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FREE TUTORIAL

Automatic Client Reminders in the Google Calendar You Already Pay For

If you pay for Google Workspace, you already have appointment reminder software. Turn on appointment schedule reminders, then book every client through that page, including phone bookings, and each client gets an email reminder at no extra cost.

WHAT THIS ADDS

The cheapest reminder system is a setting most businesses already pay for and never switch on. The step every guide skips is that Google only reminds clients who booked through the page, so you have to enter phone and walk-in bookings through your own link or those clients get nothing.

What you will have in 20 minutes, and what you need first

At the end of this tutorial you will have a booking link where every appointment gets three automatic emails: a confirmation when it is booked, a reminder the day before, and a second reminder a couple of hours before. Clients who phone or walk in will get the same emails, because you will book them through the same link. There is no new subscription and no per-message fee.

Most people assume this already happens. It usually does not. When you add a client as a guest on a normal Google Calendar event, the reminder you set on that event (the bell, the "30 minutes before" notification) goes to **you**. It does not go to the client. The client gets the invite email once. After that, any reminder depends on their own calendar app and whether they accepted the invite. Many clients never do.

Google's *appointment schedule* feature is different. It can email the person who booked, on a timer you set. That is the feature we will use.

Before you start, you need:

- A Google account on a plan that includes premium appointment schedule features. Google lists Workspace Business Standard and higher, Workspace Individual, and some Google One premium plans. Step 1 shows how to check in 30 seconds.
- Your working hours and your usual appointment length.
- One personal email address that is not your business one, for testing.
- A computer. The setup screens are in Google Calendar on the web, not the phone app.

If you are on Microsoft 365 instead, Microsoft Bookings does the same job. Open Bookings, open a service, and look for the reminders and confirmations section, where you can add an email reminder sent to the customer a set time before. The logic of the rest of this tutorial still applies.

	Normal event with client as guest	Appointment schedule bo
Who gets the reminder you set	**Only you**	**The client, by email**
What the client receives	**One invite email**	**Confirmation plus timed r**
Depends on client accepting invite	**Yes**	**No**
Captures phone number	**No**	**Yes, if you add the field**
Plan needed	**Any Google account**	**Workspace Business Stan**

Why adding a client as a guest is not a reminder system

Step 1: Check that your plan includes booking reminders

1. Open **calendar.google.com** on a computer, signed in to your business account.
2. Click **Create** at the top left, then choose **Appointment schedule**.
3. Fill in any title, click **Next**, and scroll to **Booking confirmations and reminders**.
4. Look for an **Email reminders** option you can tick. If you see it, you are covered. If it is greyed out or shows an upgrade prompt, your plan does not include it.

If you do not have it, compare the cost of upgrading against a dedicated tool before you pay. Look up the current per-user price on Google's Workspace pricing page and multiply by the number of people on your account, because Workspace bills per user and an upgrade applies to everyone. A two-person shop upgrading just for reminders may find a free booking tool cheaper. Our guide to scheduling software that sends reminders for free covers those options.

Step 2: Create the appointment schedule with sensible limits

Close the test schedule or keep editing it. On the first screen, fill in:

- **Title:** what the client sees, such as "Initial consultation" or "Vehicle drop-off". Make it clear enough that a client reading a reminder email knows what it is for.
- **Appointment duration:** your real length, not the optimistic one.
- **General availability:** set to *Repeat weekly* and enter your hours for each day. Click the minus sign next to days you do not take bookings.
- **Scheduling window:** set a minimum notice. 12 hours is a good default. If someone can book 20 minutes from now, your day-before reminder never fires and the booking surprises you.
- **Booked appointment settings:** add buffer time if you need setup or travel between clients, and a maximum number of bookings per day if you burn out past a certain count.

Click **Next**. On the second screen, set the booking page name, the **Location and conferencing** field (your street address, or "I will call you"), and a short **Description**. Put your cancellation policy in the

description in one sentence. It appears on the booking page, so the client has seen it before the reminder lands.

Step 3: Make the booking form catch bad email addresses

A reminder is only as good as the email address it is sent to. One typo and the client gets nothing, and you will not know until they fail to show up.

Still on the second screen, find **Booking form**:

1. First name, last name and email are included by default. Leave them.
2. Click **Add item** and add a phone number field. Mark it required. Email reminders do not use it, but it gives you a way to reach anyone whose email bounces.
3. If you see an option to require email verification, turn it on. The booker has to confirm their address before the booking completes, which stops typos at the door.

Keep the form short. Every extra required question costs you a few bookings. Name, email, phone, and one question that actually changes how you prepare, such as "What vehicle?" or "Is this your first visit?", is plenty.

Step 4: Turn on two email reminders at times that change behavior

Scroll to **Booking confirmations and reminders**.

1. Tick **Email reminders**.
2. Set the first reminder to **1 day** before.
3. Click to add another reminder and set it to **2 hours** before. If your account only allows one, keep the day-before one.
4. Click **Save**.

Why two, and why those times? The day-before email gives the client time to reschedule instead of ghosting you, which means you can fill the slot. The two-hour email catches the person who simply forgot. A single reminder one hour before only does the second job: it is too late for you to fill the gap.

Adjust for your trade. A photographer whose clients need to plan outfits might use 3 days and 1 day. A body shop with early drop-offs might use 1 day and the evening before, since a 2-hour reminder for an 8am drop-off arrives at 6am. Pick the times when the client can still act on the message.

