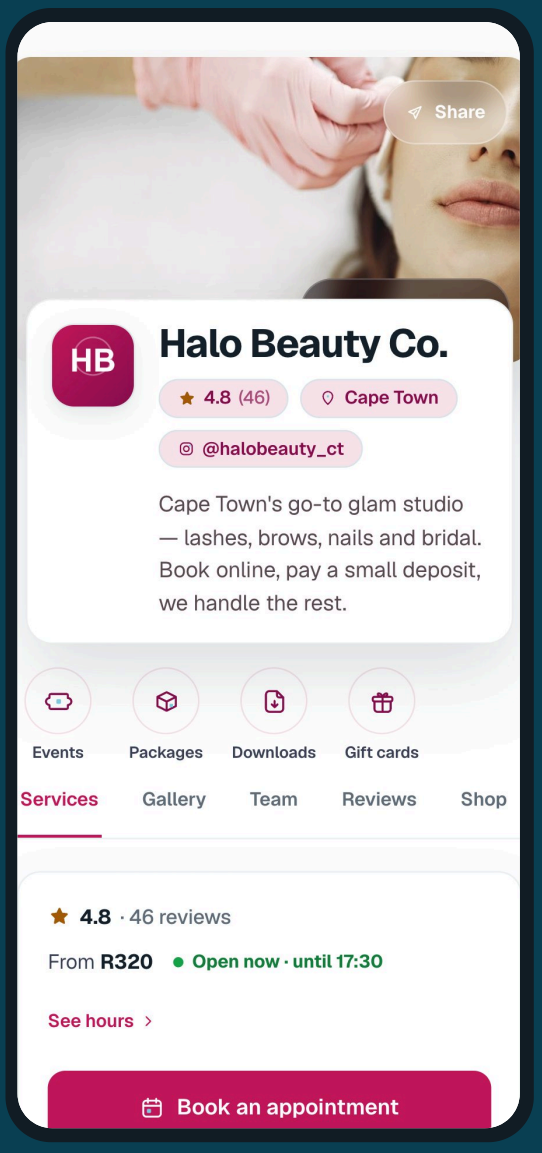
imBooked

Get booked. Get paid. Get them back.

The complete guide to everything imBooked does.

Now on the App Store and Google Play



Edition 1 · October 2026

imbooked.co.za

Get booked. Get paid. Get them back.

imBooked is the booking system built for South African service businesses. Clients book themselves from your link, pay a deposit straight into your own account, get reminded on WhatsApp, and come back. You run it from your phone.

0%
cut of your client payments, ever

7
South African card gateways, your own account

45
trades with ready-made setups

3
ways to message: WhatsApp, SMS, email

Download on the App Store
iPhone and iPad

Get it on Google Play
Android

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We take 0%. You keep 100%.

Deposits, balances, tips, product sales and gift cards all go straight to your own bank or payment gateway. imBooked never holds your clients' money and never takes a commission. We only ever bill our own monthly subscription.

Your client pays
Deposit, balance, tip or product

→

Your own gateway, bank or till
Paystack, Yoco, PayFast, iKhokha, Peach, Ozow, Stitch, EFT, cash or card machine

→

Your account
Settles to you. imBooked is not in this line.

imBooked only ever bills its own monthly subscription, on its own account, separately from anything you earn.

Your money
Card payments settle through your own gateway account, or you take EFT, cash or card machine.

Your clients
Every client file belongs to you. Export it any time as a spreadsheet.

Your data, protected
One business can never see another's data. Enforced in the database itself.

One booking, followed through

Gel manicure	**R350**
Deposit paid by card when booking	**R100**
Balance paid on the day	**R250**
Taken by imBooked	**R0**

Your card gateway charges its own processing fee on card payments, set between you and the gateway. EFT, cash and card machine payments have no gateway fee from us.

One system, every place your business touches a client

imBooked is not one screen. It is the whole set of places where you, your team and your clients meet: the dashboard you run the business from, the app in your pocket, the page clients book on, and the links we send them afterwards. They all share the same data, so nothing is typed twice.

On your laptop

The owner dashboard

Your whole business on one screen.

For: Owner

In your pocket

The imBooked app

On the App Store and Google Play. Run the business from wherever you are.

For: Owner and team

What clients see

Your booking page

A page that looks like your business and books for you.

For: Your clients

After they book

Client links

No app, no password, no account for your clients.

For: Your clients

For your team

The staff portal

Give your team exactly what they need, nothing more.

For: Staff and front desk

Where clients find you

Get found links

A Book button on every place you already are.

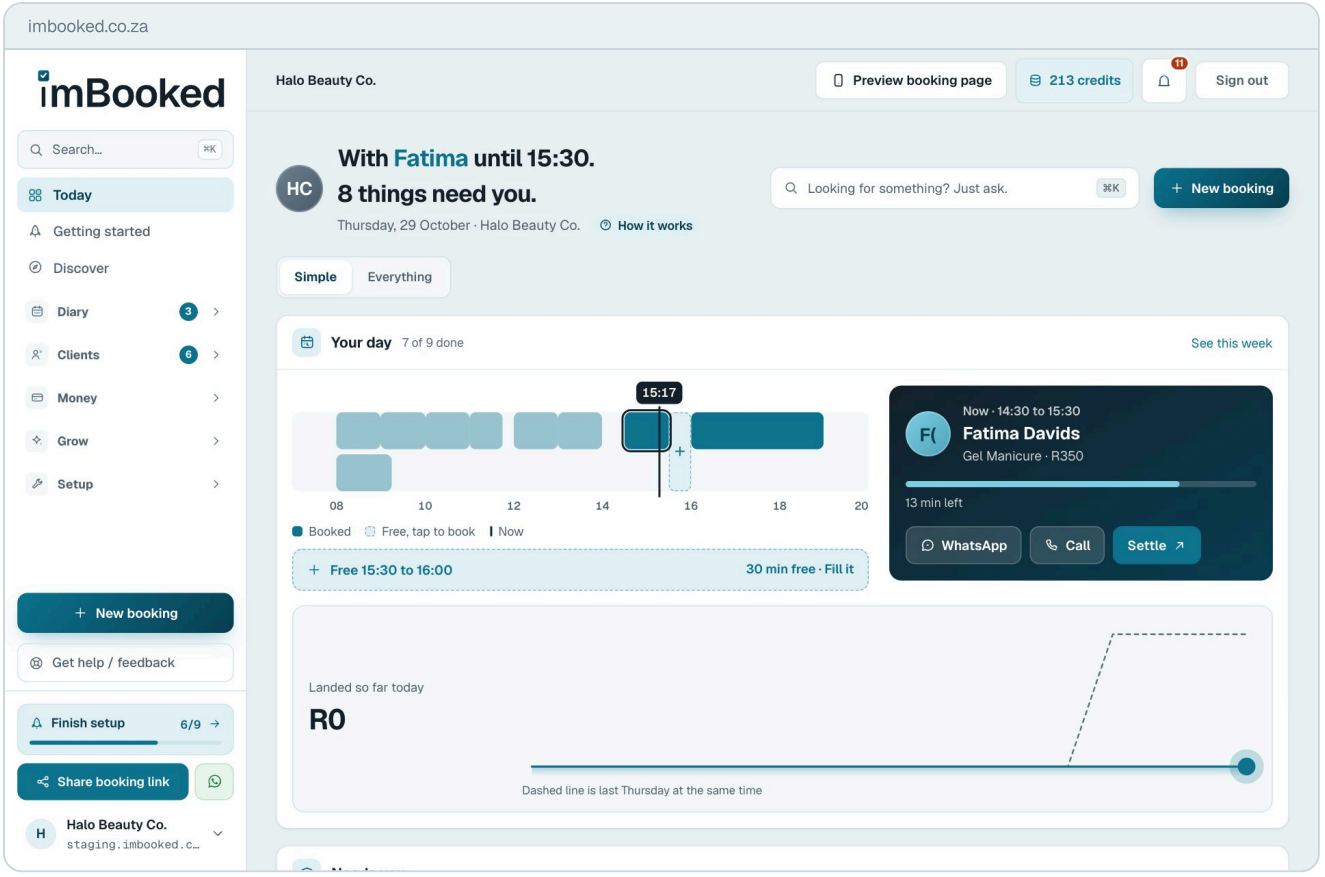
For: Anyone, anywhere

On your laptop · For Owner

The owner dashboard

Your whole business on one screen.

Open it in any browser. Today shows who is coming, what you have taken and what needs a decision. Everything else is one click away: diary, clients, money, services, team, messages, reports and settings.



- ✓ Today: the day at a glance, takings so far, and anything waiting on you
- ✓ Clients: a full file for every person, built automatically
- ✓ Services, prices, deposits, hours and time off set up in minutes
- ✓ A Help Centre with 110 plain-English guides, right inside
- ✓ Diary and bookings: day, week and month views, drag to reschedule
- ✓ Money: deposits, balances, tips, invoices, receipts and the till
- ✓ Reports on revenue, busy times, staff and where bookings come from

In your pocket · For Owner and team

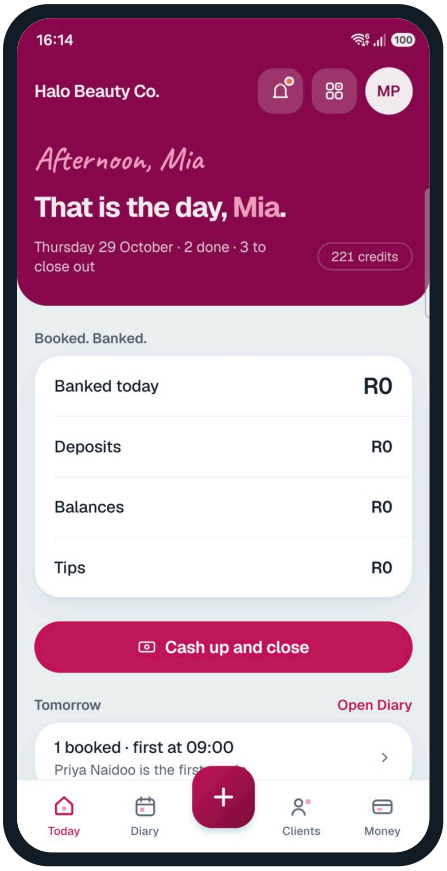
The imBooked app

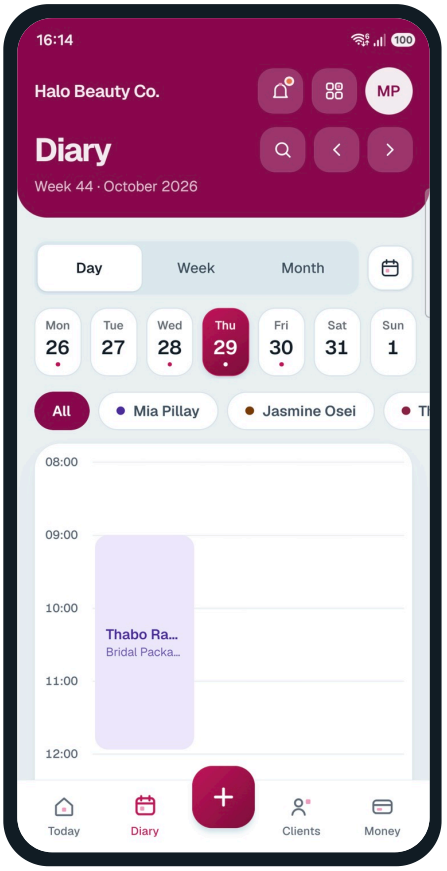
On the App Store and Google Play. Run the business from wherever you are.

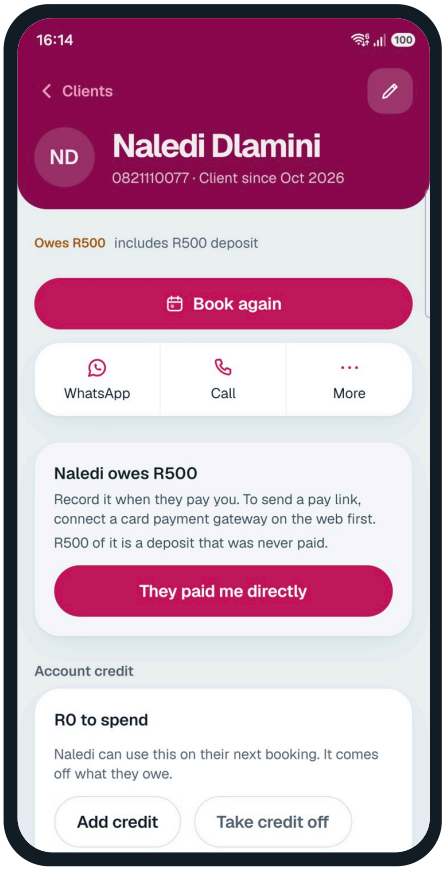
imBooked is on the App Store for iPhone and on Google Play for Android. Check today, take a walk-in, settle a visit, message a client and run most of the business from your phone.

Download on the App Store
iPhone and iPad

Get it on Google Play
Android







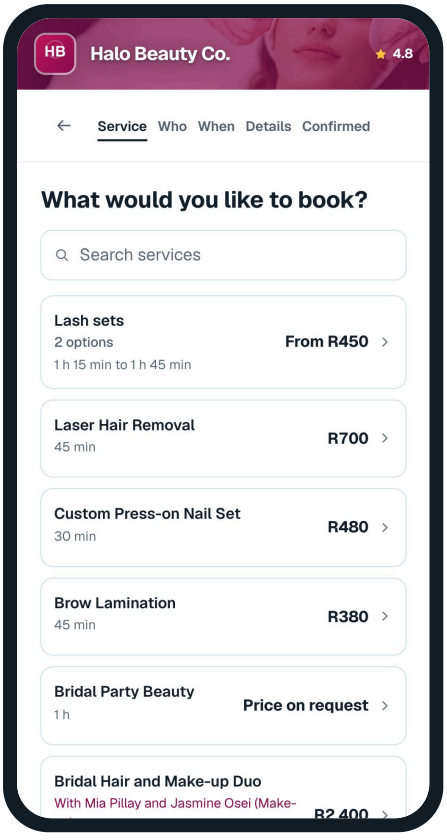
- ✓ Today, Diary, Clients and Money in one bottom bar, with a button for a new booking
- ✓ A Next client card on your lock screen, counting down to the visit
- ✓ Business tools with a search box reaches everything else
- ✓ Push alerts and an Alerts feed the moment someone books or pays
- ✓ Settle a visit, record cash or card, and fix a payment
- ✓ Face ID or fingerprint lock, and a dark mode

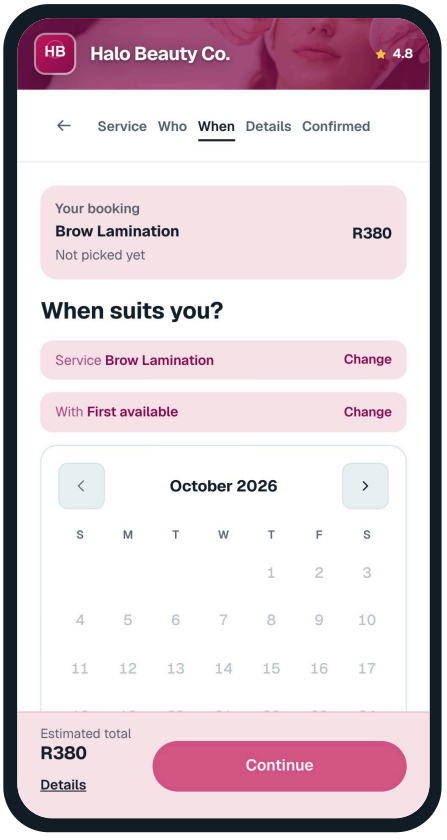
What clients see · For Your clients

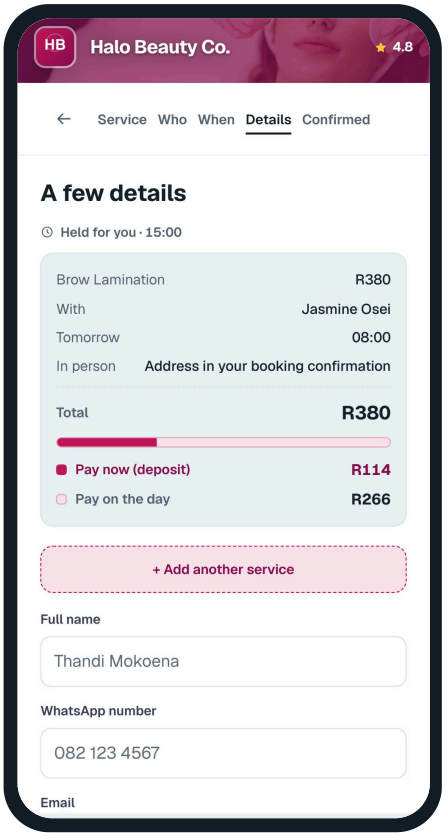
Your booking page

A page that looks like your business and books for you.

