

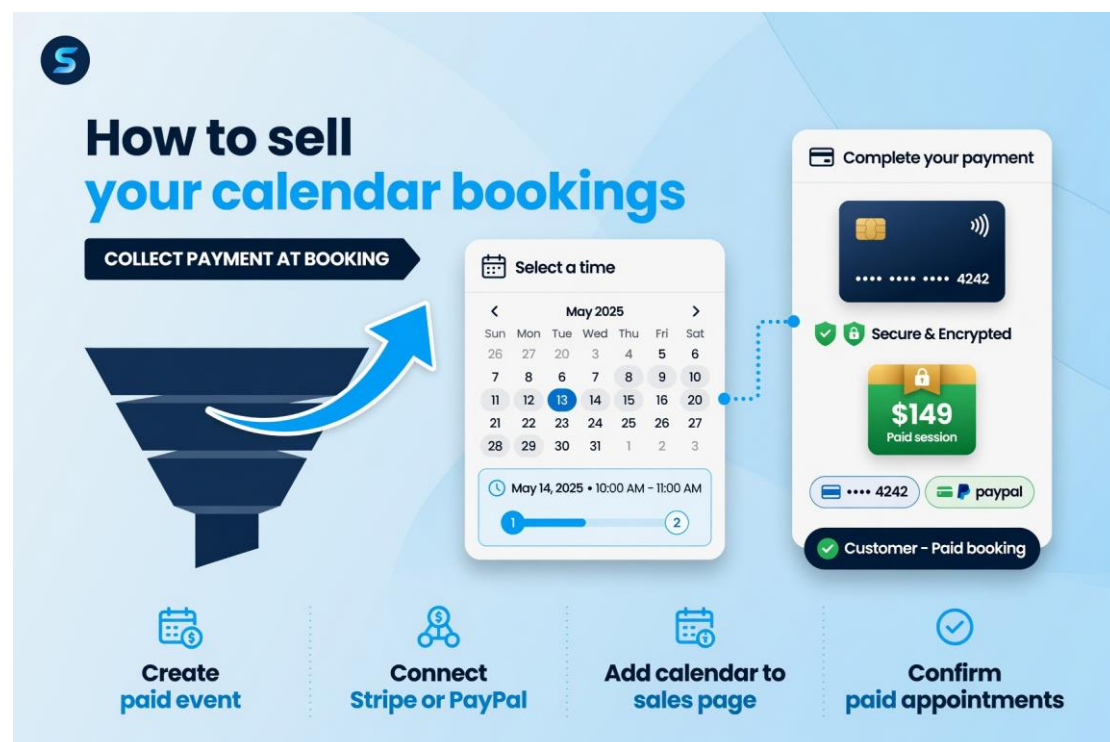
How to Sell Your Calendar Bookings

Introduction

Coaches, consultants, freelancers, and educators often sell time: paid strategy calls, intensives, audits, and virtual sessions. When payment and scheduling happen in one smooth step, you reduce drop-off and look more professional than sending a payment link and a Calendly URL separately.

On systeme.io, **paid calendar bookings** connect your calendar event to a **payment page** in a sales funnel. Clients choose a slot, complete checkout (Stripe or PayPal), and receive confirmation—while you track everything in CRM and Bookings.

This guide covers prerequisites, activating payments, linking a price plan, adding the **Paid calendar** element, and publishing your paid booking flow.



What You Will Need

Before you sell bookings, prepare the following:

- A systeme.io account.

- At least one **calendar event** (CRM → Calendar → Events)—for example a paid coaching call.
- A **sales funnel** with an **order form** or **payment page** step.
- **Stripe** and/or **PayPal** connected for card and wallet payments.
- A **price plan** (typically a one-time payment) attached to your booking offer.

Pricing for paid sessions is set through your **digital product offer and price plan** on the order form, then tied to the paid calendar experience—not as a standalone number hidden only in calendar availability.

Example

You sell a \$149 “90-minute Strategy Intensive.” The funnel order page uses a digital product with that price plan and a Paid calendar element linked to your intensive event.

Paid Bookings vs. Free Bookings

Free bookings use the standard **Calendar** element on opt-in pages, sales pages, or blog pages—no checkout on that step.

Paid bookings require the **Paid calendar** element on an **order form / payment page** so the client pays as part of the booking journey. Both flows use the same underlying calendar events and Bookings tab for management.

Choose paid bookings when your session has a clear price and you want revenue captured at the moment of commitment inside systeme.io.

