

SaaS for Speakers and Authors

This worksheet has been created to complement Marnie's talk show on November 12th about SaaS. It will give a few examples of how the SuperSaaS online scheduling system can be used in your profession. Experience has shown that the convenience of online scheduling can cause bookings to go up substantially.

This worksheet covers the following examples:

- Creating a web page to book you as a speaker. You can also use this to schedule to just show your availability without the option of booking.
- Creating a sign up calendar for a regularly repeating event, such as a class you teach.
- Creating a sign up sheet for a single event such as a speaking occasion.

To follow these examples you probably first want to create a free account at <http://www.supersaas.com>. The entire system is free to set up and try out; you don't need a subscription until you start using it in earnest and want to make more than 50 bookings.

Creating a Web Page to Book You as a Speaker

You first need to decide whether you will allow people to add bookings to your calendar themselves, or whether you just want to show your calendar and have people contact you directly to set up the engagement. You can also set the system up to accept bookings, but only finalize them after you have approved them.

If you allow people to book themselves then you will want them to register on your system. This will allow users to come back later to review or change their appointment.

A tutorial to create such a "resource" type schedule can be found here:

http://www.supersaas.com/tutorials/resource_example

The tutorial explains the setup of a schedule for a therapist to schedule clients, but it should be obvious how to translate that to your own situation.

One additional trick is that if you happen to use Google Calendar for your personal agenda, then the system can cross out all times that are already occupied in your own calendar, so you don't have to keep the two in sync yourself.

Creating a Sign Up Calendar for a Class

In this case you want to show a page with a calendar where people can select from the classes on offer and sign up for one or more classes. You can add waiting lists for classes that have filled up and you can optionally ask attendants to pay for the class online.

To create a sign-up calendar for a class you can follow this tutorial:

http://www.supersaas.com/tutorials/capacity_example

This links to a tutorial for a fitness class, but it should be obvious how to change it to work for any other type of class.

Creating a sign up sheet for a single event

Here you want to show a simple sign up sheet where people can put down their name, possibly showing who else has already signed up and possibly keeping track of a waiting list in case the event is full. You can also add additional forms they need to fill out or agree to, such as waivers.

The instructions in this tutorial explain how to create a sign-up sheet for a single event:

http://www.supersaas.com/tutorials/event_registration_example

It explains how to create a sign-up for a golf tournament; it can easily be changed for any other type of event.

Further reading – Integrate a Schedule into Your Own Site

The SuperSaaS site has several tutorials to take things a step further. For example, you can integrate a schedule into your own web site. You can also embellish your schedules with graphics. More information can be found here:

<http://www.supersaas.com/tutorials>