Every business gets its own branded link. Clients pick a service, a person and a time, pay the deposit, and get confirmed, all without calling or messaging you. Put it on Instagram, WhatsApp, Google and your website.







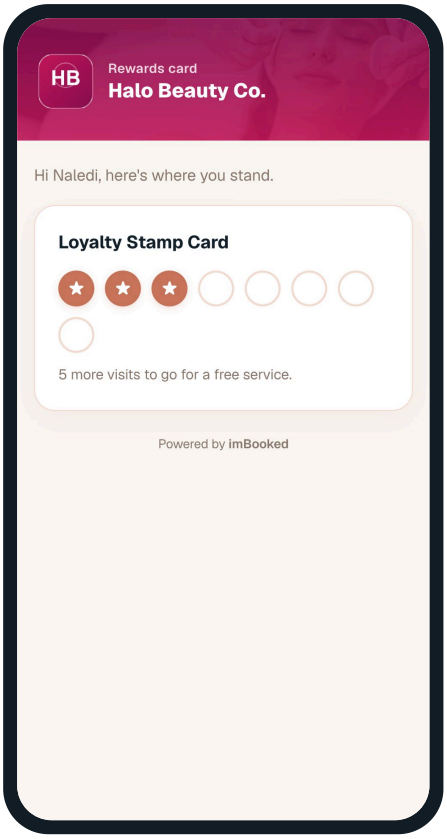
- ✓ Your logo, cover photo, colours and fonts
- ✓ A gallery of your work, your location and opening hours
- ✓ Works beautifully on a phone, where most clients book
- ✓ Live availability that already knows your hours, buffers and time off
- ✓ Reviews from real clients, with your replies
- ✓ Request a date, join a waitlist or ask a question before booking

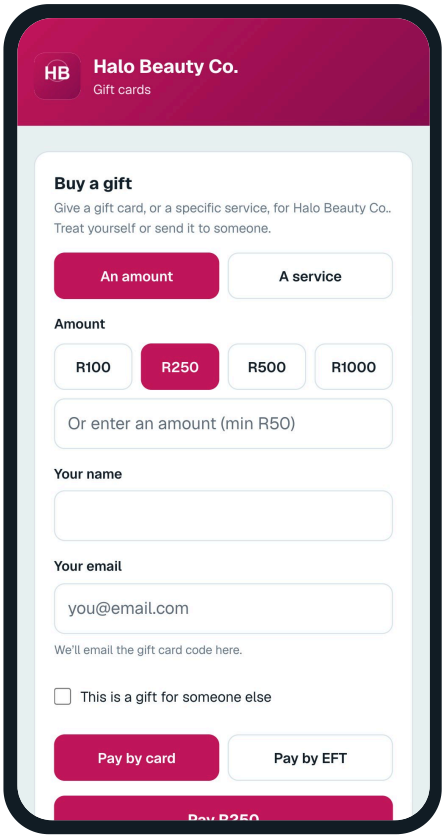
After they book · For Your clients

Client links

No app, no password, no account for your clients.

Everything a client needs after booking arrives as a simple link in WhatsApp, SMS or email. One tap and they are in.





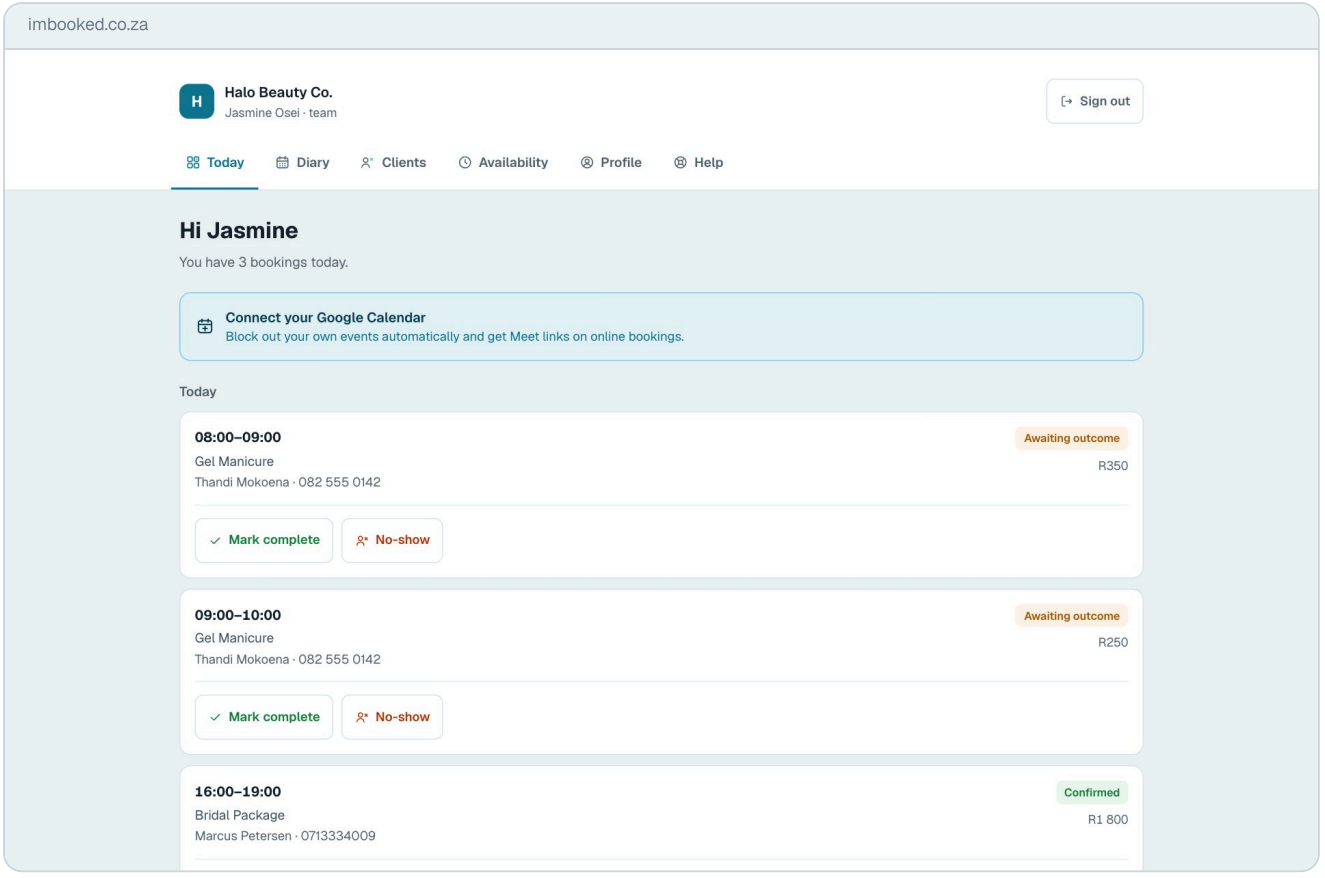
- ✓ My bookings: see what is coming, cancel or reschedule within your rules
- ✓ Quote link: read a quote and accept it online, and it becomes a booking
- ✓ Gift cards, packages and vouchers bought online
- ✓ Itemised bill, with approval requests if a change moves the price
- ✓ Pay link: settle a deposit or a balance by card, one payment for everything owed
- ✓ Rewards card: stamps or points in your brand, shareable from the client file
- ✓ Review link, receipts and invoices, and a check-in link on the day

For your team · For Staff and front desk

The staff portal

Give your team exactly what they need, nothing more.

Each team member signs in to their own portal to see their calendar, their clients and their hours. Front-desk staff get a desk view for walk-ins and settling up, without access to the owner's money screens.



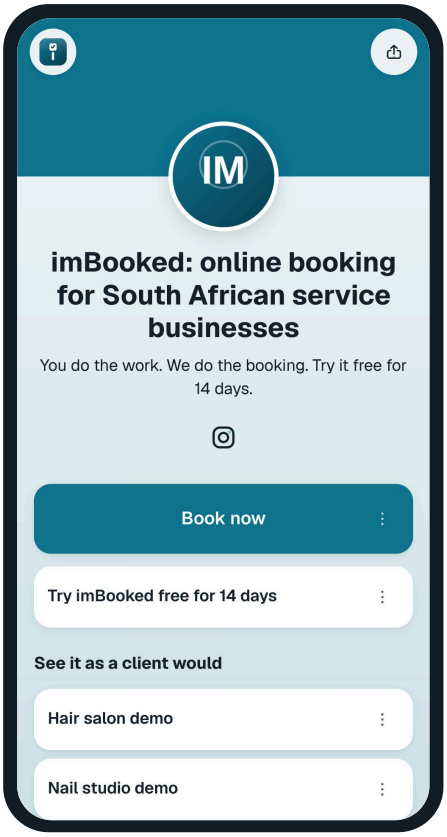
- Personal calendar with their own bookings and crew jobs
- Client list for the people they look after
- Commission tracking for staff you pay a share
- Set their own availability and time off, within your rules
- A front-desk role to book walk-ins and settle visits

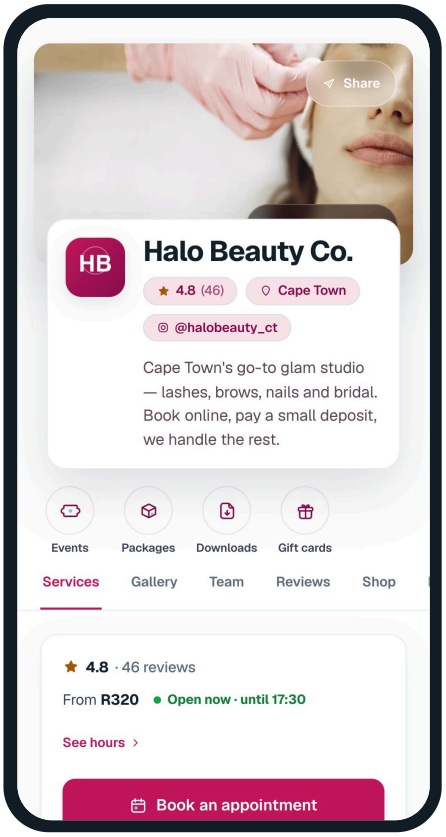
Where clients find you · For Anyone, anywhere

Get found links

A Book button on every place you already are.

Your booking link goes wherever your clients look: Instagram, TikTok, Google, your website, your email signature. Each link can carry a tag, so you can see which one actually brings in bookings.



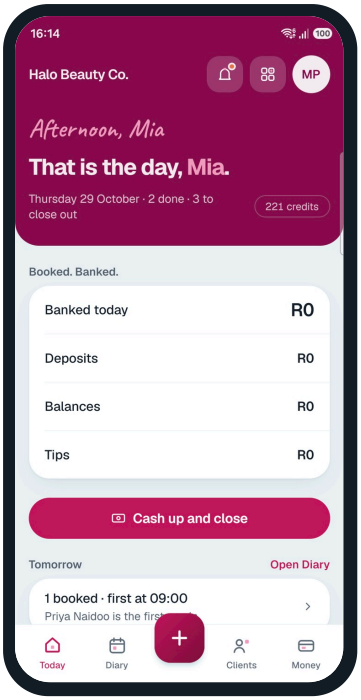


- A link-in-bio page with your cover, a Book button and your socials
- A booking button you can embed on your own website
- Private links for a single service or a single client
- A link for your Google Business profile and Maps listing
- Channel tracking: see bookings by Instagram, Google, word of mouth
- Your own web address on the white-label add-on

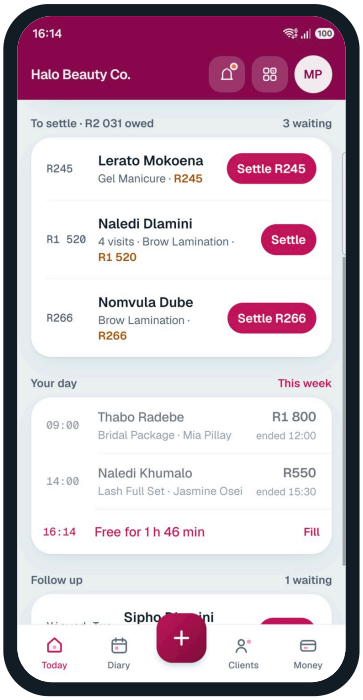
Real screens from a real phone

The app, screen by screen

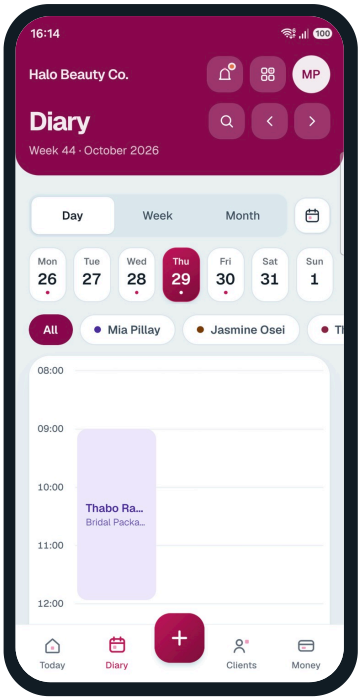
Built for the way you work between clients. These are real screens from the imBooked app on a phone, using the Halo Beauty Co. demo business.



