

WhatsApp Business Starter Kit

Status Templates, Quick Replies, Welcome Messages, Catalog Descriptions & Offer Messages — Everything to Sell Confidently on WhatsApp

Inside This Kit	
20 Status Templates	Product & offer promotion
20 Quick Replies	Instant answers to common questions
10 Welcome Messages	First impression with new customers
10 Catalog Descriptions	Ready-to-use product write-ups
15 Offer Messages	Broadcast-ready sale announcements

How To Use This Kit

Every message below is ready to copy-paste into WhatsApp Business. Replace anything in [brackets] with your business name, product, price, or link. Save the Quick Replies inside WhatsApp Business App (Settings > Business Tools > Quick Replies) so you can send them with a single '/' shortcut during a chat.

- Post 2-3 Status templates a week to stay visible without spamming your contacts.
 - Set up your Welcome Message and Quick Replies once — they work automatically for every new chat.
 - Keep your Catalog Descriptions short on the product card, save the longer version for direct replies.
 - Never send Offer Messages to the same contact more than twice a week.
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Part 1 — 20 WhatsApp Status Templates

- **01.** New arrival alert! [Product name] just landed — DM 'HI' to grab yours before stock runs out.
- **02.** Only [X] pieces left in [product name]. Once it's gone, it's gone!
- **03.** Real customer, real result. Swipe to see what [customer name] said about our [product]. [emoji]
- **04.** Flat [X]% off on [category] — today only. Tap to order on WhatsApp.
- **05.** Behind the scenes: how we pack every order with love. [emoji]
- **06.** Which one is your favorite? Comment or DM the number. 1■■■ 2■■■ 3■■■
- **07.** Thank you for [X]+ happy customers this month! Here's a small gift for you — DM 'THANKYOU'.
- **08.** New batch of [product] just arrived — first come, first served.
- **09.** Weekend special: buy 1 get 1 on [product category]. DM to claim.
- **10.** This is how [product] looks in real life, not just photos. [emoji]
- **11.** Last day for our [offer name] sale — don't miss out!
- **12.** Custom orders open for [product/service] — DM your requirements today.
- **13.** Your one message away from [benefit, e.g. 'the perfect gift']. Tap to chat.
- **14.** Restocked! Your favorite [product] is back — limited quantity.
- **15.** Quick poll: [Question about preference]. Reply with your answer!
- **16.** Free delivery on orders above ■[amount] — this week only.
- **17.** Meet our newest addition to the family: [product name]. Available now!
- **18.** Because you deserve the best — [product name] at [price] only.
- **19.** Tag someone who needs [product/service] in their life. [emoji]
- **20.** Order today, get it delivered by [day] — hurry, slots filling fast!

Part 2 — 20 Quick Reply Templates

Save these inside WhatsApp Business App under Quick Replies with the shortcut shown, so you can send a complete answer in one tap during a live chat.

/price

Thank you for your interest! The price of [product name] is ■[price], inclusive of all taxes. Would you like to place an order?

/delivery

We deliver across India within [X-X] business days. Delivery is free on orders above ■[amount]. Cash on Delivery is also available.

/available

Yes, [product name] is currently in stock and ready to ship! How many pieces would you like to order?

/outofstock

This item is currently out of stock, but we're restocking soon! I'll personally message you the moment it's back — please share your name and number.

/payment

We accept UPI, Google Pay, PhonePe, bank transfer, and Cash on Delivery. Once you confirm your order, I'll share the payment details.

/orderconfirm

Your order for [product name] has been confirmed! Total amount: ■[amount]. Expected delivery: [date]. Thank you for shopping with us!

/return

We offer a [X]-day easy return/exchange policy on all products, provided the item is unused and in original packaging. Let us know if you'd like to initiate a return.

/discount

Great news! Use code [CODE] to get [X]% off on your first order with us. Valid till [date].

/bulk

For bulk or wholesale orders, we offer special pricing! Please share the quantity and product details you're looking for, and I'll send you a custom quote.

/catalog

Here's our complete catalog with the latest collection: [catalog link]. Let me know if any product catches your eye!

/customization

Yes, we do offer customization on [product type]! Please share your requirements (size, color, design) and I'll confirm feasibility and pricing.

/trackorder

Your order is on its way! Here's your tracking link: [tracking link]. Expected delivery by [date].

/sizechart

Here's our size chart for [product category]: [image/link]. Let me know if you need help picking the right size!

/businesshours

Our team is available Monday to Saturday, 10 AM to 7 PM. Messages received after hours will be answered first thing the next morning.

/thankyou

Thank you so much for your order! We truly appreciate your trust in us. Do share a review or tag us on Instagram — we'd love to see it!

/complaint

We're really sorry for the inconvenience caused. Could you please share your order number and a photo of the issue? We'll resolve this on priority.

/newcustomer

Welcome! We're glad you found us. Feel free to browse our catalog [link] or just tell me what you're looking for, and I'll help you right away.

