to hedge create the exact confusion they were trying to avoid — double bookings, a confused team, confused clients.

FIX

Commit to the launch date, complete training beforehand, and flip the switch once.

03 SPOT-CHECK



Skipping the pre-launch spot-check.

Even when the migration team handles the import, you're the one who knows whether the service menu is right and whether client records look correct.

FIX

Spot-check 20 client records a week before go-live. Don't assume.

THE WHOLE GAME, IN ONE LINE

“Get the data right, lock the date, train the team, and make the switch in one move. The shops that do it that way don't look back.”

FIVE ANSWERS, NO FLUFF.

The questions we get every time a shop owner books a migration call. If your question isn't here, it's probably in one of the chapters before this page.

Q.01 **How long does it take to switch booking software?**

For most barbershops, about 21 days from decision to fully running on the new system. That includes data migration, staff training, and go-live.

Q.02 **Will I lose my client history when I switch?**

Client names, contact info, and future appointments typically migrate. Appointment history, photos, and custom fields usually don't. Confirm what's eligible with your new platform before you start.

Q.03 **Should I tell clients before or after the switch?**

Five days before. One short message. Send the new booking link the day the system goes live.

Q.04 **What if my barbers resist the new system?**

Schedule a guided staff training session a few days before launch, not the morning of. Most resistance is about not wanting to feel unprepared in front of clients. A 45-minute session with hands-on practice takes care of it.

Q.05 **Can I run two platforms at the same time?**

It's not recommended. Running two systems at the same time leads to double bookings and confusion. A single clean cutover on launch day is the better play.

08

WHAT TO LOOK FOR

QUESTIONS TO ASK BEFORE YOU COMMIT.

Not all platforms handle migrations the same way. Before you commit, ask these four questions — and know what a good answer sounds like.

— ASK THE PLATFORM

The four questions.

- 1 What data do you migrate — and what don't you?**
Contact info and future appointments should be table stakes. History and photos usually aren't.
- 2 Do you handle the migration, or do I?**
The best platforms take it off your plate — no manually exporting CSVs and hoping.
- 3 What does staff training look like?**
A short guided session, scheduled before launch day. "Here's a link to docs" is not it.
- 4 What's the expected timeline?**
A clean migration runs around 21 days from sign to go-live. Much longer? Ask why.

— WHAT GOOD LOOKS LIKE

Green flags.

- Hands-off migration**
They pull your data with your login — you're not exporting CSVs and hoping.
- Training before launch**
A guided 45-minute session, scheduled a few days out.
- A clear ~21-day timeline**
From sign to go-live, with a date you can plan around.

EVALUATING SQUIRE?

See how the switch works. → The SQUIRE Onboarding team handles the data import, appointment migration, and staff training as part of the process — so the four questions above are already answered.

READY TO MOVE?

MOST OF THE FRICTION IS IN THE PREP.

Get the data right, lock the date, train the team, and make the switch in one move. If you want a team that handles the migration for you, see how SQUIRE approaches the switch.

START YOUR SWITCH TO SQUIRE

~21 DAYS

From signed contract to running fully on SQUIRE.

MIGRATION TEAM

Handles the data import, appointment migration, and staff training.

CLIENT DATA

Contacts, history, and notes carry into SQUIRE.

SQUIRE

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