

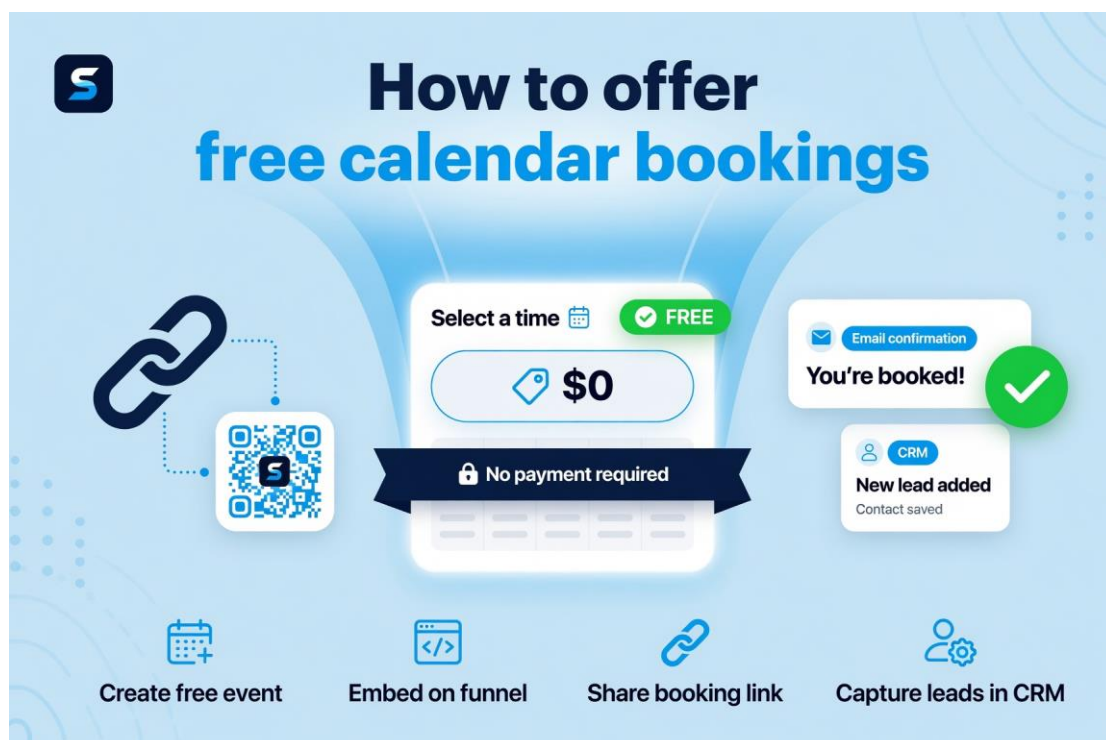
How to Offer Free Calendar Bookings

Introduction

Free discovery calls, consultations, and strategy sessions are one of the fastest ways to turn traffic into qualified leads. When prospects can pick a time instantly—without paying—you remove friction and move conversations into your calendar.

On systeme.io, **free calendar bookings** let clients schedule a no-cost event directly from a funnel page, opt-in page, sales page, or blog page. You add the **Calendar** element in the page editor, connect an event you already created, and publish—no Calendly embed required.

This guide explains prerequisites, how to place the calendar on a page, configure settings and confirmation behavior, and what happens after someone books.



What You Will Need

Before you embed a free booking flow on a page, make sure these pieces are ready:

- A **systeme.io** account.
- A **funnel page** (or site page) where the calendar should appear—for example an opt-in thank-you page, dedicated “Book a call” page, or sales page section.
- At least one **calendar event** configured under CRM → Calendar → Events (such as a free consultation or discovery call).

If you have not created an event yet, complete that setup first, then return here to publish free bookings on your marketing pages.

Example

You run a lead magnet funnel: after opt-in, the thank-you page includes a Calendar element linked to your “20-minute Free Audit” event so new subscribers can book immediately.

Free Bookings vs. Paid Bookings

The booking calendar supports two main paths: **free bookings** (no charge at scheduling time) and **paid bookings** (payment collected when the client books). This article focuses on the free path—ideal for lead generation, qualification, and building trust before a paid offer.

Paid sessions use a related workflow on funnel pages when you want to sell coaching, intensives, or paid calls at the moment of booking. Free bookings prioritize speed and list growth inside your systeme.io CRM.