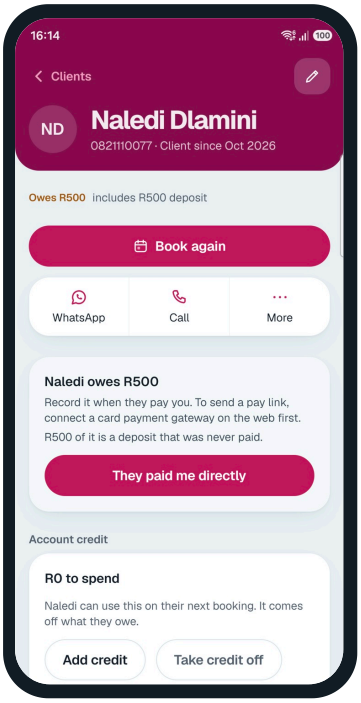
Today: what you have banked, who is next and what needs you



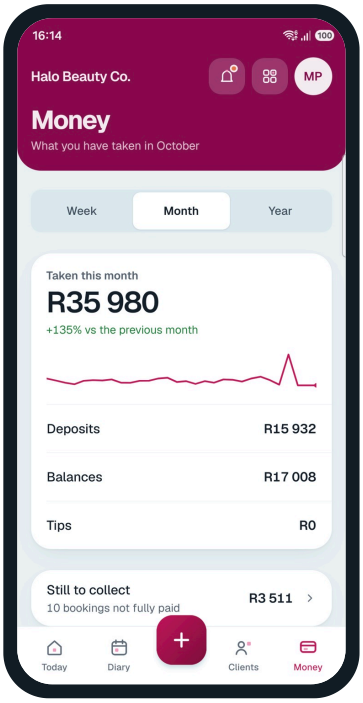
Clients waiting to settle, and your day at a glance



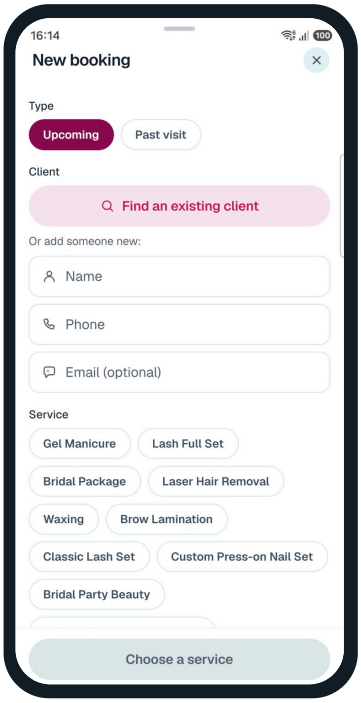
Diary by day, week or month, for the whole team or one person



A client file: what they owe, book again, WhatsApp or call



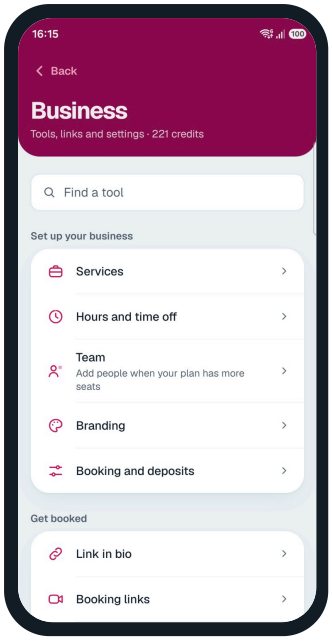
Money: what you took this month, split into deposits, balances and tips



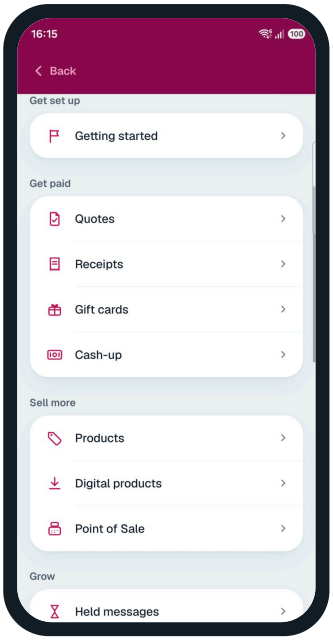
New booking in seconds, or log a past visit

Everything else is one tap away

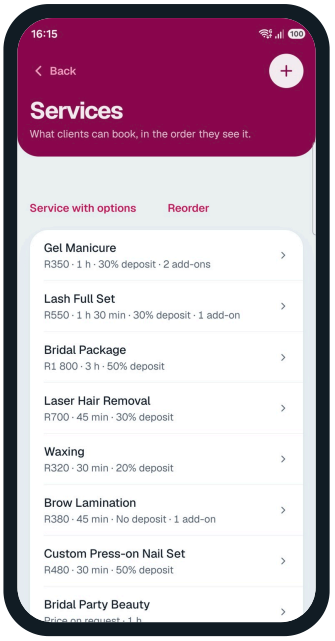
Business tools opens the rest of the business, with a search box that jumps straight to anything.



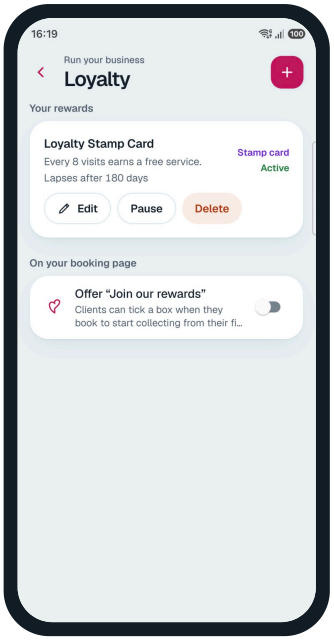
Business tools: find anything by name



Quotes, receipts, gift cards, cash-up, products and point of sale



Services with prices, deposits and options



A loyalty stamp card, run from your phone

Run the day

Today, Diary, bookings, walk-ins, waitlist, reassigning bookings, hours and time off, alerts

Clients and messages

Client files, merging duplicates, inbox, inquiries, held messages, message log, reviews, reminders, documents and document requests

Get paid

Takings, quotes, invoices, receipts, gift cards, packages and memberships, point of sale, cash-up, products, online store, courses, promotions

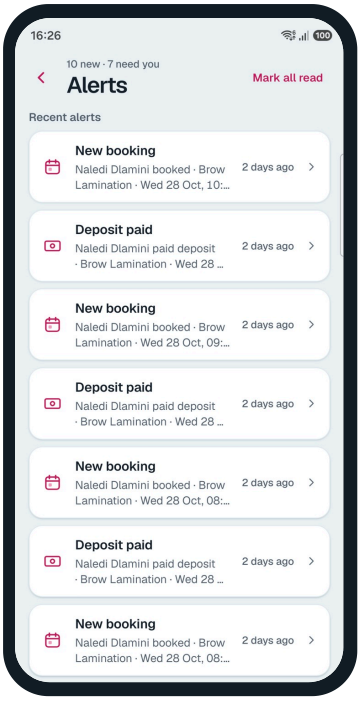
Grow and set up

Analytics, staff commissions, referrals, link in bio, booking links, gallery, group events and classes, services, categories, team, branding, deposits

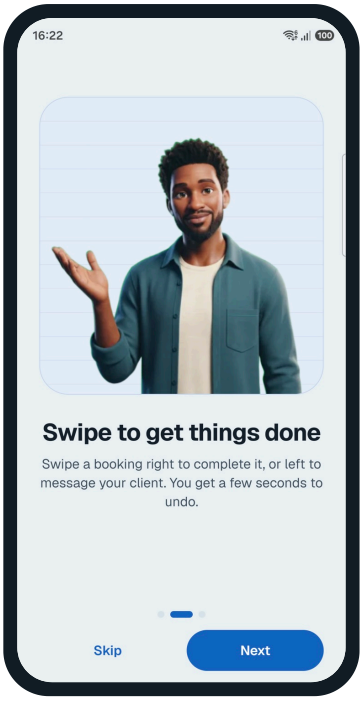
A few things open the website already signed in, such as client fields and import. Plan changes, buying credits and add-ons stay on the web on purpose.

Alerts and live updates

Know the moment something happens, without opening the app. Switch each one on or off in the app's settings.



The Alerts feed: new bookings and deposits as they land



Swipe a booking to complete it, or to message the client, with a few seconds to undo

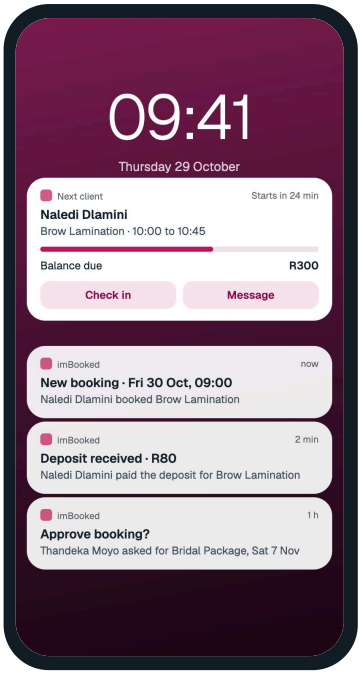


Illustration: push alerts and the Next client card on a lock screen

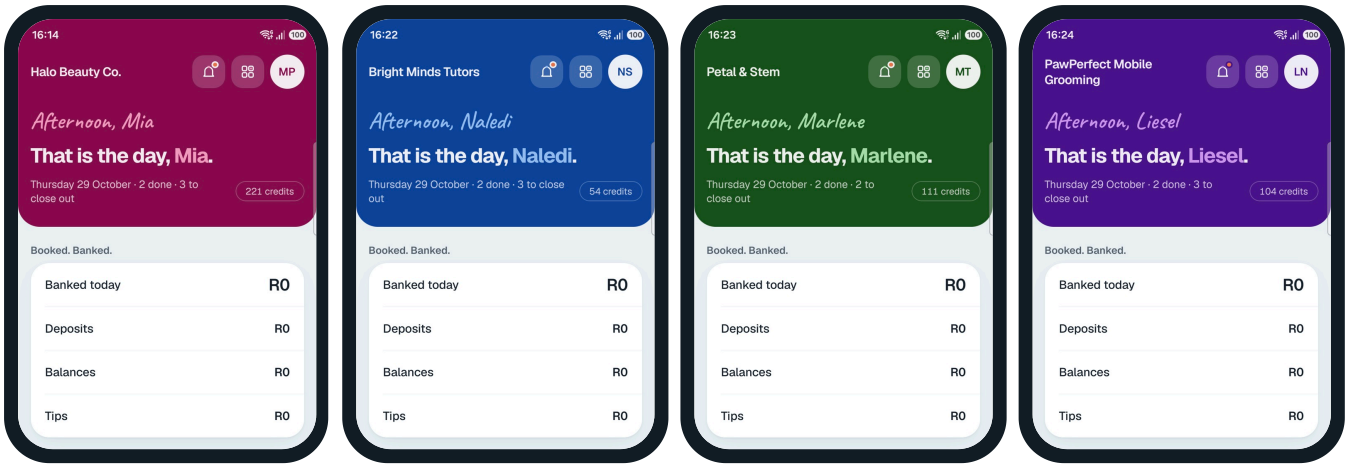
- ✓ Push alerts for new bookings, deposits, requests that need your approval, and a daily summary
- ✓ Message the client from the alert, straight into your own WhatsApp
- ✓ On iPhone it is a Live Activity on the lock screen, on Android a Live Update
- ✓ Approve or decline a booking request from the alert: it opens the app on a one-tap confirm
- ✓ The Next client card starts an hour before your first booking, counts down, shows the balance due, and has Check in and Message buttons
- ✓ Staff never see money amounts in alerts, and client phone numbers and notes are never put in an alert

Alerts and the live card need notifications switched on for the app on your phone.

Your colours, everywhere

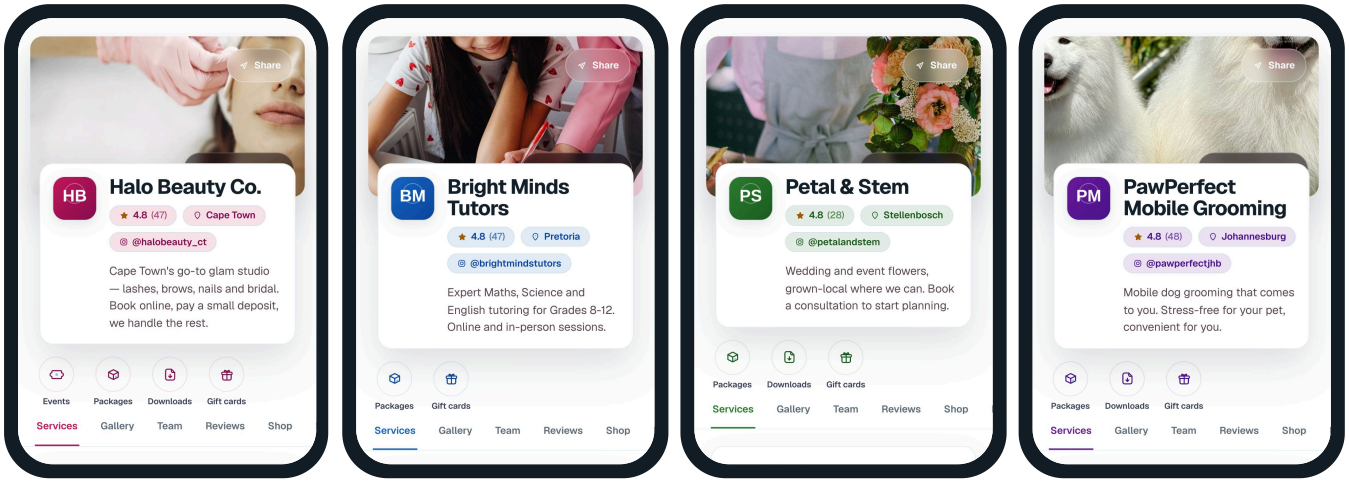
Set your colours once and imBooked wears them for you: your booking page, the app on your phone and your team's phones, and the links your clients open.

The app, in four businesses' colours



Halo Beauty Co. | Bright Minds Tutors | Petal & Stem | PawPerfect

Their booking pages



Halo Beauty Co. | Bright Minds Tutors | Petal & Stem | PawPerfect

- ✓ Choose from 8 ready-made palettes or type in any colour
- ✓ The app follows your colour on your phone and on your team's phones
- ✓ Your link-in-bio page has its own themes to match
- ✓ Add your logo and a cover photo, and pick from 34 name fonts or upload your own
- ✓ Your rewards card, gift cards, quotes, receipts and review requests carry the same look
- ✓ Add your own web address with the white-label add-on and the imBooked footer goes away

Custom branding is on Starter and Pro.

How it works

From the day you sign up to the day a client comes back. The shaded steps are the ones imBooked does for you.

1 **Set up in minutes**
Pick your trade and we pre-fill sensible services, hours and deposits. Add your logo and colours. Or send us your price list and we set it up for you.

2 **Share your link**
Put one link in your Instagram bio, WhatsApp status, Google profile and website. Clients can now book at 2am.

3 **A client books** imBooked does this
They choose a service, a person and a time. The slot is held for ten minutes while they pay, and the database makes a double booking physically impossible.

4 **The deposit lands in your account** imBooked does this
Paid by card through your own gateway, or by EFT or cash with a unique reference. It confirms itself when payment arrives.

5 **Reminders go out** imBooked does this
A confirmation straight away, a reminder the night before and, if you want it, one two hours before. WhatsApp, SMS or email, as each client prefers.

6 **The visit**
You see it on Today, in the diary and in the app. Settle the balance, add a tip, sell a product, and record what actually happened.

7 **The follow-up** imBooked does this
A receipt, a review request and a nudge to rebook arrive on their own, only to clients who agreed to hear from you.

8 **They come back** imBooked does this
Rebooking, loyalty rewards, packages and a waitlist that fills cancelled slots turn one visit into regulars.

Getting started, step by step

Most businesses are live in an afternoon. This is the order that works, taken from the set-up wizard and the checklist inside the app.

1 **Your business**
Your business name, your trade, and your link. Picking a trade pre-fills sensible services, durations and deposits.

2 **Your services**
Check the services the wizard suggests, change the prices and deposits, or add your own. This is the heart of your page.

3 **Getting paid**
If a service takes a deposit, you choose how it is paid: EFT or cash on every plan, or connect a card gateway on Pro.

4 **Your hours**
Set your weekly working hours, then add time off and breaks. Clients only ever see times inside these hours.

5 **Your team**
Optional. Add the people who do the work, tick which services each can do, and invite them to their own portal.

6 **Go live**
Make a test booking from your own link, then share it on Instagram, WhatsApp and Google.

Then finish the checklist on your dashboard

Needed to go live

Add your first service. Add someone who does the work (that can be you). Set your working hours.