/referral

Love our products? Refer a friend and you both get ■[amount] off your next order! Just share this number with them.

/covidssafety

All our products are packed with complete hygiene and safety measures. Your health and satisfaction are our top priority.

/festivaloffer

Our [Festival name] Sale is now live! Flat [X]% off storewide. Shop now before the offer ends on [date].

Part 3 — 10 Welcome Messages

Set one of these as your automatic Away/Greeting Message in WhatsApp Business App (Settings > Business Tools > Greeting Message) so every new chat gets a warm first impression.

- **01.** Hi there! ■ Welcome to [Business name]. We're so glad you reached out. How can we help you today?
- **02.** Hello and welcome! I'm [your name] from [Business name]. Feel free to ask about our products, prices, or offers — I'm here to help.
- **03.** Namaste! ■ Thank you for messaging [Business name]. Browse our latest catalog here: [link], or just tell me what you're looking for.
- **04.** Hey! Thanks for reaching out to [Business name]. We usually reply within a few minutes — please hold on while we assist you.
- **05.** Welcome to [Business name] family! ■ As a thank-you, use code WELCOME10 for 10% off your first order.
- **06.** Hi! You've reached [Business name]. We deal in [product category] with pan-India delivery. What can we help you find today?
- **07.** Hello! Thank you for your interest in [Business name]. Our team will personally assist you — please share what you're looking for.
- **08.** Hey there! ■ [Business name] here. Ask us anything about sizing, pricing, delivery, or customization — we've got you covered.
- **09.** Welcome! We're a small business built on trust and quality. Let us know how we can help you today.
- **10.** Hi! Thanks for connecting with [Business name]. New here? Check out our bestsellers: [link].

Part 4 — 10 Catalog Product Descriptions

Use these as a starting template for your WhatsApp Catalog product descriptions — fill in your specifics and keep it under 300 characters for the cleanest catalog display.

Clothing

[Product name] — made from premium [fabric], available in [X] colors and all sizes (S-XXL). Comfortable, durable, and perfect for [occasion]. Price: ■[price].

Jewellery

[Product name] — handcrafted in [material], designed for everyday elegance or festive occasions. Anti-tarnish and skin-friendly. Price: ■[price].

Beauty

[Product name] — enriched with [key ingredient], suitable for all skin types. Dermatologically tested. Net quantity: [X]ml/g. Price: ■[price].

Shoes

[Product name] — lightweight, breathable, and built for all-day comfort. Available in sizes [X-X] and [X] colors. Price: ■[price].

Food

[Product name] — made fresh with [key ingredients], no preservatives added. Shelf life: [X days/months]. Price: ■[price].

Electronics

[Product name] — [key spec, e.g. 10000mAh battery], comes with [X]-month warranty and free shipping. Price: ■[price].

Furniture

[Product name] — crafted from [material], easy to assemble, fits perfectly in [room type]. Dimensions: [size]. Price: ■[price].

Home Decor

[Product name] — handmade with [material], adds a warm aesthetic touch to any space. Size: [dimensions]. Price: ■[price].

Kids Products

[Product name] — safe, non-toxic materials, designed for ages [X-X] years. Machine washable. Price: ■[price].

Services

[Service name] — includes [what's included], delivered within [timeframe]. Custom packages available on request. Price starting ■[price].

Part 5 — 15 Offer & Broadcast Messages

Use these for WhatsApp Broadcast Lists or Business API campaigns. Keep broadcasts to 1-2 times a week maximum to avoid customers muting or blocking your business number.

- **01.** ■ [Festival name] SALE IS LIVE! Flat [X]% off on our entire [category] range. Shop now: [link]
- **02.** ■ Last few hours left! Our [offer name] ends tonight at midnight. Don't miss out.
- **03.** ■ Buy 2 Get 1 Free on [product category] — this weekend only!
- **04.** ■ Flash Sale Alert: [X]% off for the next 24 hours only. DM 'SALE' to order.
- **05.** ■ Festive combo offer: [Product A] + [Product B] at just ■[price] — save ■[amount]!
- **06.** New Year, New You! Get [X]% off on [product category] to start 2027 right.
- **07.** ■■ Mega Clearance Sale — up to [X]% off to make room for new stock.
- **08.** ■ Exclusive for our WhatsApp family: use code [CODE] for an extra [X]% off, valid today only.
- **09.** ■ Celebrating [X] happy customers! Enjoy flat ■[amount] off on your next order.
- **10.** ■ Early bird offer: first [X] orders today get free [gift/add-on] with purchase.
- **11.** ■ Summer Special: [X]% off on our [category] collection — beat the heat in style.
- **12.** ■ [Festival name] Dhamaka Offer — flat [X]% off + free gift wrapping on all orders.
- **13.** ■ Free shipping weekend! No minimum order value — shop as much as you like.
- **14.** ■ Pay via UPI and get an instant ■[amount] cashback on orders above ■[amount].
- **15.** ■ Only [X] hours left in this sale — don't let your favorites sell out!

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