Step 1: Open the Page Editor

Go to the funnel that contains the page where you want free bookings to live. Click **Edit page** to open the visual editor for that specific page.

Choose a page that matches your strategy: a standalone booking page, a section on a sales page, a blog post about your services, or the step after an opt-in form. The same Calendar element works across these layouts.

Step 2: Add the Calendar Element

In the left panel of the editor, scroll until you find the **Calendar** element. Drag and drop it onto your page where you want visitors to see available time slots.

Resize and position the block like any other element so it fits your design—above the fold for a booking-only page, or below your headline and bullet points on a longer sales page.

Tip

Keep surrounding copy focused on the outcome of the call (“See if we’re a fit for...”) so guests understand why they should book even though the session is free.

Step 3: Configure the Calendar Settings

Click the calendar element on the page. Settings open on the left side of the screen.

Select the event

Use the dropdown to **select the event to display**. Pick the free event you created (for example “Free consultation”). The widget then shows that event’s name, duration, and real-time availability.

Customize appearance and form

Adjust colors and styling so the calendar matches your brand. Review booking form fields (such as first name, last name, and email) so you collect the data you need for follow-up.

Confirmation and redirection

Configure what happens after a successful booking. Depending on your setup, you can:

- Leave guests on the **confirmation screen** with a success message (no redirection).
- Send them to a **custom URL**—for example a thank-you page with a video, homework, or upsell.

Preview the page to confirm the calendar loads, slots appear, and the flow feels clear on desktop and mobile.

Step 4: Save and Publish

When you are satisfied with the layout and calendar settings, click **Save** in the top right corner of the editor before leaving the page. Publish or update your funnel so the live URL shows the booking widget.

Place a test booking using a personal email to verify confirmation messages, CRM contact creation, and any redirect URL you configured.

Best Practice

Share the page link in emails, social bios, and ads—or copy the event’s standalone booking link when you only need a direct URL without the full funnel page.

What Happens After Someone Books

When a guest completes a free booking, the platform typically:

- Sends a **confirmation email** with appointment details.
- Adds or updates the contact in your **CRM**.
- Includes **Zoom or Google Meet** details when your event is configured for online meetings.
- Lists the appointment in **CRM** → **Calendar** → **Bookings** for you to manage, reschedule, or cancel.

You can then tag the contact, start an automation, or move them in your pipeline—keeping marketing and scheduling on one systeme.io account.

Where to Use Free Bookings

- **Opt-in thank-you pages** — book a call right after subscribing.
- **Sales pages** — offer a free clarity call before a paid program.
- **Blog posts** — embed scheduling at the end of educational content.
- **Direct links** — share “Book a free consult” in DMs and email signatures.

Troubleshooting

Issue	Possible Cause	Recommended Solution
Calendar element shows no event	Event not selected in settings	Click the calendar block and choose the correct event in the dropdown.
No time slots visible	Availability not set on the event	Edit the event under Calendar → Events and review availability rules.
Changes not live	Page not saved or	Click Save in the editor and

	funnel not published	republish the funnel.
Wrong event displayed	Multiple events in account	Re-select the intended free event in the Calendar element settings.
Guest charged unexpectedly	Paid event or product linked	Use a free event for this flow; reserve paid events for paid booking articles.

Frequently Asked Questions

What do I need before offering free calendar bookings?

An account, a funnel page, and a configured calendar event in CRM → Calendar → Events.

How do I add the calendar to my page?

Edit the page, drag the **Calendar** element from the left panel, then select your event in the element settings.

Can I use this on an opt-in or sales page?

Yes. Free bookings are commonly added to opt-in pages, sales pages, and blog pages.

Is payment required for these bookings?

No. Free bookings do not collect payment at scheduling time.

Is the calendar feature available without upgrading?

The built-in booking calendar is part of systeme.io's offering, including free scheduling on eligible plans—check current plan details on the official site when you sign up.

Related Resources

- [How to Set Up Your Calendar Events](#)
- [How to Manage Your Calendar Bookings](#)
- [How to Use the Booking Calendar Feature on systeme.io](#)
- [How the systeme.io Affiliate Program Works](#)

Publish funnels and free booking pages on one platform—try [systeme.io](#).

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