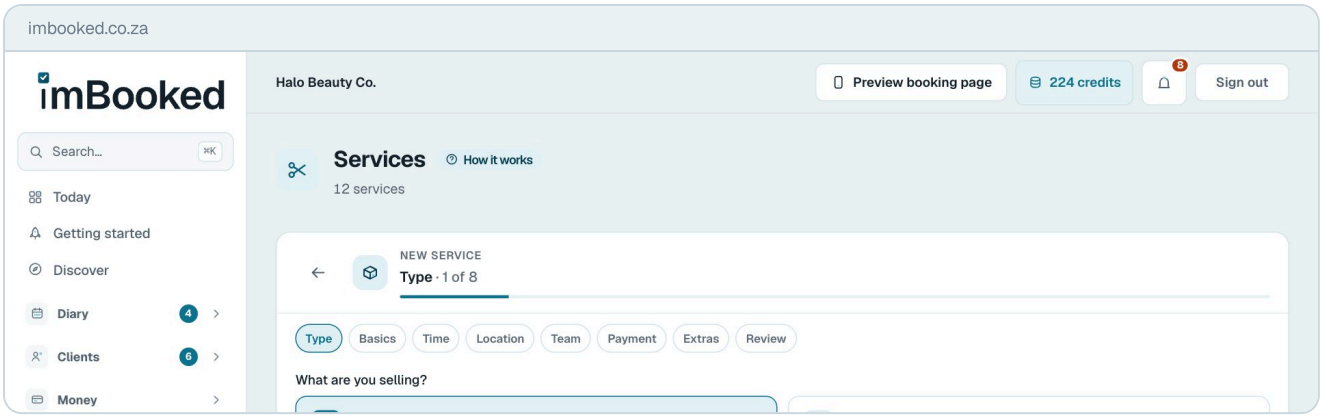
Recommended

Choose how you get paid. Connect your calendar. Share your booking link. Add your logo. Connect Zoom or Teams if you sell online sessions.

New to it all? Choose the Simple view on your first day. It hides the advanced tools until you want them, and you can switch to Everything any time.

What are you selling?

When you add a service, imBooked asks what you are selling. Pick the closest type. Here is how each one works for you and for your client.



Type	How it works	Good for	Plan
A time slot	Clients pick a day and a time. The slot is held for 10 minutes while they pay the deposit.	Appointments, treatments, sessions, consultations	All plans
Client picks the length	You set a minimum and maximum, for example a 30, 60 or 90 minute massage, and the client chooses.	Massage, coaching, lessons	All plans
Open-ended	The client books a start time and you confirm the length afterwards.	Repairs, installs, jobs of unknown size	All plans
Add-ons	A service that is booked alongside another. Clients can also add one to a booking they already have.	Lash tint top-up, a longer session, extras	All plans
Options	One card with versions, such as Basic and Premium. Each keeps its own price, length and deposit.	Packages of the same service at different levels	All plans
Linked services	When a client books one service, suggest further appointments in the same visit under one deposit.	Bridal trial plus the big day, a course of treatments	All plans

What are you selling? Continued

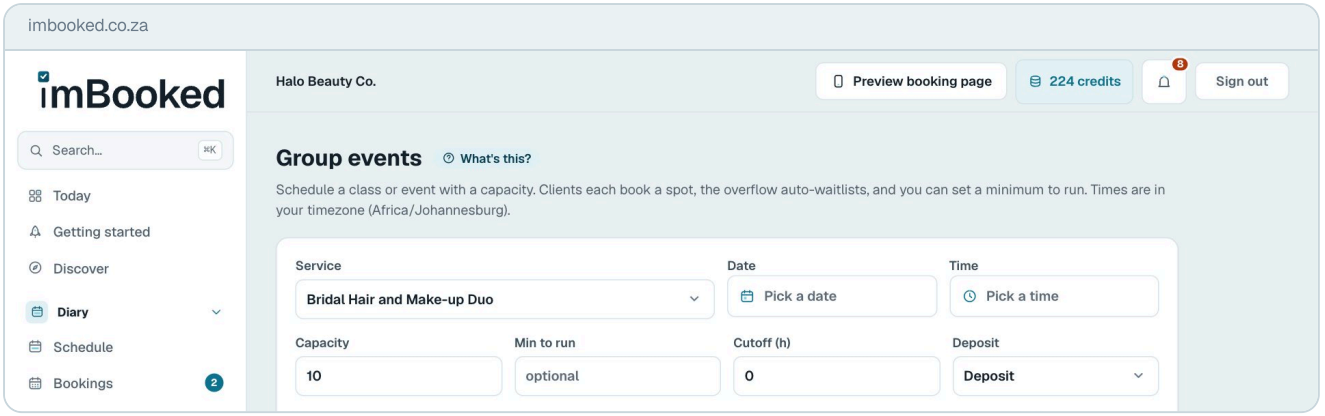
Type	How it works	Good for	Plan
Made-to-order	Clients pick a day, not a time, with a limit on orders per day. It takes no diary slot, and the day closes when the limit is reached.	Cakes, catering, printing, deliveries	All plans
Fixed-scope job	A set price and a delivery time, with no calendar. The client sends a brief and pays the deposit, then follows a tracker page. You mark it started, ready and delivered, and the balance link goes out when it is ready.	Websites, logos, bookkeeping set-ups, photo edits	All plans
Price on request	The client describes the job and attaches up to 3 photos, and pays nothing. You price it as a quote, and they accept and pay the deposit there.	Custom work you cannot price from a menu	All plans
Ask me first	Offer times that you approve before the booking is confirmed.	Work you want to vet, or a busy diary	Pro
Online, video and hybrid	A Google Meet, Zoom or Teams link is created and sent for you, or paste your own. Hybrid lets the client choose in person or online.	Consultations, tutoring, coaching	All plans
Mobile and call-out	Free travel, a flat call-out fee, or a fee by area or distance. The client's address is collected, and the fee is shown before they book.	Plumbers, mobile groomers, home visits	All plans
Several people in one booking	Clients book 2 to 10 people. One deposit, one booking, a name for each person, and then you give each person their own time.	Bridal parties, kids' cuts, family shoots	All plans

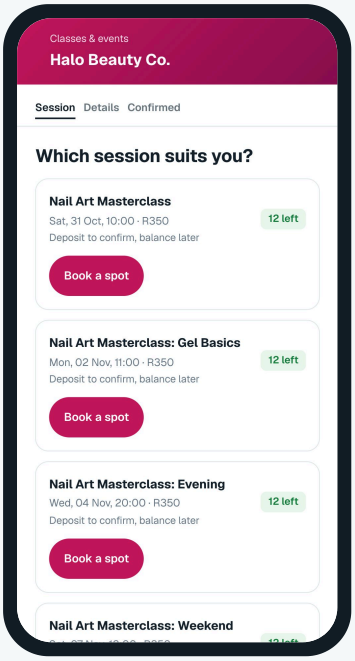
What are you selling? Continued

Type	How it works	Good for	Plan
Repeat bookings	Clients tick to book on repeat: weekly, fortnightly, every four weeks or monthly. You can also book a series for a client.	Regulars, standing appointments	All plans
Crew	More than one team member on the same job, each blocked for the whole booking. You can set fixed crews that clients pick.	A photographer and a videographer	Pro
Group session or class	A session with capacity, a minimum to run, a cut-off, a waitlist and an attendee list.	Classes, workshops, group sessions	Group events
Ticketed event	Tiered tickets, a QR code per guest, scan check-in and sales at the door.	Launch nights, retreats, webinars	Ticketed events add-on
Course	On-demand lessons of notes, videos and files, with a certificate.	Selling what you know	Courses add-on
Packages, memberships and gift cards	Clients pay for several visits in one go, a monthly membership, or a gift for someone else.	Bundles, regulars, gifting	Packages Pro; gift cards all
Products and downloads	Sell products and stock, or a file or link handed over the moment it is paid for.	Retail, templates, guides	Pro, or add-ons

Group sessions, as you and your client see them

You set the date, capacity and price in one place. Your client sees the session with the spaces left and books a spot like any other booking.





What your client sees

Each session shows its date, time, price and how many spaces are left, with a Book a spot button. When it is full, clients can join the waitlist.

Group bookings, classes and events

Two different things share the word group. A client can bring several people to one booking, or you can run a session that many different clients join.

Several people, one booking

A client books 2 to 10 people in one go. One deposit, one booking, a first name for each guest, and you can give every person their own time, with set-up time before. Works on every plan.

All plans

Group sessions

A session with a capacity, a minimum number to run, a cut-off, a room, a team member and a price. A waitlist fills spaces when someone drops out, and you see an attendee list.

Group events, included on Pro

Recurring classes

Set a weekly pattern once and classes appear on the calendar. Cover a class when a teacher is away, and check people in on the day.

Fitness plan

Series and live courses

A block of sessions sold as one purchase. A client pays once and is booked into every session.

Group events

Class passes

A pass that holds one shared allowance across several classes. It is a package with a shared balance.

Packages

Event rooms

A room holds one session or booking at a time, so two classes cannot land in the same room. Add a room for each space you have.

Group events

A group session, start to finish

1 **You create it**
Set the date, capacity, the minimum to run, the cut-off, the price and the deposit.

2 **It appears on your booking page** imBooked does this
Clients see an Events banner and book and pay like any booking. When it is full they join the waitlist.

3 **The cut-off arrives** imBooked does this
If the minimum has not been reached by the cut-off, the session is cancelled for you.

4 **On the day**
Open the attendee list and check people in. Remove anyone who cancels and the next person on the waitlist can take the spot.

Ticketed events

Sell tickets to workshops, webinars, launch nights and retreats. You keep 100% of ticket sales: they go to your own account like any other payment.

Tiers

Early bird, General, VIP, or your own names, each with a price and a capacity. A tier waitlist catches the overflow.

A page to share

Every event has its own link and cover photo, ready for WhatsApp and Instagram.

Online or in person

Add a meeting link for an online event, or an address for a venue.

A QR code per guest

Collect each guest's name and give every guest their own QR ticket. Scan people in at the door.

Sell at the door

Record cash, card machine, EFT or complimentary tickets on the spot. They count as sold at once and can never oversell.

Promo codes and guest lists

Offer a code for a discount, and download your guest list as a spreadsheet.

Ticketed events is an add-on at R149 a month. Group events are included on Pro, and an add-on at R49 a month on Starter.

Selling more than your time

Your clients already trust you. imBooked lets you sell to them in more ways, and all of it goes straight to your own account.

Products and your online store

Sell products and count the stock. With the online store add-on, clients buy from your own shop page and choose collection or delivery. Delivery can be quoted by courier with your own mark-up, with free delivery over an amount you choose, and you move each order through stages.

Products on Pro; Online store R199

Digital downloads

Sell a template, a recording, a guide or any file or link. It is handed over the moment it is paid for and appears in the client's portal under Downloads.

Pro, or with the catalogue

Courses

Build a course from lessons of notes, YouTube or Vimeo videos and files. Offer a free preview lesson, give a certificate code, see your learners, and let someone in for free.

Courses add-on, R99

Packages and memberships

Sell a bundle with a shared allowance across several services, or a monthly membership you renew, pause and end. Clients get a nudge to book, and pack holders confirm with a one-time email code at booking.

Pro

Gift cards and vouchers

Sell a gift card for any amount, or a voucher for one specific service. It is redeemed at checkout.

All plans

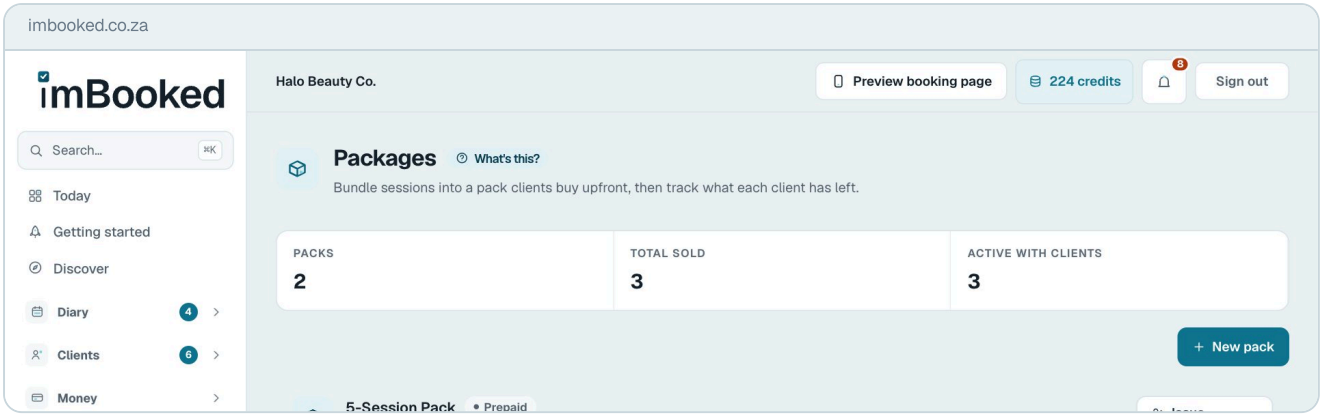
Seen where clients look

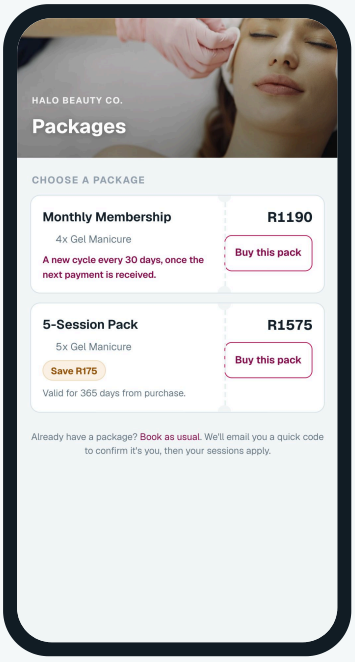
Your booking page shows banners for your events, shop, store, courses, gift cards and packages, so the offers reach people who are already booking.

Every sale settles to your own gateway, bank or till. imBooked never takes a cut.

Packages and memberships, set up and sold

Sell a bundle of visits or a monthly membership straight from your booking page. The balance tracks itself and the money goes to your own account.



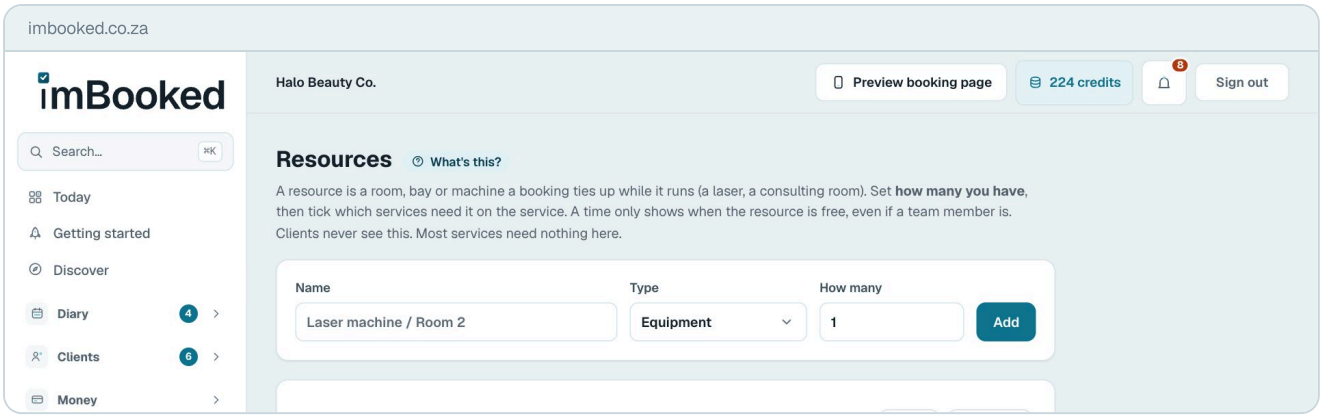


What your client sees

A clear page with each pack, its price and what it includes, such as a monthly membership with four visits a cycle, or a five-session pack with a saving. Clients who already have a pack book as usual and confirm with a one-time code.

Rooms, equipment and resources

Some jobs need a thing as well as a person: a treatment room, a laser, a camera, a chair. imBooked makes sure that thing is never booked twice.



1 **Add what you have**
List your rooms, equipment or other resources, and how many of each you own.

2 **Tick what each service needs**
On a service, tick the resources it uses. If you own several, say how many one booking needs.

3 **Clients only see times that work**
A time disappears when no unit is free. It is checked again at the moment of booking, so two people can never take the last one.

