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SMS templates and AI: ready-made messages, the template library and improving a text

WhatsApp & APIs

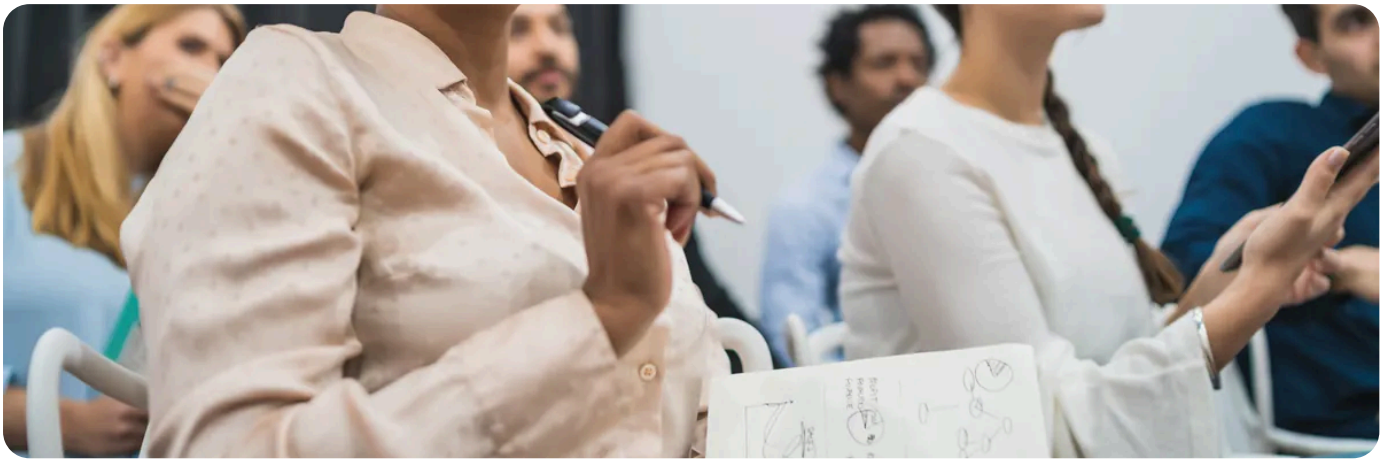
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SMS templates and AI: ready-made messages, the template library and improving a text

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The short answer: you do not have to start from a blank page. Every account starts with **30 ready-made templates** you can change or delete, and has a **library of 105 templates** sorted into 15 lines of business. If none of them fits, the **AI** drafts a message from what you want to say, or improves a text of your own. Either way, you review it before sending.

Your templates

Under **Templates**, on the SMS page in My MozOut, are the 30 your account starts with. Edit them your way, create your own and delete the ones you do not use: each account holds **up to 100 templates**. In the message step, when you send, you choose between a ready-made template, help from the AI or your own text.

> **A deleted template does not come back.**
> That includes the 30 you start with. If in doubt, edit rather than delete.

The library of 105 templates

The library brings together 105 messages sorted by line of business, 15 in all, so you can quickly find the ones that suit yours. It is a good starting point for writing your own templates. For ideas by type of business, with examples, see **business SMS by sector**.

Parts in square brackets

Many templates contain parts such as **[DATA]** (date) or **[TELEFONE]** (phone). They are slots for your own details: replace each one with the date, the number or whatever its name says. **While any of these parts is left unfilled, sending is blocked**, so a customer never receives a message with "[DATA]" in the middle.

A template like this:

```
Dear parent, the parents' meeting is on [DATA] at 5pm, in room 3.
```

is ready to send once the slot is filled:

```
Dear parent, the parents' meeting is on Friday at 5pm, in room 3.
```

Writing with the AI

1. **In the message step, choose help from the AI** and say in a few words what you want to tell people, for example: "let customers know we close at 1pm on Saturday".
2. **The AI drafts the message**, with a greeting, the notice itself and a sign-off with your company name.
3. **Review and adjust** dates, times, amounts and contact details until it says exactly what you mean.
4. **Already have a text?** Type it in and use **Improve with AI** to get an improved version of your own wording.

Always review before sending.
The AI does not know your schedule or your prices: check every date, time, amount and contact detail. Check the parts in the confirmation window too: a longer draft, or one with accents such as ã and ç, can use twice the credits (see **how many credits an SMS uses**). And remember that some words are not allowed: a message containing them is refused.

What makes a good template

Rule	Why
Short	One part costs half as much as two. Say one thing per message.
Says who is sending	Your company name in the text stops customers ignoring a message they do not recognise.
Has a written contact	Named senders cannot receive replies. Include a phone number, an e-mail or your website address, and never write "reply to this SMS".
Uses the customer's name	With variables, the same template reaches each person with their own name. See **personalised SMS**.
Keeps the slots visible	Parts like [DATA] remind you what changes each time, and the block stops one being forgotten.

Turn what you repeat into a template.
If you send the same notice every week, a reminder or a confirmation, save it as your own template with the changing parts in square brackets. Next time, you just fill them in and send.

RECOMMENDED

Browse the ready-made templates and try the AI on the SMS page in My MozOut.

See SMS prices →

SEE ALSO

- Personalised SMS with the contact's name: variables, examples and pitfalls →
- How many credits an SMS uses: 160, 153, 70 and 67 characters explained →
- Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages →
- Transactional SMS: order notices, confirmations and alerts your customers expect →
- How to plan an SMS marketing campaign: list, message, cost and timing →

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