Activate Stripe and PayPal

To charge for bookings, enable payment processors on your funnel:

1. Go to **Sites** → **Sales funnels** and open your funnel.
2. Click **Funnel settings**.
3. Enable **Credit card or debit card** (Stripe) and/or PayPal according to your accounts.
4. Complete connection steps in your account payment settings if you have not linked Stripe or PayPal yet.

Once active, your order page can display card fields and PayPal options during paid calendar checkout.

Tip

Run a small test transaction (or Stripe test mode if available on your setup) before promoting a high-ticket paid call publicly.

Create a Price Plan for Your Booking

On your funnel's **order form** step:

1. Open the order form / payment page configuration.
2. Select **Digital product** as the offer type.
3. Create or select a **digital product** name for your paid session (for example "Paid coaching call").
4. Add a **resource** linked to your offer—such as your **calendar event**—so the purchase unlocks or flows into scheduling.
5. Click to configure the **price plan**: create a new plan or pick an existing one.
6. Set a **one-time payment** (most common for single sessions), subscription, or payment plan if your offer requires it.
7. **Save** the order form settings.

Clients then see the correct price during checkout before or while they complete the paid calendar steps on the page.

Add the Paid Calendar Element

Paid bookings are published on a **payment page**, not with the free Calendar element alone.

1. Click **Edit page** on your order form / payment step.
2. In the left panel, find the **Paid calendar** element (distinct from the free Calendar element).
3. Drag and drop it onto your page layout.
4. Click the element to open settings on the left.
5. **Select the event** to display—the paid session you created in Calendar → Events.
6. Attach or confirm the **price plan** associated with this paid booking offer.
7. Customize colors and form fields to match your brand checkout experience.

Combine clear sales copy above the element (what they get, duration, outcome) with the scheduling widget below so buyers understand value before entering card details.

Configure Checkout and Confirmation

Review the full buyer path:

- **Order bump** (optional) — add a low-ticket digital add-on on the same page to increase average order value.
- **Payment fields** — verify Stripe/PayPal blocks appear and are required.
- **Thank-you / redirect** — send paid bookers to a confirmation page with prep instructions or upsell.
- **Confirmation email** — ensure appointment details and video links (Zoom/Google Meet) are included when configured on the event.

Click **Save** in the page editor, then publish the funnel so the live URL accepts real payments and bookings.

Best Practice

Place a test booking with a real card on a private link, then cancel or refund in your payment dashboard if needed—confirm the slot appears under Bookings and the contact lands in CRM with the right tags.

After a Paid Booking

When checkout succeeds, the platform typically:

- Records the **payment** through Stripe or PayPal.
- Creates or updates the **contact** in your CRM.
- Registers the appointment in **CRM** → **Calendar** → **Bookings**.
- Sends **confirmation** emails with time, event name, and meeting link when applicable.

Use tags and automations to welcome paid clients, send reminders, and move deals in your pipeline—all on systeme.io without exporting buyers to another scheduler.

Who Should Use Paid Calendar Bookings

- **Business coaches** selling discovery-to-paid conversion calls.
- **Consultants** billing per session or audit.
- **Freelancers** offering paid kickoff meetings.
- **Educators** selling office hours or live critique slots.

Troubleshooting

Issue	Possible Cause	Recommended Solution
No payment fields on page	Stripe/PayPal not enabled in funnel settings	Open Funnel settings and activate payment gateways; reconnect accounts if needed.
Wrong price at checkout	Incorrect or missing price plan	Edit the order form digital product and select or recreate the correct price plan.
Paid calendar missing from editor	Editing a non-payment page	Use an order form / payment step; Paid calendar is for paid booking pages.
Booking without payment	Free Calendar element used instead	Replace with Paid calendar on the payment page and link the price plan.
Payment succeeds but no slot booked	Event not selected in Paid calendar settings	Re-select the calendar event and save; test the flow again.

Frequently Asked Questions

What is the difference between Calendar and Paid calendar?

Calendar = free bookings on marketing pages. Paid calendar = paid bookings on order/payment pages with checkout.

Where do I set the price?

On the order form: digital product + price plan, linked to your paid booking offer and Paid calendar element.

Can I use Stripe and PayPal?

Yes. Enable both in funnel settings when your accounts are connected.

Do I need a calendar event first?

Yes. Create and configure the event before linking it to the Paid calendar element.

Where do I manage paid appointments?

Use **CRM** → **Calendar** → **Bookings** to view, reschedule, or cancel like any other booking.

Related Resources

- [How to Offer Free Calendar Bookings](#)
- [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](#)

Sell sessions and run your funnel on one platform—start with [systeme.io](#).

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