Counts across the whole team

If you own two laser machines, the third booking at 10:00 is refused whoever it is with. Buffer time counts too.

Several resources at once

A service that needs a room and a machine only shows times when both are free.

Clients never see it

They simply see times that work. Nothing to explain, nothing to double-book.

Event rooms are separate

Rooms for group sessions are their own list, and hold one session at a time.

Resource scheduling is on Pro. Event rooms come with Group events.

Two standalone offers

Outside the plans, imBooked has two simple offers for people who already use something else. Each has its own page and sign-up link, and its own stripped-down menu with only what it includes. Nothing you make is ever deleted if you move up to a plan later.

Link in bio

Already have a link in your bio? Build yours here for free: a cover and picture, your links, and a Book button that takes bookings. Your clients and availability sit behind it. No time limit when you start from the Links page.

Free · imbooked.co.za/links

Bookela

Using a tool that only schedules? Bookela is the switch. Keep your booking link and add what that tool never did: a deposit in rands if you want one, WhatsApp confirmations and reminders, and online or video bookings with an automatic Google Meet link. One seat and 25 message credits a month.

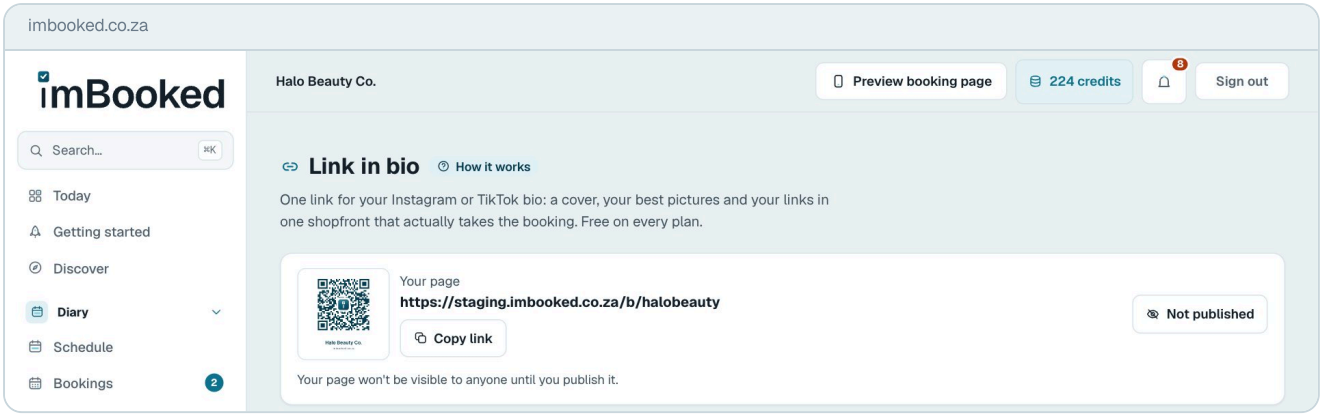
R99 a month · imbooked.co.za/bookela

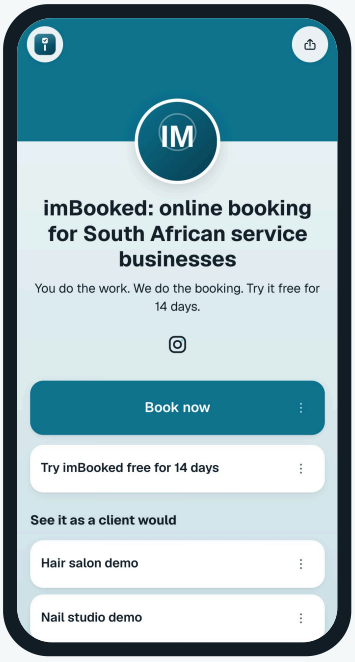
Offer	Price	Who it is for	Where
Link in bio	Free	People with a page in their bio, or none	imbooked.co.za/links
Bookela	R99 a month	People switching from a tool that only schedules	imbooked.co.za/bookela

Bookela is not a step on the plan ladder and is not on the plans page. It exists to win people who are already booking with something else.

Link in bio: one free link for Instagram and TikTok

A cover, your best pictures and your links on one page, and it takes the booking itself. Free on every plan.





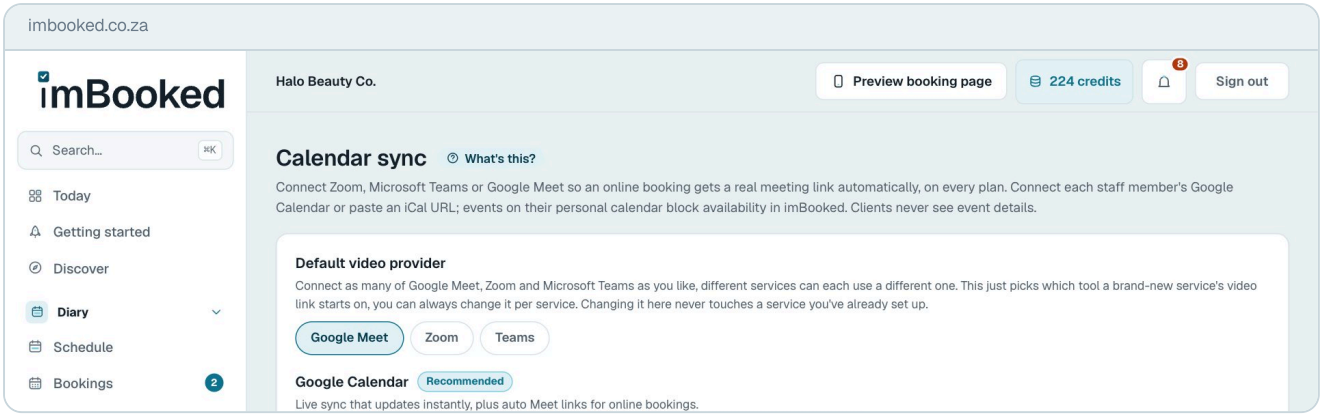
What your followers see

Your cover and picture, your Book button first, your social icons and the tiles you choose, in your colours. One tap on Book and they are choosing a time.

- A cover photo and a round profile picture
- A price list that pulls your real services
- Drag tiles into the order you want
- Social icons from your business profile
- A live preview on phone and computer
- Picture tiles, and links with a thumbnail
- A FAQ, a video, a Spotify or SoundCloud link
- Book button first, or move it like any tile
- Backgrounds and button styles in your brand
- Link tags show which one brings bookings

Google Meet, Zoom, Teams and your calendar

Sell online sessions without chasing links, and keep your imBooked diary and your own calendar in step. Both work on every plan, including Free.



Google Meet, Zoom or Microsoft Teams

Mark a service online and choose Auto-create. Every booking gets its own fresh link, sent to the client and shown to you. Connect the account once on Calendar sync. Teams needs a work or school Microsoft 365 account on a Teams-licensed plan.

Or your own room

Paste your own meeting link and every booking reuses it. Hybrid services let the client choose in person or online.

Each person connects their own

Google, Zoom or Teams are connected under each team member's own name, from their card on the Team page or from their staff portal.

Google Calendar blocks your slots

Anything already on your calendar, including repeating events and all-day leave, becomes a busy block. Google updates within minutes.

Apple Calendar and Outlook

Paste a share link under iCal feeds. These refresh about once an hour.

Private by design

Clients never see your events. You and your team see event names on blocked times, or switch to just Busy. imBooked never reads locations, guests or notes.

Your bookings in your own calendar

Tick Show my imBooked bookings in this calendar and they appear as Google events that move when rescheduled. Or subscribe your phone to your feed: one for the business, one per team member.

If someone moves a booking in Google

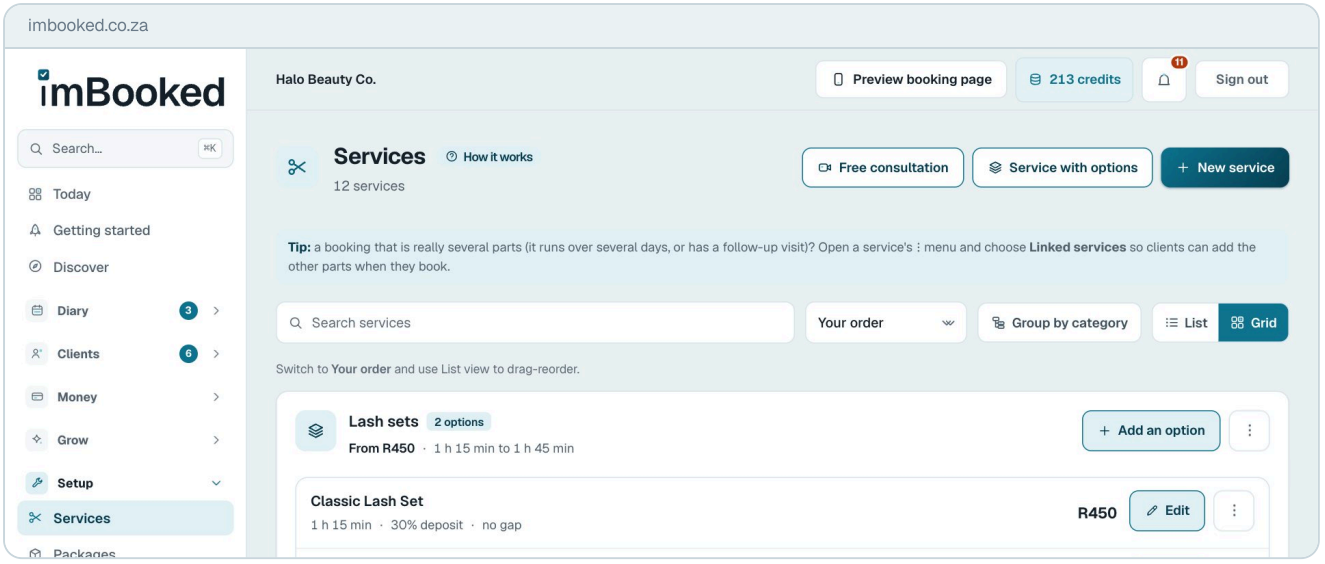
imBooked notices and offers to move the booking, with the client told, or keep it as booked. Nothing changes until you choose.

A calendar that keeps failing to sync switches itself off and leaves a reminder in your bell. All of this is in the app too, under Business tools, Calendar sync.

01

Get booked

A booking engine that protects every slot and works while you sleep.



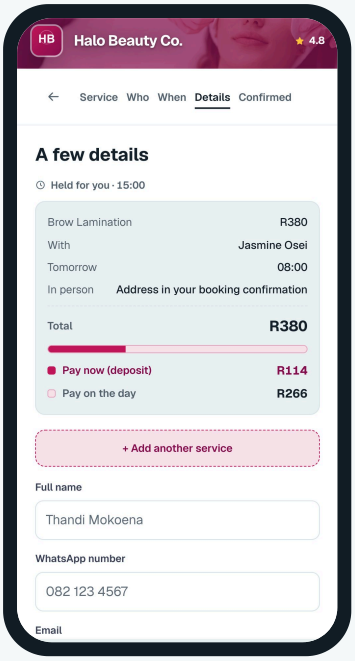
Feature	What it does	What you get	Plan
Branded booking page	Your own link, with your logo, cover, colours and fonts, plus gallery, map, opening hours and reviews.	Looks like a business that has its act together.	All plans
Live availability	Slots are worked out in real time from your hours, service length, buffers, minimum notice, time off and Google or iCal calendars.	Clients only see times you can actually do.	All plans
Double-booking lock	A slot is held while the client pays, and the database refuses two bookings in the same slot.	No more apologising to two people for one time.	All plans
Buffers and travel time	Clean-down time between clients, and round-trip travel with call-out fees by zone for mobile work.	Your day is realistic, not squeezed.	All plans
Flexible services	Fixed length, client-chosen length, add-ons, options such as Basic or Premium, categories, and fixed-scope jobs with a delivery time and no calendar.	Sell what you actually sell.	All plans
Several people, one booking	A client books a group, names each person, and you give everyone their own time with set-up time before.	Bridal parties and kids' cuts without chaos.	All plans

Get booked, continued

Feature	What it does	What you get	Plan
Online and video bookings	Mark a service online and a Google Meet, Zoom or Microsoft Teams link is created and sent for you, or paste your own.	Consultations without chasing links.	All plans
Recurring appointments	Weekly, fortnightly or monthly standing bookings, cancel one or the whole series.	Regulars locked in.	All plans
Walk-ins and bookings for clients	Book a client in yourself, send them a confirm link, or confirm directly and mark the deposit paid. Add past visits silently.	One diary for phone, walk-in and online.	All plans
Intake forms and attachments	Ask your own questions before the visit and let clients attach a reference photo or file. Answers flow into the client file.	Walk in already knowing what they want.	Starter and up
Group events and classes	Classes with capacity, rooms, multi-session series, class passes and automatic cancel if too few join.	Fill a studio, not just a chair.	Pro
Crew and resources	A service can need extra team members, a room or equipment. All are blocked for the whole booking.	Bigger jobs scheduled properly.	Pro
Ask me first	Offer times you approve before they confirm, for work you want to vet.	Control over who books and when	Pro

Get booked, continued

Feature	What it does	What you get	Plan
Linked services	Suggest further appointments in the same visit, under one deposit.	Bigger bookings from one tap	All plans
Add a service later	A confirmed booking can take another service or another day, priced before you save.	Change the plan without starting again	All plans
Change where it happens	Move a booking between in person, online and a client's address, and the travel fee is re-priced.	No manual fee maths	All plans



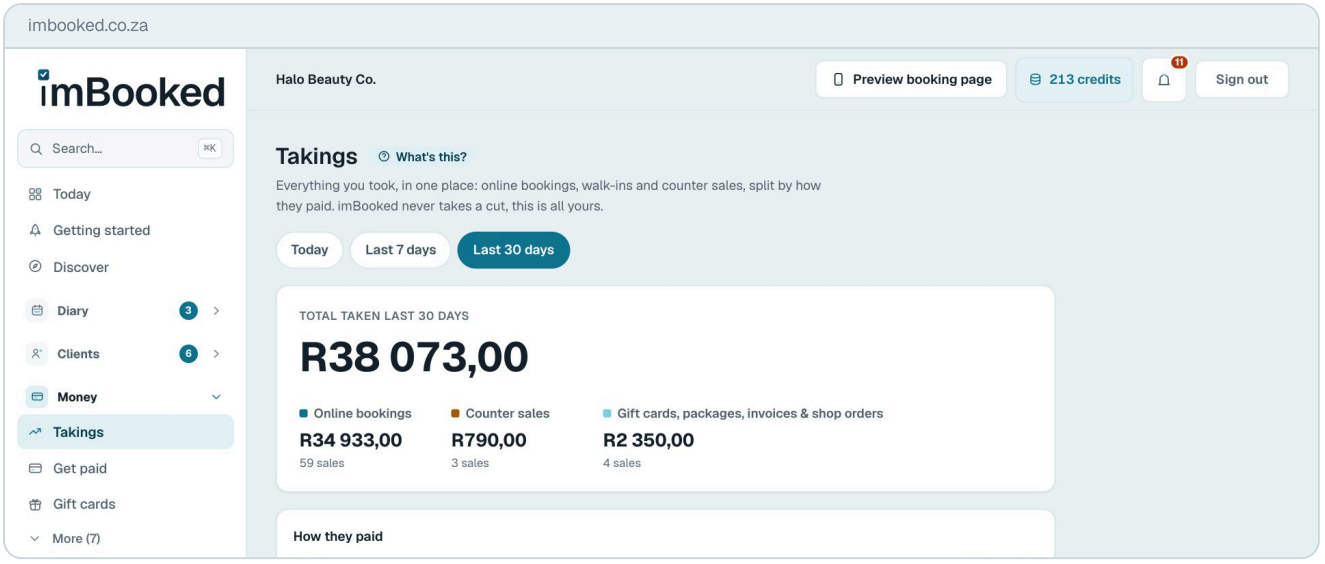
Held while they pay

Once a client reaches the details step their slot is held for ten minutes. Nobody else can take it, and if they walk away it frees itself.