Step 5: Book phone and walk-in clients through the same page

This is the step that makes it a real reminder system, and it is the one most people skip.

Google sends reminders only for appointments booked through the appointment schedule. If a client phones and you type them into your calendar as a normal event, they get no reminders at all. Half your bookings could be quietly unprotected.

So stop creating appointments by hand:

1. Open your schedule in Google Calendar and click **Open booking page**. Bookmark that page in your browser.

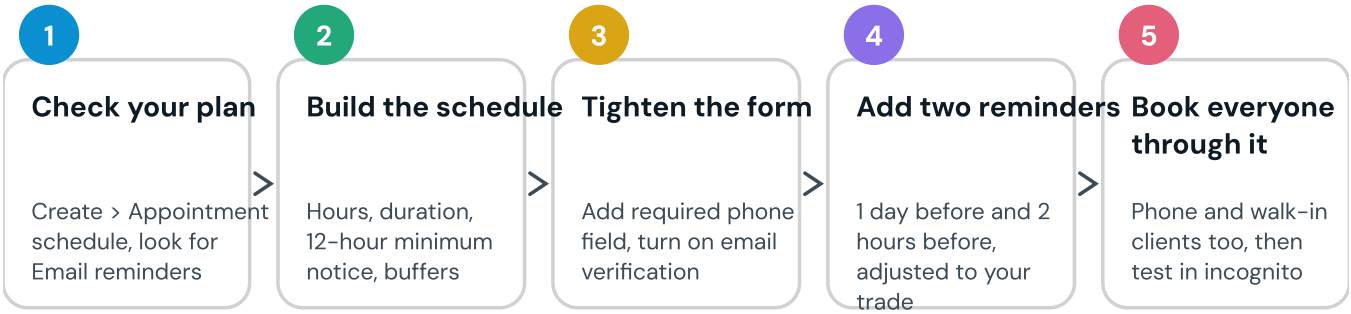
2. When a client phones, open the bookmark, pick the slot with them on the line, and enter **their** name, email and phone into the form.
3. Read the email address back to them letter by letter. That ten seconds is the whole difference between a reminder and silence.
4. If you turned on email verification in Step 3, the client will need to click a confirmation link. Tell them to look for it now, while you are still on the call.

For clients you already have booked as plain events, rebook the next few weeks through the page and delete the old events. It takes a few minutes and it is the only way those clients get reminded.

Step 6: Test it as a client before you share the link

1. Open your booking page in a private or incognito browser window, so you are not signed in as yourself.
2. Book a slot a little over 2 hours from now, using your personal email address.
3. Check that email for the confirmation. Open it and look at it the way a client would: is the title clear, is the address right, does the description read well?
4. Wait for the 2-hour reminder to arrive. Check the spam and promotions folders if it does not.
5. Cancel the test booking from your calendar so the slot frees up.

Once it works, put the link where clients already look: your email signature, your website's contact page, and the reply you send to people who message asking for a time. If you also confirm bookings yourself, our confirmation message templates help you catch wrong bookings before the day.



The setup in order, about 20 minutes start to finish

If it does not work, check these two things first

The client got no reminder

Nine times out of ten, the appointment was not booked through the page. Open the event in your calendar. A booked appointment shows the booking form answers and the schedule's name. A plain event you typed in does not, and it will never trigger a reminder. Rebook it through the page as in Step 5.

If it was booked properly, the email address is the next suspect. Check it in the event details for typos such as gmial.com or a missing letter. If the address is right, the email has probably landed in spam. Ask the client to search their inbox for your business name and mark the message as not spam, which helps every future reminder.

The Email reminders option is missing or greyed out

This is a plan issue, not a bug. Free Gmail accounts and some lower Workspace tiers can create a booking page but cannot send reminders from it. Check your plan under your Google account settings, or in the Workspace admin console if you have one.

If you are on a qualifying plan and the option is still missing, someone may have restricted Calendar features in the Workspace admin console. Whoever set up your Google account (often a former employee or an IT contractor) can check the Calendar settings there. On a personal account switching between profiles, also make sure you are signed in to the right one; the business account is often not the default.

When email reminders are not enough

Email reminders cut forgetting, but they are weaker than text messages for clients who do not check email often. If your no-shows are mostly people who never open your emails, text is the fix, and texts cost money per message. Before paying, do the math on your own numbers: count last month's no-shows, multiply by what an empty slot costs you, and compare. Our breakdown of what SMS reminders cost and when they pay for themselves walks through it.

Google Calendar will not send texts. If text reminders are the whole point, a booking tool built around them, such as Square Appointments, is a better fit than anything in this tutorial.

If instead you are outgrowing a calendar because bookings, client details, quotes and invoices live in four different places, Fynl puts booking with email reminders through your connected Gmail next to the client record, for $49 a month. It does not send SMS or make calls yet, so it does not solve the text-reminder problem either.

> **DO THIS**
>
> Open Google Calendar, create an appointment schedule, tick Email reminders at 1 day and 2 hours before, and from today book every client, including phone bookings, through that link. Test it in an incognito window before you share it.

Sources

- Google Calendar Help: Create an appointment schedule — https://support.google.com/calendar/answer/10729749
- Google Workspace plans and pricing — https://workspace.google.com/pricing
- Microsoft Learn: Microsoft Bookings overview — https://learn.microsoft.com/en-us/microsoft-365/bookings/bookings-overview