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FREE GUIDE

AI appointment scheduler for small business: Google Calendar, Calendly and Cal.com, from each company's own pages

What Google Calendar, Calendly and Cal.com show on their own pages for online appointment booking, what each costs, where the AI is, a prompt for writing your booking-page text with ChatGPT or Claude, and the check to run before you share the link. Free PDF, no sign-up.

WHAT THIS ADDS

Most lists of AI appointment schedulers repeat marketing. This guide takes only what each company shows on its own page, opened on November 2, 2026, says plainly where a page lists no AI at all, and adds the part no tool does for you: booking one test appointment yourself before a customer does.

Why people are searching for this

On November 2, 2026, typing *ai appointment scheduler* into Google autocomplete suggested *scheduling software*, *scheduling assistant*, *scheduling agent*, *booking* and *booking system*. Owners want the back and forth of finding a time to go away.

Important: this guide was written from each company's own pages, opened on November 2, 2026. None of the tools was tested on a live account for this guide, and plans, prices and limits change often.

Step 1: Google Calendar appointment schedules

Per Google's help page you need a personal Google account or a Workspace account and a computer. You can't create an appointment schedule in the Calendar app for Android or iPhone and iPad. Some features require an eligible Google Workspace or Google One subscription.

How it works: in Google Calendar choose *Create*, then *Appointment schedule*. Set a title, a duration and your weekly availability. Limit how far ahead people can book, add buffer time and cap bookings per day. Then set up the booking page: a description, a location (Google Meet, in person, phone call or none), a booking form, email verification to reduce spam bookings, and payments if you connect a Stripe account.

Details to know, per Google: the default minimum lead time is 4 hours, so a new booking page may show no times for today. Reminder email text can't be edited. Appointment schedules don't check co-host availability by default, so include co-hosts' calendars to prevent double bookings.

Step 2: Calendly

Calendly's pricing page, with yearly billing selected on November 2, 2026, shows four plans.

Plan	Price shown	What the page lists (examples)
Free	Always free	One event type, one calendar connection, one-on-one scheduling, customizable booking page, browser extension
Standard	$10 per seat per month	Add-on available: Notetaker & Callie
Teams	$16 per seat per month	Add-on available: Notetaker & Callie, advanced admin controls for Notetaker
Enterprise	Starts at $15k per year	Contact sales

The page does not show a monthly-billing price for Standard or Teams, so this guide does not list one.

The AI part: the Notetaker & Callie add-on lists meeting recaps and draft follow-up emails (Notetaker) and scheduling over email plus in-app help (Callie, labelled Beta). The page says both are only available in English, and the Free plan lists neither. I did not try Callie, so this guide cannot say how well it works.

Step 3: Cal.com

Cal.com's pricing page shows a **Free** plan for one user, marked *free forever*, which lists unlimited event types and calendars, email and SMS notifications, integration with 100+ apps, a mobile app and browser extension, and accepting Stripe and PayPal payments. **Teams** is $12 per user per month on a yearly plan and **Organizations** is $28 per user per month on a yearly plan, both with a 14-day free trial. Enterprise is custom.

I looked for AI features on that pricing page and found none listed under any plan. The site menu has a link called Cal.ai, but the pricing page does not say which plans include it, so this guide does not either.

So where is the AI?

On these three pages, most of what is called an AI appointment scheduler is a normal booking page with a calendar behind it. The AI, where a page lists it, is an extra on top: Calendly's paid add-on, which includes a Beta feature. Google's page and Cal.com's pricing page list none.

Step 4: write the booking-page text with ChatGPT or Claude (my suggestion)

This step is not a company's feature; it is a way to get a first draft of the words on your booking page. Paste this into ChatGPT or Claude:

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Write the text for my appointment booking page. My business is [what you do]. Write a
short, friendly description of what happens in the appointment. Say how long it
takes, what to bring, and what to do if you need to reschedule. Then write a
confirmation message, a reminder message for the day before, and a polite reply for
someone who missed their appointment. Keep every message under sixty words. Do not
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promise anything I have not told you. Do not invent prices, times or policies. If
anything is missing, put it in [square brackets].
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Two examples I wrote, not from any tool. Confirmation: *Thank you for booking. We will see you on the day you chose. If something changes, please reply to this message and we will find another time.* Missed appointment: *Hi, we missed you today. No problem. Here is the link to pick a new time.*

Why the rules: an AI helper may invent a cancellation policy you never had, promise a price, or sound the same in every message. You are the one who has to honor what it writes.

Step 5: the check before you share the link

1. Book an appointment yourself, from a phone, with a different email address.
2. Check the time zone.
3. Check the minimum lead time, so nobody can book for ten minutes from now.
4. Add buffer time between appointments.
5. Make sure the calendar used for conflicts is the one you really use.
6. Read every message out loud, especially the reminder.

What it costs

Option	Per month (list price on the page)
Google Calendar appointment schedules (Google account you have; some features need Workspace or Google One)	$0 extra
Calendly Free	$0
Calendly Standard (per seat, yearly billing)	$10
Calendly Teams (per seat, yearly billing)	$16
Cal.com Free	$0
Cal.com Teams (per user, yearly)	$12
Cal.com Organizations (per user, yearly)	$28

Prices are list prices before tax from each company's page on November 2, 2026, and can change.

Honest limits

- None of these tools was run on a live account for this guide.
- This guide cannot rate how well any AI feature writes or handles a real conversation.
- Plans and prices change often, so open the page before you decide.
- No software knows when your customer needs a longer slot. That part is yours.

DO THIS

Do not buy anything this week. Build your first booking page in Google Calendar or a free plan, write the words with the prompt above, and run the check. If you hit the one-event-type wall, or you need payments or a team, then look at a paid plan. If a company will not show a price before a sales call, ask yourself whether you need it.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io is for the business around the appointment: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. Fynl is not a replacement for the scheduling tools in this guide.

Sources

- Google Calendar Help: Create an appointment schedule — https://support.google.com/calendar/answer/10729749
- Calendly pricing — https://calendly.com/pricing
- Cal.com pricing — https://cal.com/pricing