02

Get paid

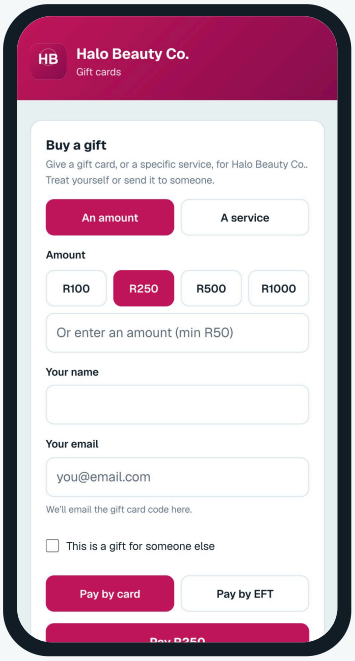
Take deposits through your own account and keep every rand.



Feature	What it does	What you get	Plan
Seven card gateways	Connect Paystack, Yoco, PayFast, iKhokha, Peach, Ozow or Stitch with your own keys. Money lands in your account.	No middleman holding your cash.	Pro
EFT, cash and card machine	Clients choose how to pay. EFT shows your bank details with a unique reference. Cash and machine confirm automatically.	Works for clients who do not pay by card.	All plans
Deposits that fit the service	Percentage, fixed amount or none per service. Balance due on the day, with add-ons, call-out fees and tips as line items.	You decide how much risk to carry.	All plans
Smart deposits	A repeat no-show is automatically asked for a bigger deposit next time.	No-shows stop costing you.	Pro
One pay link for everything owed	A single link collects every unpaid deposit and balance a client has, in one card payment. Or mark that they paid you directly.	Chasing money becomes one message.	Pro for card; manual on all
Gift cards, packages and vouchers	Sell gift cards, prepaid bundles and recurring memberships online.	Cash in before the visit.	Gift cards all; packages Pro

Get paid, continued

Feature	What it does	What you get	Plan
Invoices and SA VAT	Gap-free numbering, VAT inclusive or exclusive, a legal name with trading-as, and nothing is ever deleted, only voided.	Proper paperwork for business clients.	Pro
Quotes that become bookings	Build a quote, send a link, and when the client accepts it becomes a confirmed booking.	Win bigger jobs with less admin.	All plans
Fix a payment	Correct, void or annotate any recorded payment. The original stays on record and the till stays honest.	Mistakes are easy to put right.	All plans
Receipts and accounting export	Branded receipts by link or WhatsApp, plus a Xero-ready invoice file and clients, bookings and revenue spreadsheets.	Your bookkeeper will thank you.	Receipts all; export Pro
Still to collect	One list of everyone who owes you, with the amount, and a way to ask or settle in one tap.	Chasing money without a spreadsheet	All plans



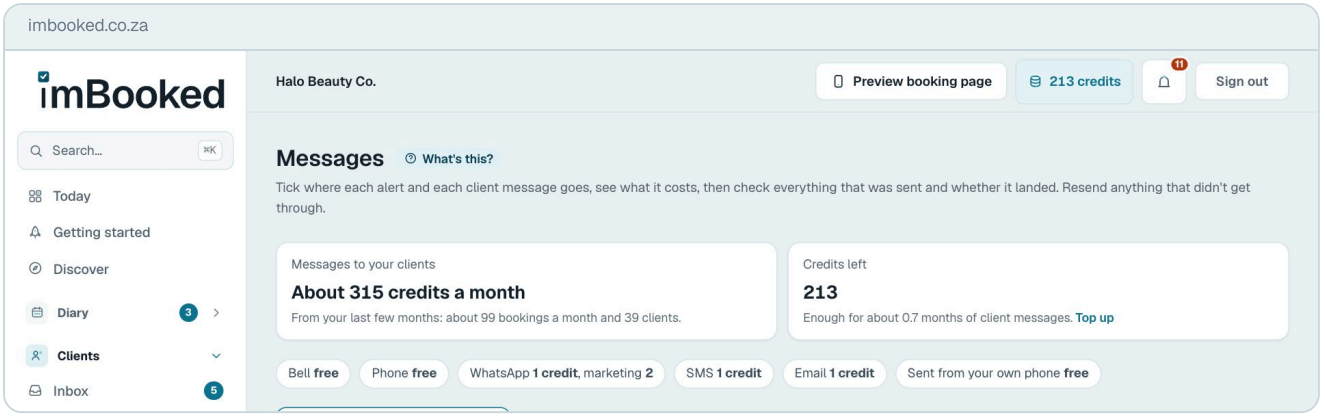
Gift cards that sell themselves

Gift cards, packages and vouchers are sold straight from your booking page. The money goes to your account and the balance tracks itself.

03

Stay in touch

WhatsApp, SMS and email, handled for you and fully under your control.

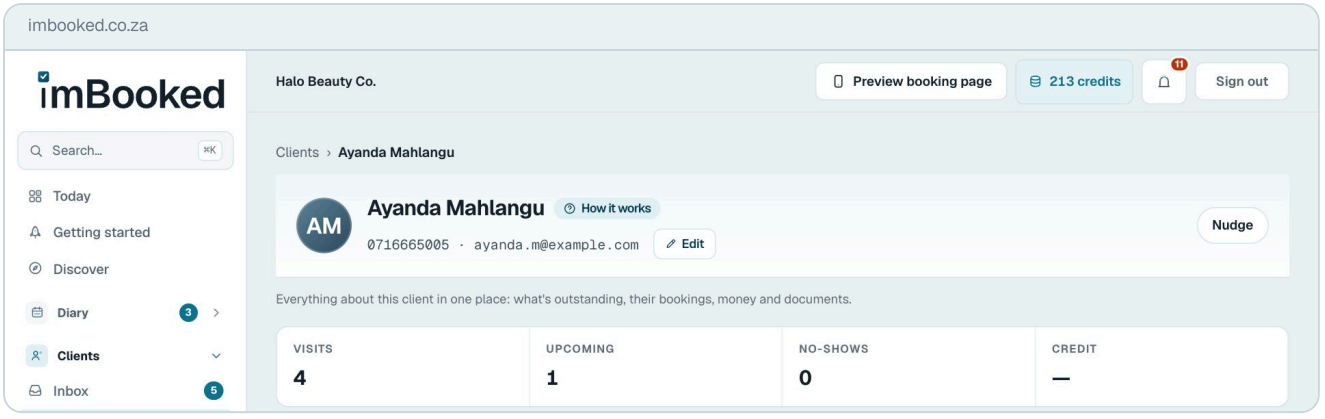


Feature	What it does	What you get	Plan
Confirmations and reminders	A confirmation on booking, a reminder the night before and an optional one two hours before.	Fewer no-shows, with no effort.	All plans
Three channels	WhatsApp, SMS and email. Each client picks their favourite when they book and imBooked routes to it.	Messages that actually get read.	All plans
The Notification Centre	One grid of every message imBooked can send. Switch each on or off, choose the channel, preview it and see the monthly credit cost.	Nothing is sent that you have not approved.	All plans
Silence a booking or a client	Mark a booking Send no messages, mute reminders for one client, or tick Tell the client when you cancel.	Total control on sensitive bookings.	All plans
Message credits	Every message uses one simple credit. A monthly allowance is included and you can top up any time. Top-ups roll over for ever.	Predictable cost, no surprise bills.	All plans
Held, never lost	If credits run out, messages are parked for you to release after topping up. Failed sends retry on their own.	Nothing silently disappears.	All plans
Alerts to you	New booking, deposit, cancellation and review alerts by app push, in-app bell, email or WhatsApp.	You always know first.	All plans
POPIA built in	Opt-outs are absolute, marketing needs separate consent and consent is checked again at send time.	Stay on the right side of the law.	All plans

04

Know your clients

A client file that builds itself, so you remember everyone.

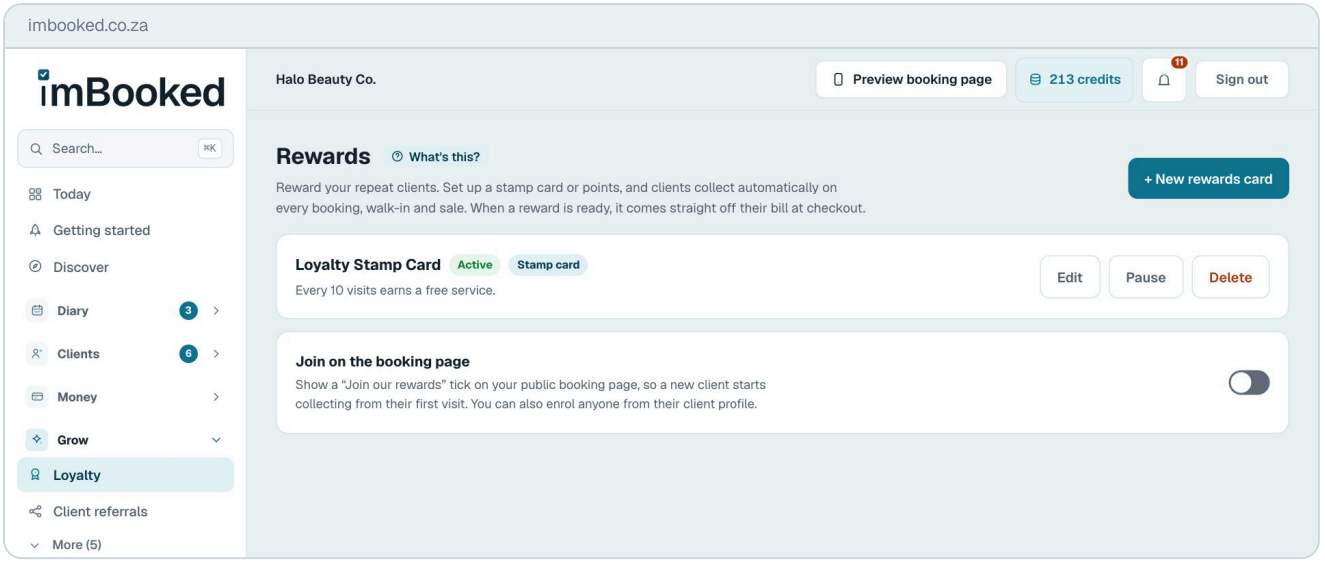


Feature	What it does	What you get	Plan
Automatic client database	Every booking creates or matches a client by phone number. Never duplicated, with a merge tool if it happens.	No data entry, ever.	All plans
Full history and spend	Visits, upcoming bookings, no-shows, credit, reviews left and total spend, all on one page.	Know your best clients at a glance.	All plans
Custom fields and notes	Your own fields (allergies, preferences, sizes) and a private notes timeline with photos, stamped with who wrote it.	The detail that makes clients feel known.	All plans
Client account credit	Goodwill or prepaid credit sits on the client file and comes off their next bill.	Make it right without refunds.	All plans
Documents and e-signatures	Store records, certificates and consent forms, request files from a client and get engagement letters signed online.	Paperwork without email chains.	Pro and professional tiers
Import and export	Bring your clients in from a spreadsheet and take a full copy out whenever you like.	You are never locked in.	All plans
Inquiries and walk-in check-in	Questions clients ask before booking land in one list, and walk-ins check themselves in on a tablet.	No enquiry or walk-in gets lost	All plans
Auto-send documents	Attach a form to a service and it goes out on its own: consent before the visit, aftercare afterwards.	Nothing to remember	Pro

05

Get them back

Turn one visit into ten with follow-ups that run themselves.



Feature	What it does	What you get	Plan
Rebooking nudges	A friendly message after a visit to book again, skipping anyone who already has a booking.	Regulars stay regular.	Pro
Review requests	A request after the visit. Reviews appear on your booking page with your public replies. Never faked.	Social proof that sells for you.	Pro
Waitlist auto-fill	When a slot frees up it is offered to the next matching client automatically.	Cancellations stop being lost income.	Pro
Loyalty rewards	A stamp card or points that earn themselves from visits and sales, with a rewards card clients can open on their phone.	A reason to choose you again.	Pro (R49 on Starter)
Birthday and win-back messages	A yearly birthday message and a nudge for clients you have not seen in eight weeks.	Warm touches without remembering.	Pro
Promotions	Discounts and offers with codes, by service or category.	Fill quiet days on purpose.	Pro

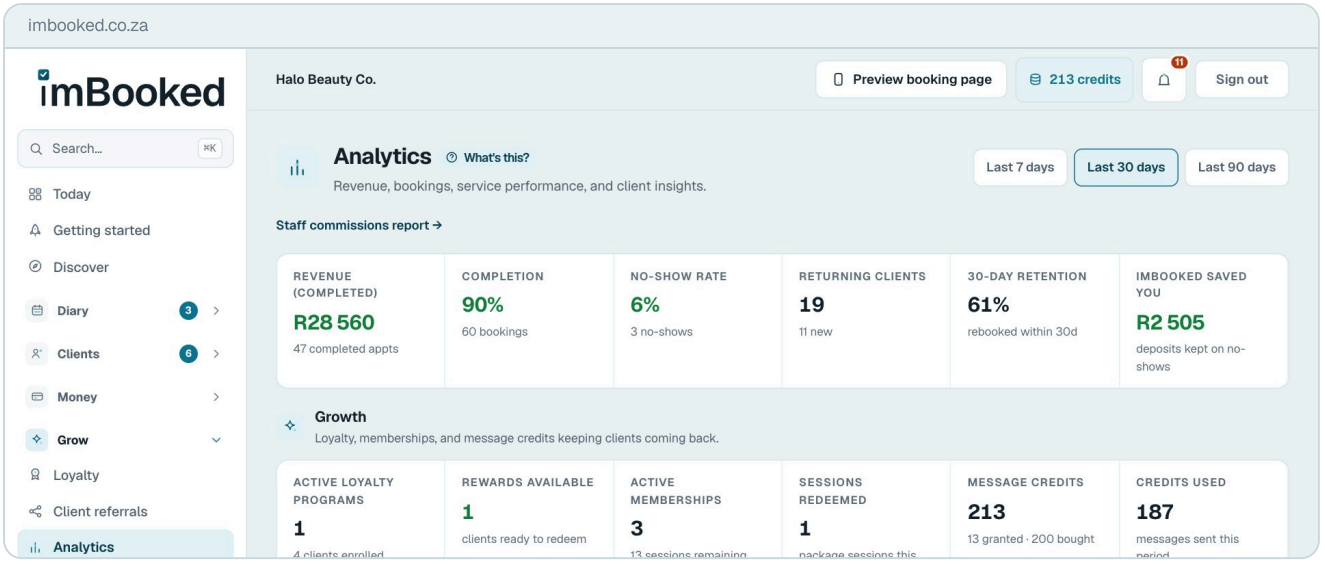
Get them back, continued

Feature	What it does	What you get	Plan
Refer a friend	Give your own clients a code. Both sides are rewarded.	Your best clients bring the next ones.	Pro (R49 on Starter)
Booked Together	Group sessions and classes your clients can join and bring friends to.	Fill the room.	Pro
Fill your quiet day	imBooked spots the day of the week that runs quietest and helps you fill it with a one-tap discount code for clients who have drifted off.	Quiet days become full days	Pro
Come-back reminders	Remind clients when they are due back on a cycle, such as a yearly check-up, a service or a follow-up.	Regulars who never lapse	Switch on in Settings

06

Run the business

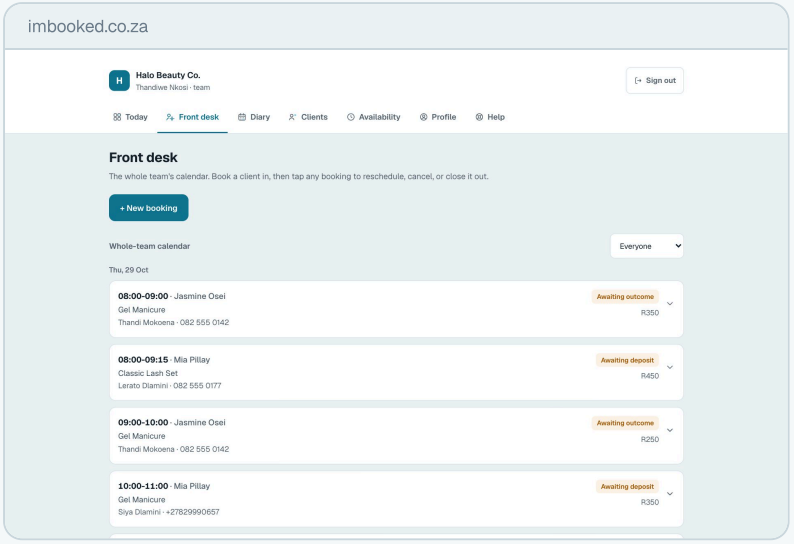
The back office, without a back office.



