



Calenya

Stop losing bookings to your DMs

Getting Started Guide

Everything you need to take your first online booking

Welcome to Calenya!

We built Calenya for independent beauty and wellness professionals who are tired of chasing clients through Instagram DMs and WhatsApp. Your new booking page is live 24/7 - clients can book without creating an account, without downloading an app, and without you lifting a finger.

This guide walks you through everything you need to go from sign-up to taking your first real booking.

What you get

- Your own branded public booking page
- Automatic SMS and email confirmations for every booking
- A visual calendar to manage all your appointments
- 100% of your bookings - zero commissions, ever
- 30-day free trial, no card required

In this guide

Step 1 Set up your account

Step 2 Add your services

Step 3 Set your availability

Step 4 Share your booking link

Step 5 Manage your bookings

Extra What your clients experience + Pro tips

Step 1 - Set Up Your Account

When you sign up, you'll complete a quick 3-step wizard. It takes about two minutes.

1

Business Details

Fill in your business name, phone number, email, and address. Use the postcode lookup to find your address quickly.

Add a short description - this is shown on your public booking page so clients know exactly what you do.

2

Choose Your Booking Link

Pick your unique public URL. For example:

```
calenya.app/book/sarahs-nail-studio
```

Important: Your booking link is permanent. Choose carefully - keep it short, memorable, and close to your business name. Changing it later will break any existing links you have shared.

3

Start Your Free Trial

Your 30-day free trial begins immediately. No credit card is needed until day 31. You can cancel any time before then with no charge.

Plans

Solo	£14/month	1 staff member
Team	£25/month	Up to 3 staff members

Step 2 - Add Your Services

Before clients can book, you need at least one service. You have two ways to add them.

Option A - AI Import (Fastest)

Already on Fresha? Copy and paste your Fresha profile URL into Calenya. Our AI reads your services automatically and imports them ready to save. Done in seconds - no re-typing required.

Option B - Add Manually

Go to **Services** and click **Add Service**. Fill in the following fields:

- **Service name** - e.g. Gel Manicure
- **Price** - e.g. £35
- **Duration** - e.g. 60 minutes - this blocks time in your calendar
- **Category** - e.g. Nails, Lashes, Hair - helps clients browse
- **Description** - Optional, shown on your booking page

Tips for great services

- Group services into categories so clients can find them easily
- Be specific with durations - this is what prevents double-bookings
- You can edit or delete services at any time from the Services page
- You can also import a CSV from Fresha, Square, or Acuity

Step 3 - Set Your Availability

Go to **Settings > Opening Hours** to set when you're available to take bookings.

Weekly Schedule

Toggle each day of the week on or off. For days you work, set your start and end times using the dropdown selectors. Times run from 06:00 to 22:00 in 30-minute steps.

Date Overrides

Need to close for a bank holiday or block out time for a training course? Use **Date Overrides** to add exceptions to your regular schedule. You can close a full day or set custom hours for any specific date. Add a note to remind yourself why (e.g. "Bank holiday" or "Trade show").

Team Availability

On the Team plan, each staff member can have their own individual hours. Go to **Staff**, select a team member, and set their schedule separately.

Once your hours are set, clients will only ever see available time slots that don't clash with existing bookings. Calenya handles conflict-checking automatically - no double-bookings, ever.

Step 4 - Share Your Booking Link

Your booking page is live the moment you finish setup. Now you need to get it in front of your clients.

Go to **Settings** and click **Copy booking link** to copy your URL.

Where to share it

Instagram bio

Add it as your link in bio. This is the highest-impact place for most beauty professionals - everyone who visits your profile sees it.

WhatsApp status or auto-reply

Paste your link into your business WhatsApp so anyone who messages you gets your booking page instantly.

Facebook page

Add it as your website link, or pin a post with your booking link to the top of your page.

Google Business Profile

Add it as your booking URL. Clients can book directly from Google Search results.

Email signature

Every email you send becomes a booking opportunity. Add your link with a short line like "Book online anytime: calenya.app/book/your-name".

Get your first booking faster

Post a story on Instagram the day you launch. Tell your followers your booking page is live and put your link in bio. A simple "You can now book me online 24/7" story converts really well.

Step 5 - Manage Your Bookings

Once bookings start coming in, here's how to stay on top of everything.

Dashboard

Your home screen shows today's bookings, this week's revenue, and your upcoming appointments at a glance. A quick check each morning is all you need.

Calendar

Switch between **Day View** and **Week View**. Each appointment block is colour-coded by **service category** - so all your nail appointments show in one colour, all lash appointments in another, and so on. This makes it easy to see your day at a glance.

Colours are assigned automatically when you add categories to your services. You don't need to configure anything - Calenya picks a distinct colour for each category and keeps it consistent across your calendar.

Booking Details

Tap or click any booking to see the full details - client name, phone, email, service, time, and price. From the detail view you can:

- Send an SMS or call the client with one tap
- Change the booking status - Confirmed, Completed, No-show, or Cancelled
- Read any notes the client left at the time of booking

Automatic reminders: Calenya sends an SMS reminder to your client 24 hours before their appointment automatically. You don't need to do anything.

What Your Clients Experience

Your clients get a smooth, zero-friction booking experience. No account required. No app to download. Just a clean booking page that works on any phone, tablet, or computer.

How they book - 3 steps

- 1 Choose a service**
 They browse your services grouped by category, with name, duration, and price shown clearly.
- 2 Pick a date and time**
 They see a 14-day date picker and your available time slots in 30-minute increments. Only genuinely free slots are shown.
- 3 Enter their details**
 Name and phone number are required. Email is optional. They can add a note for you (e.g. "Please leave extra time between my fingers"). They tick to opt in to SMS reminders.

What they receive

Immediately after booking	Email	Booking confirmation with service, date, time and price
24 hours before appointment	SMS	Automatic reminder
Included in confirmation email	Email link	Self-cancellation link
After appointment	Email	Review request

Email confirmation is sent if the client provides their email address at booking. Phone number is required for SMS reminders.

Pro Tips

Check your analytics

Once you have a few weeks of bookings, head to Analytics to see which services make you the most money, your busiest days and times, and how many clients are returning versus new.

Set up loyalty cards

Reward repeat clients with a digital loyalty card. Choose how many stamps earn a reward and what the reward is (e.g. 6 visits = 20% off). Stamps are added automatically when you mark an appointment complete.

Create gift vouchers

Sell gift vouchers for fixed amounts or specific services - perfect for Christmas, birthdays, and Mother's Day. Track balances in your dashboard.

Use the AI social post generator

Pick a service and a platform (Instagram, TikTok, Facebook) and get 5 ready-to-post captions with hooks and hashtags. Great for filling your content calendar.

Migrate from Fresha

Use the AI import (paste your Fresha URL) or import a CSV to bring all your services across in one go. No re-typing.

Review your Service Spotlight

The Service Spotlight shows you which services are most profitable vs. most enjoyed. Use it to spot underpriced favourites and retire dead weight.

Need Help?

In-app help

Visit the **Help** page inside Calenya for answers to the most common questions about bookings, payments, loyalty cards, gift vouchers, and account settings.

Get in touch

If you're stuck or something isn't working, email us at **hello@calenya.app** and we'll get back to you quickly.

Your 30-day trial

You have 30 days to explore everything free. If Calenya isn't right for you, cancel before the trial ends - no charge, no hassle, no hard feelings.

You're all set. Your booking page is live right now. Share your link and take your first online booking today.

calenya.app