Feature	What it does	What you get	Plan
Analytics	Revenue trends, busiest hours, top services, booking sources and no-shows. Pro adds forecasting, cohorts and staff utilisation.	Decisions from facts, not feelings.	Basic all; full Pro
Products and stock	Sell products on bookings, track stock as it moves and add photos from your phone.	Retail alongside services.	Pro (R49 on Starter)
Point of sale and till	A register for walk-in sales with refunds, plus an optional cash-up that balances the drawer at close.	Counter sales in the same system.	Pro (R69 on Starter)
Team and skills	Unlimited team members at one location, each with their own calendar, services they can do and performance view.	Grow without new software.	Pro
Staff commissions	Pay your own staff a share and see the numbers per person.	Payday without a spreadsheet.	Pro
Online store and courses	Sell products and courses to clients straight from your link.	More income from the same audience.	Add-ons

Run the business, continued

Feature	What it does	What you get	Plan
Ticketed events	Sell tickets online and at the door, with promo codes.	Workshops and launches, sorted.	Add-on
Calendar sync	Google Calendar, Apple Calendar and Outlook feeds block your slots, and your bookings can show in your own calendar. Only busy time is read, never the event titles clients see.	No clashes with the rest of your life.	All plans
Ask the Assistant	Type what you want in plain words. It searches, explains and prepares changes you confirm before anything happens, with undo.	Setup help whenever you need it.	Every plan
Weekly digest	A once-a-week wrap of how the business did: money banked, no-shows blocked, and how it compares to last week.	Know imBooked is working	All plans
Sign in with one tap	Connect Google to sign in with one tap on the web and in the app, or Apple in the app, with your email as a backup.	No passwords to forget	All plans



A desk view for your front-desk team

Reception books walk-ins and settles visits without ever seeing your owner money screens. Each person sees only what their role needs.

How different trades set it up

The same building blocks, put together differently. These are starting points, not rules.

A hair or beauty salon

Timed services with add-ons and options, a deposit on colour or lashes, a team with their own calendars, reminders the night before, and a loyalty card to bring regulars back.

A barber with two chairs

Two team members, short services with buffers, walk-ins from the front desk, and a waitlist that fills a cancelled slot.

A photographer

A deposit to secure the date, a crew of photographer and videographer, a delivery gallery, and a fixed-scope job for album design.

A fitness studio

Recurring classes with capacity, class passes and memberships, a waitlist, and a room per class so two classes never clash.

A tutor or coach

Online sessions with a Meet link created for you, repeat bookings every week, and a course for the things you teach again and again.

A home baker

Made-to-order days with a limit on orders, a deposit to hold the date, gift cards, and an online store for collection or delivery.

A plumber or electrician

A call-out fee by area, price on request for jobs you must see first, quotes that turn into bookings, and invoices with VAT.

A workshop or venue

Ticketed events with tiers and a QR code per guest, event rooms, a promo code for early supporters, and sales at the door.

What your clients receive, and when

imBooked sends the messages that keep a booking on track, so you do not have to remember. Here is the whole journey, from the moment someone books to the moment they come back.

1 **They book** Automatic
A confirmation goes straight out, by WhatsApp, email or SMS, whichever the client chose. If they are paying by EFT, a link to upload their proof of payment goes too.

2 **The night before** Automatic
A first reminder with the time, the booking reference and a button to view or reschedule. It goes 18 hours before by default, and you can change that.

3 **Shortly before** Optional
An optional second reminder, 2 hours before by default. It is off until you switch it on.

4 **If something changes** Automatic
A cancellation notice, a move to another team member, a changed location, a price change for the client to approve, or an offer of a freed slot to the next person on the waitlist.

5 **After the visit**
A receipt, a pay link for any balance, and for photographers a link to the finished gallery.

6 **Bringing them back** Optional
A review request about 48 hours later, a rebooking nudge about 36 hours after a visit, a birthday greeting and a loyalty reward ready message. These only go to clients who agreed to hear from you, and they are off until you switch them on.

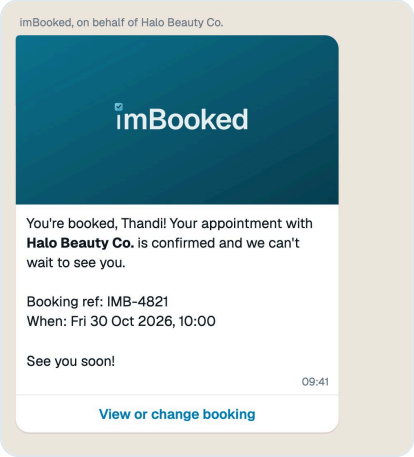
You choose
The Notification Centre lists every message. Switch each on or off, pick the channel, preview it and see its monthly credit cost.

They choose too
Each client picks WhatsApp, SMS or email when they book, and imBooked sends to that one. A client who opts out is never messaged.

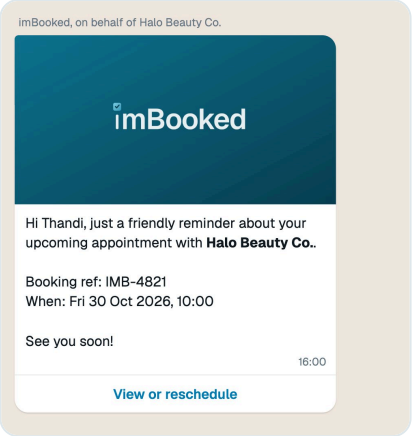
It looks like you
Emails wear your colours and name. WhatsApp messages come from imBooked's approved number on your behalf.

WhatsApp, as your client sees it

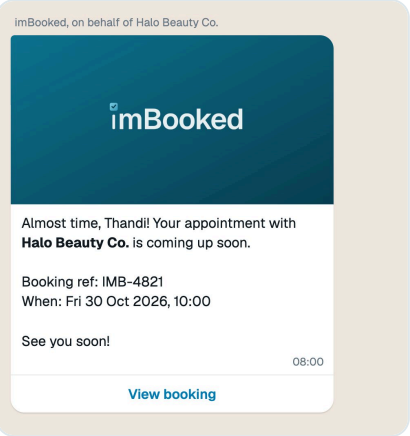
These are the approved message templates imBooked sends, shown with sample names. Each one carries the booking reference and a button that opens your client's own page, with no app and no password.



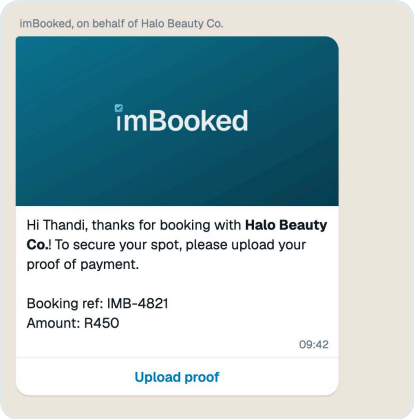
Confirmation, straight after booking



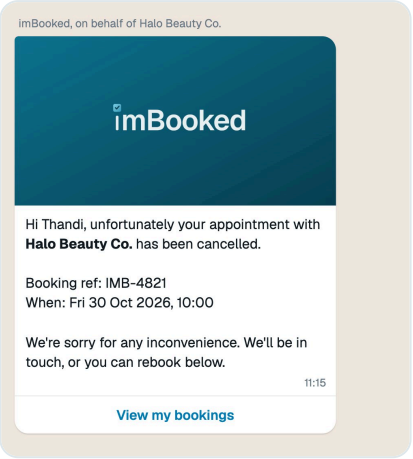
First reminder, the night before



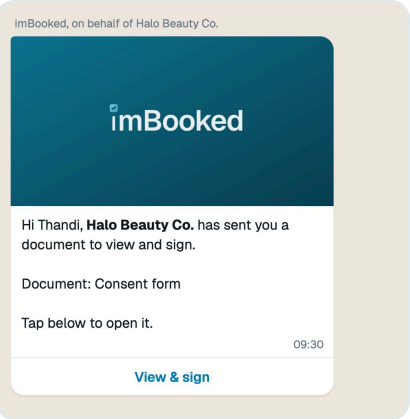
Second reminder, shortly before



Upload proof of payment, for EFT bookings



Cancellation, with a way to rebook

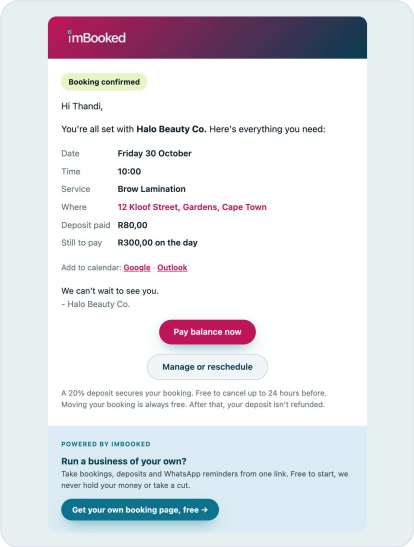


A document to read and sign

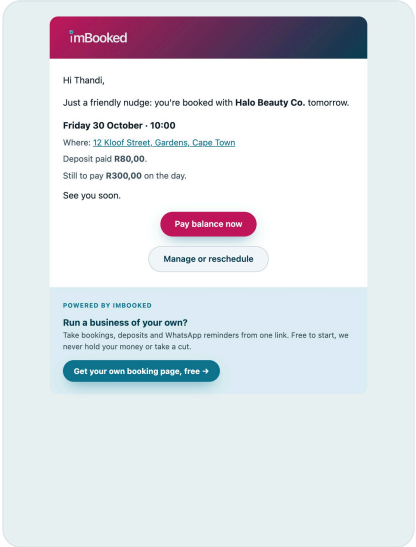
Sample names and times. Messages sent by WhatsApp use message credits, and the Notification Centre shows the cost of each before you switch it on. A client's WhatsApp reply goes to the business.

Emails, as your client sees them

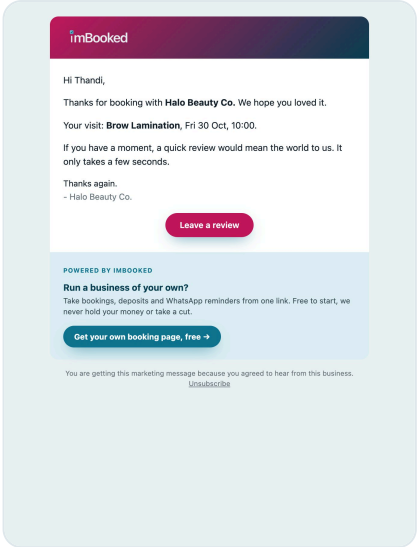
Every email uses the business's own colour and name, with the booking details, where it is, what has been paid and what is still due, an add-to-calendar link and a button to manage the booking.



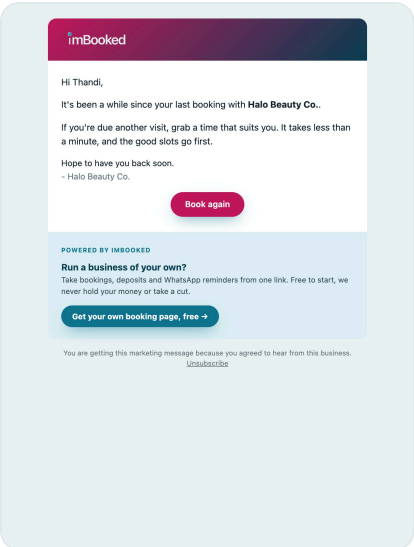
Booking confirmation, with the deposit paid and the balance due



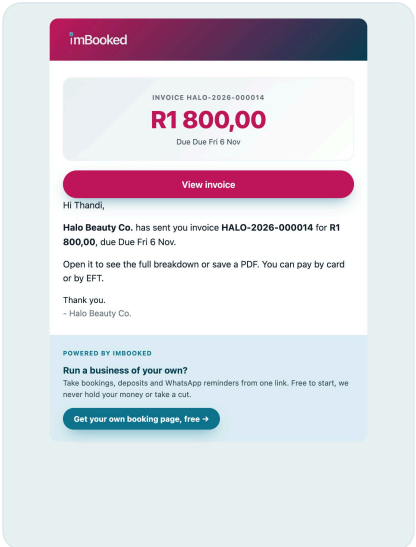
Reminder, with a button to reschedule



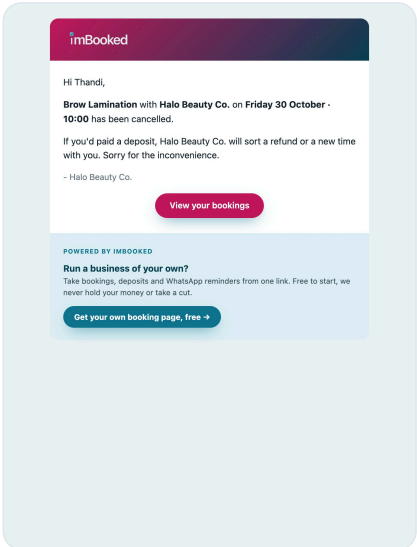
Review request after the visit



A gentle nudge to book again



An invoice, with the amount and the due date up top



A cancellation notice

Sample names. On Free and Starter a small Powered by imBooked note sits at the foot of client emails. The white-label add-on removes it.

Every message imBooked can send

Nothing is hidden. This is the full list of what goes to your clients, from the product's own message catalogue. You switch each one on or off in the Notification Centre.

Message to your client	When it goes out	How
Booking confirmation	Straight after a booking is confirmed	WhatsApp, email, SMS
First reminder	Ahead of the booking, 18 hours by default	WhatsApp, email, SMS
Second reminder	Shortly before, 2 hours by default. Off until you switch it on	WhatsApp, email, SMS
Upload proof of payment	A booking is made by EFT and the proof is still outstanding	WhatsApp, email, SMS
Confirm your booking	You book on a client's behalf and they confirm it	WhatsApp, email, SMS
Booking cancelled	You cancel, or a gap in cover forces it	WhatsApp, email, SMS
Booking moved to someone else	A booking moves to another team member at the same time	WhatsApp, email, SMS
Booking changed	You change where it happens and the price stays or drops	WhatsApp, email, SMS
Change to approve	You change where it happens and the price goes up. The booking waits for the client	WhatsApp, email, SMS
Waitlist offer	A slot frees up and goes to the next person waiting	WhatsApp, email, SMS
Quote sent	You send a quote	WhatsApp, email, SMS
Invoice sent	You send an issued invoice	Email
Payment request	You ask a client to pay everything they owe in one go	WhatsApp, email, SMS

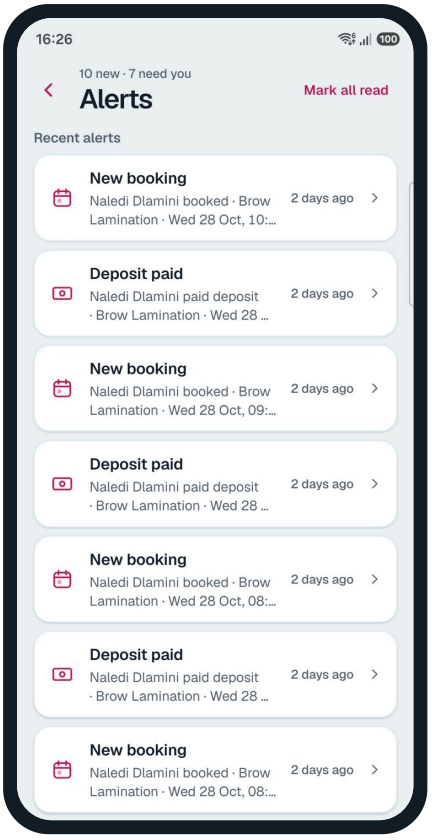
Every message imBooked can send, continued

Message to your client	When it goes out	How
Receipt	You send a receipt for a finished booking	WhatsApp, email, SMS
Payment corrected	You fix, void or add a payment and tick Tell the client	WhatsApp, email, SMS
Job updates	A fixed-scope job is ordered, ready to review or delivered	WhatsApp, email, SMS
Document to read or sign	A finished document, form or contract is sent	WhatsApp, email, SMS
Document chase	A requested document is still outstanding	WhatsApp, email, SMS
Loyalty reward ready	A client's rewards reach the threshold	WhatsApp, email, SMS
Photo gallery ready and expiring	A delivery gallery is published, and again before it expires	Email
Gift card delivery	A gift card is bought and sent	Email
Package, course and download	A package is bought, a course opens, or a download is paid for	Email
Shop order	An order is confirmed, ready to collect, or on its way	Email
We are taking bookings again	A visitor asked to be told when a paused business reopens	WhatsApp, email
Rebooking nudge	About 36 hours after a visit. Off until you switch it on	WhatsApp, email
Review request	About 48 hours after a visit	WhatsApp, email
Birthday greeting	On the client's birthday, when one is on file. Off until you switch it on	WhatsApp, email
Recall and compliance reminders	A recall or deadline comes due, for medical and professional trades	As set up

Rebooking nudges, review requests and birthday greetings are marketing messages. They only go to clients who agreed to hear from you, they are off until you switch them on, and every one can be opted out of.

What you hear as the owner

You always know first. Choose how each alert reaches you: in the app, in your inbox, or in WhatsApp.



The Alerts feed in the app

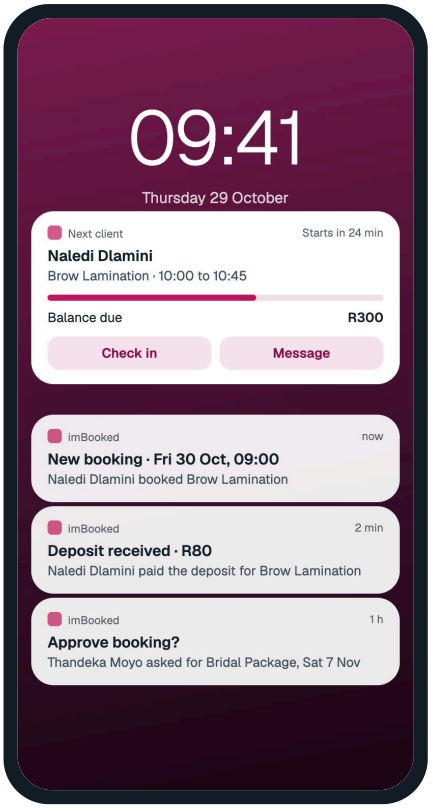


Illustration: push alerts and the Next client card on a lock screen

Push alerts in the app

A new booking or change, a deposit or payment, a request that needs your approval, and a daily summary. Approve a request right from the alert.

Booking emails to you and your team

When a booking comes in, needs approving, is cancelled or moves, to you and the team member it is with.

Your morning agenda and weekly digest

A summary of today each morning and your week in numbers each week. Both are off until you switch them on.

Credit and usage alerts

A warning when your message credits run low, and if they run out, held messages wait for you to release them.

Built for your trade

Pick your trade at sign-up and imBooked sets up the right services, durations, deposits and wording. Anything else builds in minutes from a blank template.

Beauty · Hair salons · Nail techs · Barbers · Makeup artists · Aesthetics · Tattoo and piercing · Wellness · Personal trainers · Fitness studios · Tutors · Consultants and coaches · Photographers · Videographers · Content creators · Florists · Event and wedding planners · Caterers and private chefs · Home bakers · Mobile DJs · Tailors · Cleaning services · Garden services · Movers and removals · Pest control · Plumbers · Electricians · Locksmiths · Aircon and HVAC · Gas and deliveries · Solar installers · Auto detail and mechanics · Panel beaters · Device repair · Security · Driving schools · Pet groomers · Pet boarding · Vets · Medical and clinics · Accountants · Legal · Financial advisers · Professional services

Professional and specialist tiers

Some trades need more than a booking page. These dedicated tiers bundle the extra tools.

Practice

Clinics and allied health
Clinical records, claim-ready billing with ICD-10 codes and medical-aid split, recalls and free reception seats.

R799 per practitioner

Accountants

Accounting practices
Client document collection, e-signed engagement letters, SARS and CIPC deadline tracker, 50GB storage.

R799 per practitioner

Law

Attorneys
Engagement letters, deadlines tracker with one-off dates, document templates, 50GB storage.

R799 per practitioner

Financial advisers

Advisers
Compliance documents, recalls, e-signatures, 50GB storage.

R799 per practitioner

Vets

Veterinary practices
Pet records and patients, recalls and reminders.

R799 per practitioner

Fitness

Studios and gyms
Classes, passes, memberships and unlimited team for one location.

R549 a month

Photographers and videographers

Creators
Client delivery galleries for photo and video, proofing and 250GB storage.

R599 a month

All specialist tiers include 350 message credits a month. An extra practitioner on the per-practitioner tiers is R299 (R499 on Practice). Reception seats on Practice are free.

Message credits, explained

Credits pay for the messages imBooked sends to your clients on your behalf. One credit sends one message to one person. Bookings themselves are always unlimited and never cost a credit, so a client can always book you.

What a message costs

Message	Credits	Cost
A WhatsApp booking message (confirmation, reminder, receipt link)	1	R0.50
An SMS	1	R0.50
An email	1	R0.50
A promotional WhatsApp, such as a rebooking nudge	2	R1.00
A message you send yourself from your own phone (the "I send it" option)	0	Free
App push alerts and the in-app bell, and everything on a client's links	0	Free

Rand figures use the standard top-up price of R0.50 a credit. The Notification Centre shows the exact credit cost of every message before you switch it on.

How far your monthly credits go

A normal booking sends about two messages: a confirmation and a reminder. Add a second reminder and a review request and it climbs to three or four. Here is roughly how many bookings each plan covers every month.

Plan	Credits a month	2 messages a booking	3 messages	4 messages
Free trial	20	10 bookings	6 bookings	5 bookings
Starter	75	37 bookings	25 bookings	18 bookings
Pro	200	100 bookings	66 bookings	50 bookings
Practice	350	175 bookings	116 bookings	87 bookings

These are guides, not limits. You can take as many bookings as you like. Credits only decide how many messages go out with them.

How credits work

They refill every month

Your plan's allowance resets each billing month. Unused monthly credits do not roll over.

Top-ups never expire

Credits you buy roll over for ever. The monthly allowance is always used first, then your bought credits.

Pick what is worth sending

Switch any message on or off in the Notification Centre, choose the channel, or send it yourself for free.

Running low is not running out

You get an alert when credits are low. If they hit zero, messages wait in a held queue until you top up. Nothing is lost and nothing is sent at your expense.

Optional auto top-up

Turn it on and a pack is bought on your saved card when you drop below a level you choose, up to a monthly limit you set. Off by default.

Pay with your referral wallet

Referral earnings can buy credits at the same price as paying by card.

Top-up packs

100	300	800	2,000
credits	credits	credits	credits
R50	**R150**	**R400**	**R900**
R0.50 each	R0.50 each	R0.50 each	R0.45 each

Free-trial accounts can buy smaller packs without a subscription, at a slightly higher price per credit.

Two worked examples

A solo stylist on Starter

60 bookings a month, each with a confirmation and a reminder, is 120 messages. Starter includes 75, so about 45 more are needed: one 100-credit pack at R50. The 55 left over roll into next month.

A busy salon on Pro

150 bookings a month with a confirmation and two reminders is 450 messages. Pro includes 200, so 250 more are needed: one 300-credit pack at R150, or turn off the second reminder and need far fewer.

Tip: the cheapest message is the one you choose not to send. Use the Notification Centre to switch off what you do not need, or send a message yourself from your own phone for no credits.

Simple pricing in rands

Flat monthly prices. Bookings are always unlimited. Pay yearly and get two months free. No commission, ever.

Free

R0 14-day trial

Trying it out, with your own link

- Unlimited bookings
- 1 seat
- 20 message credits a month
- EFT and cash deposits

Starter

R199 a month

Solo businesses taking deposits by EFT or cash

- Unlimited bookings
- 1 seat
- 75 message credits a month
- EFT and cash deposits

Pro

R449 a month

Growing businesses and teams that want card payments and the full toolbox

- Unlimited bookings
- Unlimited team, one location
- 200 message credits a month
- Card deposits, 7 gateways

- ✓ Outside these plans there are two standalone offers: a free Link in bio page, and Bookela for people leaving a tool that only schedules. See the next pages.
- ✓ Free is a 14-day trial with no card needed. After it, pick a plan to keep your page live. Nothing is deleted.
- ✓ Extra seats on a plan with a seat limit are R79 a month each.
- ✓ Need more than one location, or a very large team? Talk to us for a custom plan.

Which plan is right for me?

I just want a free page for my bio, or I am leaving a tool that only schedules.	**A standalone offer**
I work alone and take deposits by EFT or cash.	**Starter**
I want card payments, a team and the full toolbox.	**Pro**
I run a clinic, practice, vet, studio or photography business.	**A specialist tier**

What is on each plan

	Free trial	Starter	Pro
Unlimited bookings	✓	✓	✓
Your own booking link	✓	✓	✓
Online and video bookings	✓	✓	✓
WhatsApp, SMS and email confirmations and reminders	✓	✓	✓
EFT and cash deposits	✓	✓	✓
Google Calendar and iCal sync	✓	✓	✓
Custom branding: logo, cover, colours	–	✓	✓
Custom intake forms	–	✓	✓
Card deposits through 7 gateways	–	–	✓
Invoices with SA VAT	–	–	✓
Promotions and discounts	–	–	✓
Smart deposits for repeat no-shows	–	–	✓
Waitlist, rebooking nudges, review requests	–	–	✓
Packages, vouchers and memberships	–	–	✓
Loyalty, refer a friend and group events	–	–	✓
Products, stock and point of sale	–	–	✓
Staff portal, front desk role, skills routing	–	–	✓
Crew and resource scheduling	–	–	✓
Full analytics, forecasts and exports	–	–	✓
Team members	**1**	**1**	**Unlimited, one location**
Included message credits a month	**20**	**75**	**200**

Add-ons and top-ups

Flat monthly fees, never a cut of your sales.

Products and stock
R49
Included on Pro

Point of sale
R69
Included on Pro

Loyalty and refer a friend
R49
Included on Pro

Group events
R49
Classes, sessions, series and event rooms. Included on Pro

Online store
R199
Sell from your link

Courses
R99
Sell and deliver courses

Ticketed events
R149
Tickets online and at the door

White-label domain
R199
Your own web address, no imBooked footer

Extra storage
From R29
25GB to 1TB for galleries and documents. Every plan includes 2GB

Message credit top-ups
From R0.50
Per credit, R0.45 on the 2,000 pack. Top-ups never expire

How billing works

One flat monthly price
Your plan fee, plus any add-ons and extra seats, charged once a month to the card you save. You see an itemised bill and history in the dashboard.

Pay yearly, get two months free
Pay for 10 months and get 12.

Upgrade any time
You pay only the difference for the rest of the month and the new features switch on straight away.

Downgrade or cancel at the end of the month
You keep what you paid for until the period ends. Nothing is deleted, and you can come back any time.

Gentle if a payment fails
We retry over several days and tell you each time before anything is switched off.

Your card details stay with the payment provider
We never see or store your full card number.

Set up for you, if you would rather not

Most people are live in an afternoon. If you would rather hand it over, our team does the work.

Done-for-you account setup — R699
We build your account, services and page. Delivered in 2 to 3 days.

Set up from your price list — R499
Send a photo or message of your prices and we create your services. Free on an annual Pro plan.

Payment gateway setup — R950
We connect your card gateway for you, done within 24 hours.

Booking-page makeover — R499
We rewrite your services, photos and copy so your page converts.

Google Business setup — R1,200
Be found on Google Maps and Search.

Logo and brand kit — From R999
A logo and brand kit designed for you.

Professional website — From R999
A website built by our team, wired to your bookings.

Tell a business owner, earn every month

Share your referral link. When a business you referred pays for imBooked, you earn a share of their plan fee every month, from 10% rising to 20% as your referrals grow. Earnings go to a wallet that pays your own bill, buys message credits or cashes out by EFT from R200. The business you refer gets 25% off their first month.

10%	15%	18%	20%
Pencilled In	Booked	Fully Booked	Overbooked

Safe, private and built to last

Your data is walled off

Every business is isolated at database level. One business can never read another's records.

POPIA ready

Separate marketing consent per channel, absolute opt-out, and recoverable deletion with a 90-day grace period.

Exact money

Every amount is stored as whole cents in rands, so totals never drift.

Proper security

Encrypted connections, strict browser protections, secure payment keys and full audit trails behind support access.

Never lose a record

Payments are idempotent and nothing is deleted. Corrections are layered on top.

Nothing hidden

Cancel any time. Your data stays yours and exports in one click.

Your first week

A simple path from sign-up to your first paid booking.

Day 1	Sign up, choose your trade, and name your business.
Day 1	Add your first service, and check the prices and deposits the wizard suggests.
Day 1	Add the people who do the work (that can be just you), and set your working hours.
Day 2	Choose how you get paid: EFT details, or a card gateway on Pro.
Day 2	Add your logo and colours, and connect your Google Calendar.
Day 3	Make a test booking yourself and watch the confirmation arrive.
Day 3	Share your booking link on Instagram, WhatsApp and Google, and install the app with push alerts on.
Week 1	Invite your team, then switch on reminders, reviews and rebooking.

Questions people ask

Does imBooked take a commission?

No. Never. We only charge our own monthly subscription. Client payments go straight to your own gateway or bank.

Do my clients need an app or an account?

No. They book on a web page and manage everything through links. It works on any phone.

What if I do not take card payments?

Use EFT, cash or card machine. Starter takes deposits that way, and Pro adds card gateways.

Can I try it before paying?

Yes. Every new business gets a 14-day free trial with no card needed. Nothing is deleted if you decide to wait.

Can my team use it too?

Yes. Pro includes unlimited team members for one location, each with their own calendar and portal login.

Can I move my existing clients across?

Yes. Import them from a spreadsheet, or have our team set it up for you.

What happens to my data if I leave?

It is yours. Export your clients, bookings and revenue any time, and account deletion is recoverable for 90 days.

Is there an app?

Yes. imBooked is on the App Store for iPhone and on Google Play for Android, and both run the same account as the dashboard. Download it free and sign in.

Questions? Message us on WhatsApp or email hello@imbooked.co.za and a real person answers.

imBooked

Three steps. Then your weekends back.

1. Pick your trade and sign up. No card needed.
2. Add your services, or send us your price list.
3. Share your link, and download the app to run it from your phone.

Start free at imbooked.co.za

Download on the App Store
iPhone and iPad

Get it on Google Play
Android